

Kaplan Open Learning



Company profile

Kaplan Open Learning offers online degrees and professional training courses in the areas of Business Management, Criminal Justice, and Financial Services to both UK and International students. Kaplan trains over 1 million students every year and is working with the University of Essex to deliver online degrees to working adults.

The challenge

Kaplan Open Learning needed to schedule and implement ad-hoc marketing campaigns as part of their lead generation strategy.

Key challenges

- ▶ Sourcing ad hoc and targeted enquiry generation campaigns
- ▶ Ensuring campaigns would reflect variable enquiry volume requirements
- ▶ Benefiting from an ongoing reporting service on campaign performance

Outcome

Kaplan Open Learning decided to partner with the reed.co.uk Learning Centre for its flexibility, reactivity and expertise in managing all aspects of lead generation marketing campaigns, from email template creation to detailed performance reports.

Through a combination of course listings and ad hoc email campaigns, the reed.co.uk Learning Centre has managed to adapt to Kaplan's variable need for enquiries and become a major partner in their marketing campaigns since 2008. Additionally, ongoing reporting on campaign performance has enabled Kaplan to understand the value of the reed.co.uk Learning Centre and better forecast their marketing activities.

“With the ability to create, implement and report on email marketing campaigns, the reed.co.uk Learning Centre team has been key to our marketing efforts since 2008.

Not only do they deliver high volumes of enquiries, they've also helped us develop innovative new lead generation ideas and turn them into a sustainable source of new business.”

Philip McGuin,
Online Marketing Manager
Kaplan Open Learning

About the reed.co.uk Learning Centre

As well as being the UK's number one jobs and careers site (source: Hitwise), reed.co.uk generates thousands of enquiries for Training & Education providers every month.

The reed.co.uk Learning Centre has been designed for Training & Education providers to promote their courses to the widest range of career professionals across the UK. From universities and colleges to online learning specialists, leading education professionals across the UK find new delegates with the reed.co.uk Learning Centre.

Start advertising your courses today - Call us now on 0207 067 4626