

Case Study: Lakeland College

“ I knew we'd made the right decision to go with Marqui when I met the team. ”

Cathy Wolters | Communications Specialist
Lakeland College



Lakeland College

Lakeland College is a public, board governed college that serves both the provinces of Alberta and Saskatchewan.

Industry: Higher Education

Founded: 1913

Student Population: 8,000+

Goals:

- Update website to increase student engagement
- Increase website traffic
- Effectively track and measure student and alumni communications

Results

- Increased website traffic and subscribers by 25%
- Incoming phone calls to student services reduced by 25%
- Reduced resource consumption by \$20,000.00 annually

Challenge

With thousands of pages of content and multiple micro-sites, Lakeland's website plays an enormous role in vital communication with students, prospects and alumni. Unfortunately, as their website's role grew, so did the problems maintaining its effectiveness. Their lackluster site was leading to falling student and alumni engagement as well as a drop in new subscribers and site traffic. Lakeland was looking for a solution that would allow them to reduce resources and outsourcing costs, effectively track and measure student and alumni communications, and turn their website into a tool for recruiting and fundraising.

Solution

After looking at several software solutions, Lakeland chose to use Marqui's Web Marketing Complete software because of its ability to help them manage their email campaigns, update their website content, and allow for multiple users to update information through workflow processes. Marqui's student-friendly features like social media integration, a graphical calendar of events and an interactive price calculator allowed them to engage with their students and prospects alike.

Benefit

In the last year alone, Lakeland has increased site traffic by 25% and is currently ranked second in Alberta among all post-secondary institutions in enrolment growth. By replacing their print calendar with a graphical calendar they were able to reduce resource consumption and save \$20,000.00 per year. With on average only an hour of training time to get up and running, the sites are easily managed by the alumni and students reducing timely delays, and ensuring their web content is fresh and relevant.