



# UVU MBA

Utah Valley University's MBA program is one of the best programs in the country as it will equip students with the skills to manage, interact with, and consult with top leaders within the industry in order to stay competitive. The dedicated business faculty at the Woodbury School of Business are both skilled professionals and researchers who bring expertise to each course in the program. They are one of the top MBA programs in the state of Utah.



UVU | MBA<sup>®</sup>

## CHALLENGE

The MBA needed to create a stronger social media presence, and had recently lost their social media team. The Green House worked with the MBA to establish a new plan to differentiate the MBA's social media presence from other UVU accounts, to gain new followers and to also keep Alumni.

“Utah Valley University MBA's partnership with Green House Marketing Agency has been a pivotal factor for our social media presence. Their team's dedication to posting consistently on Instagram and Facebook has given our program the boost it needed. We've seen a significant rise in our social media following, and the quality of content they produce is exceptional. Green House has not only helped us maintain a strong online presence but has also enhanced our reputation within the business education community. We highly recommend their services to any institution looking to strengthen its digital footprint.”

**Bryan Juber**

Utah Valley University MBA





## SOLUTION

- Create a comprehensive social media audit and plan for the UVU MBA's Instagram, Facebook, and LinkedIn account
- Create a TikTok account for the UVU MBA
- Consistently create and post on the UVU MBA social media accounts
- Create a plan for the UVU MFPA account and begin posting for those social media accounts
- We created a template for a bi-weekly update for the MBA



## KEY RESULTS



### Social Media

- **Increased followers for the MBA Instagram account by 24**
- **More consistent posting caused more consistent engagement rates on the MBA Instagram account**
- **200% increase in monthly website clicks on MBA Instagram account**
- **Increased engagement by 0.26% for the MBA Facebook account**

## About Green House

Green House (GH) is a sales & marketing agency sponsored by Utah Valley University and run by its students. Its approach combines the impact of the largest university in Utah with the resourceful skills of marketing students and industry experts. Green House assists organizations by improving their online marketing presence, fortitude, and evolution.