



## Case Study: eLearners

### Challenge:

eLearners, a Web site that connects consumers with colleges and universities that provide distance learning courses, needed to directly market its services to a diverse demographic of potential online students and communicate the benefits of online learning and the myriad courses of study available.

### Solution:

Adfusion professionals worked closely with eLearners to identify marketing points with broad consumer appeal, format those points into informational "news articles," and place the articles on Web sites reaching the broadest possible range of consumers. Each article provided information on the advantages of online learning, career opportunities available to online degree-holders and concluded with a strong call to action that solicited readers to "click through" to eLearners.com and complete an online form requesting more information.

### Results:

The articles drive a pre-qualified consumer with a high level of interest to the eLearners Web site and regularly result in enrollments, the ultimate goal of eLearners' overall marketing campaign. Through Adfusion's proprietary arrangement with top online publishers, eLearners articles have appeared on some of the Web's most-trafficked sites, including MSN.com and NBC television affiliate sites across the country.



"We have been working with Adfusion for over a year and have been very impressed with the level of service we have received from our account rep as well as the copywriters and editors who have worked closely with us to create articles which accurately convey our brand message. We are extremely happy with the results we have seen with Adfusion and look forward to working with them in the future."

#### Malcolm McLeod

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