

## THE CHALLENGE

Delphinium is a tool that adds gamification to courses offered by colleges across the country. Although Delphinium is a great product, there are some marketing components that need some extra attention and work. The website for Delphinium exists, but it doesn't have a lot of awareness or traffic. There is a Facebook page for Delphinium, but the most recent posts were from over a year ago. Since Delphinium is a newer product, most colleges haven't heard of Delphinium or Gamification.



## THE SOLUTION

Marketing strategies were created to help Delphinium in these four areas: social media, email, web content, and testimonials. Delphinium's Facebook page existed, but had not been posted to in over a year. Our team created a social content calendar and content was posted to Facebook. Additionally, a new Facebook Group was created where past, present, and future students can ask questions/make suggestions about Delphinium. The website was overwhelming with too much copy. We created a "how-to" video that could help people understand what Delphinium is/does without having to read too much. We also installed a Google Analytics code to help Delphinium monitor the traffic of their website. Next, we wanted to help Delphinium reach out to universities and get in contact with them. We created an email campaign and sent out several emails to 17 different universities. Lastly, we collected testimonials from past and present students to learn what could be done to improve Delphinium.

## THE RESULTS

Our efforts with social media helped Delphinium reach more people. We increased the amount of Facebook likes by 28.3%. We made a Hootsuite account to help manage social media accounts. The "How-To" video that we created will be posted to the website and will help increase web traffic. The Google Analytics code we helped install for the website will help monitor web traffic, and he can make more adjustments to his website accordingly. Our email campaign started off with an open rate of 44% and a click rate of 4%. Finally, the testimonials will be a great addition to the website's content. With our marketing plan we helped create more social media presence, we improved Delphinium's website to be more appealing, and we created more awareness.

**28.3%**  
increase in  
Facebook Likes

How-To  
**Video**

**4%**  
email campaign  
click rate

## CLIENT TESTIMONIAL

"This marketing team at UVU has been amazing to work with. The social media and email campaigns reached further than I thought and love seeing that something is happening now. I also have a great video that explains clearly and quickly what Delphinium is about and the testimonials from students that have been helped by our product. This team really laid the foundation for our marketing efforts in the future. Thank you!"

-Jared Chapman PhD, MBA, M.Ed.