



EMMERSION LEARNING

About Emmersion Learning

Emmersion Learning is a data-driven company with a goal of closing the global communication gap using an automated language assessment system. In the beginning, Emmersion Learning partnered with top English learning firms to create high-quality English tools. Within the first year, hundreds of online English tutors were hired and trained and upon much growth, many clients asked for language proficiency ratings from their tutors. Emmersion Learning saw this opportunity to provide a top-of-the-line automated testing system that's more scalable, less expensive, and offers many different language options. Their two brands include TrueNorth—an AI automated speaking assessment, and WebCape—a multiple-choice assessment using adaptive technology to help with reading, grammar, and more.

The Challenge

The challenge with Emmersion Learning was the need to improve brand awareness and to reach its target market. When we first met with our client, Alec, they had only a couple of blogs on their website and were not consistently reaching out to their leads through email. Emmersion Learning didn't have an SEO strategy and wanted to start optimizing web pages to drive organic traffic. Our goal was to help with overall brand awareness by creating emails, optimizing blogs, and posting them on the website for inbound marketing.

The Solution

Our solution was to complete a website audit and recommend SEO and design changes, optimize existing blog posts to strengthen organic traffic, and create email campaigns to target specific market segments. Organic and email traffic were tracked through a Google Data Studio Dashboard.

The Deliverables

Web & SEO Audit

Researched Emmersion Learning to grasp where they stood in terms of on-line presence and current marketing strategies. Built a document outlining where they were succeeding and where they could improve. Provided recommendations for potential keywords, design, site speed, and implementation.

Blogs

Published and optimized 5 blog posts were around the keyword queries, such as "language proficiency test" and "language assessment test" to reach BPO's and Call Centers. Emmersion Learning's executives collaborated with the capstone group and created high quality and relative content. Its acquisition of sessions and new users was tracked between January 1, 2020 and April 22, 2020.

Analytics

Created a 'thank you' page to redirect form submissions to a trackable page. Attributed conversions and traffic to different campaigns and accurately track the progress of those form submissions. Created a dashboard to visualize the data that we collected. The dashboard included campaigns, mediums, sources, location, and conversion tracking allowing Emmersion Learning to track its progress month to month on an automatically updated dashboard.

Emails

Email templates were created to reach Emmersion Learning's target audiences of call centers and BPOs. The emails were designed for A/B/C/D testing with a small group to find out which one performed the best to then be sent to the remaining section of the segment. The subject line, preview text and call to action were changed in each email to test.

The Result

68 Proposed on-site changes

14 SEO backend changes

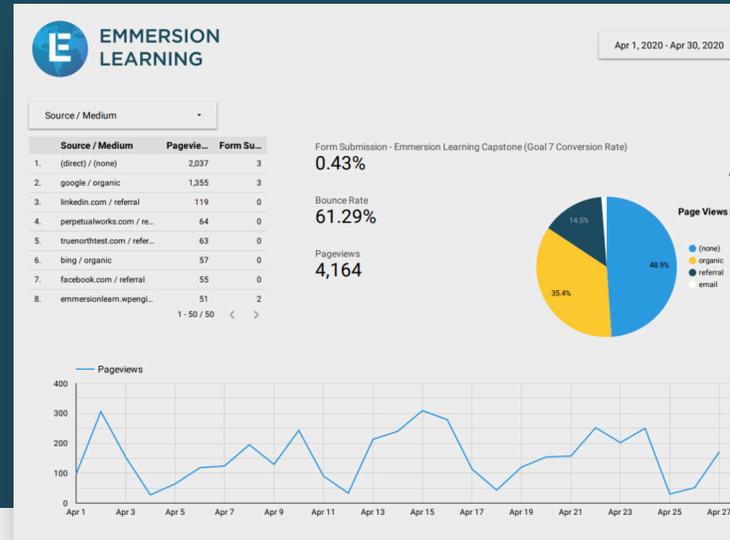
5 Optimized and published blog posts around targeted keywords

24 Total Sessions

13 Total New Users

Designed and tested 8 email templates through A/B/C/D testing with a 15% open rate.

Created a centralized analytics dashboard on Data Studio.



Client Testimonial

"As a fresh, quickly growing marketing department, we have been working hard to establish a strategy for increasing brand awareness. In just a few months, this team covered a large portion of our research, providing an exceptional website audit with impressive design improvements, an in-depth keyword research, several email templates and blogs, and custom analytics dashboards. The UVU Capstone team was eager to work hard on the tasks at hand, and I was very impressed by the results! Thanks to this incredible team for their determination to work hard and get results." — **Alec Gallego, Director of Marketing**

