

Case Study: Goizueta Business School

Emory University

The study was the third part of a trilogy of research to investigate the effectiveness of content marketing on awareness, perception, consideration, action and advocacy. The research involved forced exposure to sponsored content on our website versus a control group who hadn't seen the articles. Of those exposed, 50% recalled having seen the content previously. The sample all had intention to study for a graduate management qualification.

Some of the key findings

Sponsored Content Boosts Awareness

- Results showed significant uplift in prompted awareness driven by content marketing. +114% for Emory University and +28% for Goizueta Business School.

Positive Impact on Brand Perception

- There was an uplift in key perception statements, including "A launchpad for a career in the US", "Built to challenge and transform". Over 91% of respondents had an improved impression of Goizueta.

Drives Meaningful Action

- 97% took action after reading. 62% visited the website, 39% explored the MBA program and 32% began or completed an application.

Evaluates Institutional Standing

- Exposure to content elevated Emory to similar levels of prompted awareness to the likes of UCLA, UT Austin and Georgetown.

Participants: Graduate management education intenders.

Groups: Control group vs forced exposure to BusinessBecause sponsored content.

50% of those exposed remembered seeing the content.

Content marketing doesn't just inform - it influences, engages and converts.

For institutions looking to grow brand equity and student interest, editorial strategy is a powerful tool.

Note: This case study references work completed through BusinessBecause, which has since fully transitioned into GMAC.