



How we helped UT Austin reach MBA prospects authentically

Harlie Collins, MBA Marketing Manager at UT Austin, shared how partnering with GMAC supports authentic, high-quality lead generation.

“Our MBA Application Guide sponsorship [with GMAC] works because it’s not trying to be marketing disguised as helpful content. It’s genuinely useful information that happens to connect qualified prospects with programs that suit their goals”



Harlie Collins

- Prospects value third-party validation and trusted sources.
- Our website provides an authentic, content-driven platform.
- Sponsorship delivers strong ROI through high-quality engagement.
- Authentic content beats traditional marketing for conversion.



Harlie Collins • 2nd
MBA Marketing Manager at UT Austin | 8+ years experience hel...
2mo • 🌐

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Your prospects are everywhere except where you think they are. 🧐

Recent studies confirm that top-of-funnel MBA candidates use 8+ different resource types during their initial program research - from official school sites and rankings to social media, ChatGPT, Reddit forums, and trusted industry publications. They're cross-referencing at midnight, asking AI for program comparisons, and seeking unbiased third-party validation.

While they do start with school websites for basic info, the real decision-making happens when they're comparing what you say about yourself versus what others say about you.

Yet most of us keep pouring budget into fighting for attention in crowded spaces instead of partnering where trust and credibility already exist.

What works better: 🌟 📧

→ Meeting students where they already are (not where we want them to be)

↳ If they're already reading industry publications and guides, consider complementing your existing efforts with partnerships/sponsorships. Not because it's easier, but because it's where they're actually making decisions.

→ Partnering with trusted voices

↳ In a landscape where many programs highlight similar strengths - strong ROI, extensive networks, transformative experiences - third-party validation becomes the differentiator. Students naturally turn to established industry voices for additional perspective when comparing options.

**Interested in authentic partnerships that reach qualified MBA prospects?
Get in touch for more information**

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