

Project Role: Consultant
Business Type: Vendor for Independent school industry
Duration of Project: 18 months

Company Profile

Eighty20, based in Toronto, Canada, is a web development and marketing company catering to the independent school market. They build custom content management tools that enable schools to maintain the content of their websites. On the marketing side, they offer regularly scheduled webinars focused on helping schools market themselves effectively on the Internet. Learn more at www.eighty20.com.

Background

Understanding that they needed an outside consultant to help them achieve following objectives, Eighty20 retained the services of Mark Interactive. It was Mark Murrell's 10 years of experience in communications and marketing for independent schools that attracted them to Mark Interactive's services.

About Mark Interactive

Mark Interactive is an interactive agency whose mission is to foster businesses growth for all of our partners. Our goal for each of our marketing and design initiatives is to deliver robust returns on investment.

Case Study - Eighty20

eighty20

Eighty20's Objectives

Looking to grow their business, Eighty20 had a three-part objective;

1. Enhance Internet visibility in the United States.
2. Increase sales.
3. Expand service and product offering.

Solutions

Mark Interactive leveraged past experience in communications and marketing within the independent school industry to take an outside-of-the-box approach to helping Eighty20 achieve their desired results. With that, Mark Interactive developed and implemented the following campaigns to achieve results for the aforementioned objectives:

➤ Enhance Internet visibility in the United States

Web content strategy: Web content changes for the company website that led to **25% increase** in online inquiries.

Search engine optimization: strategies that dramatically strengthened their search rankings; **20% ranking increase in six months**.

➤ Increase sales

Executive Briefing Series: introduced and developed webinars that have now been delivered to hundreds of schools in the US; produced **12 new clients**.

Created Partnerships: created partnership between the #1 independent school directories (Boardingschoolreview.com/PrivateSchoolreview.com) and Eighty20, allowing them to tap into an existing client base of **6000 schools**.

➤ Expand service and product offering

New revenue stream: introduced Eighty20 to a robust system of tracking their website statistics, in turn, created a new product Eighty20 for them to sell to current and potential clients;

Creative strategy: developed successful user experience strategies for new clients; one project leading to a **200% increase** in admission inquiries.

Ghost writing: developed dozens of industry related articles that were circulated throughout the independent school industry.

"There are few web professionals who really understand and truly apply the concepts of Internet marketing. Mark is one of those 'qualified' experts who really gets this subject."

"During Mark's tenure with Eighty20 he was instrumental in helping Eighty20's clients take a strategic approach to using their websites as a powerful marketing tool. Mark's previous experience and accomplishments with Hyde Schools was an invaluable asset to Eighty20's clients where he was able to apply his Internet marketing skills when consulting for these schools."

"Mark's professionalism and commitment to his clients has always been outstanding and I have no hesitation in recommending him and his services to anyone interested in growing their business over the web."

Galib Rayani, President, Eighty20