

Cypress College

THE RESEARCH SPOKE... CYPRESS LISTENED.

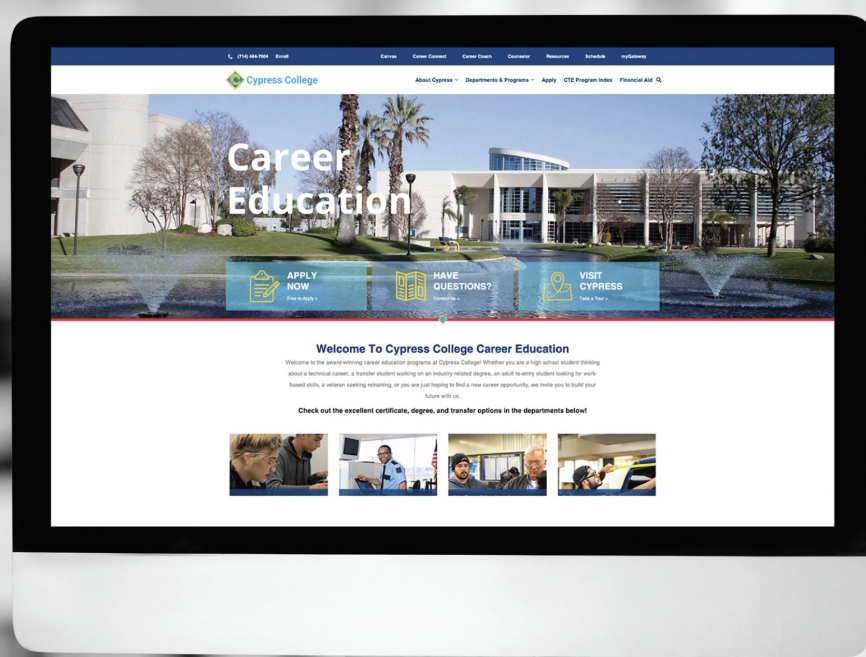
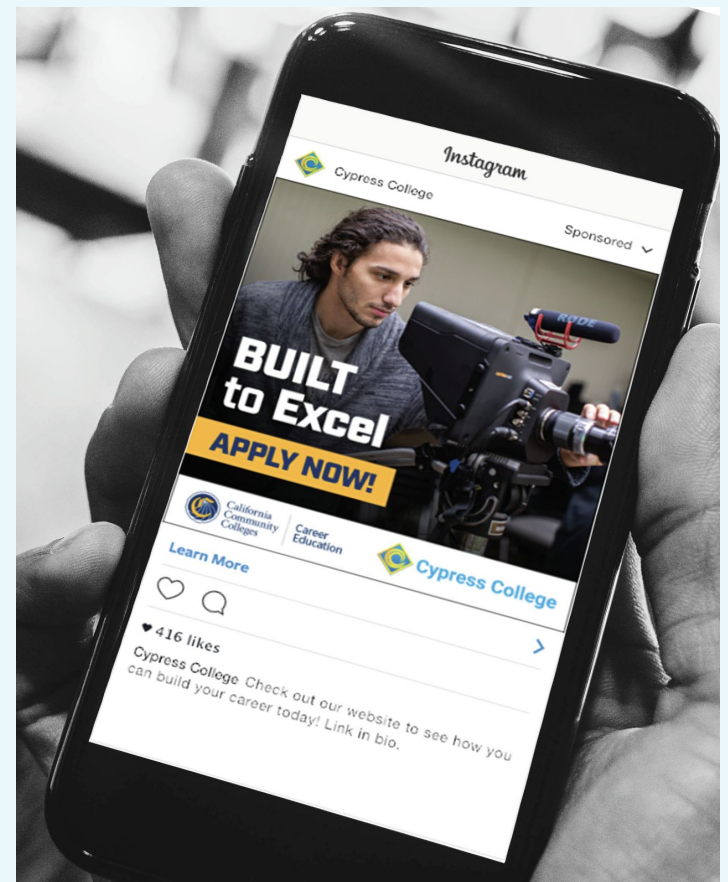
Cypress College has always been a place of inspiration. In North Orange County, it's considered a gem, providing fast, affordable pathways to academic and career success for more than 50 years. So... what's the Cypress secret? It's all about listening.

Cypress College deployed Interact's Media Preference Survey to learn more about its students. With outcome-focused education commanding more attention in California, Cypress College wanted not only to keep pace but to be proactive. It would begin with a custom career education website, designed to showcase the life-changing power of its award-winning career education programs, while increasing its enrollment numbers.

Interact & Cypress College at Work...

Digital Campaign: Strategically employed print collateral, social media ads, radio spots, YouTube videos, a digital "Enroll Now" and "Apply Now" text and email campaign, billboards, and more to create "top-of-mind" awareness of Cypress' Career Education programs.

Branding: Leveraged the popular, Orange County-wide, "Future Built" Career Education campaign by creating custom messaging that drove traffic to the new Career Ed website.



Web: Developed a practical and user-friendly website devoted specifically to Cypress's Career Education programs that showcased Cypress's unique identity while remaining consistent with NOCCCD's broader messaging campaigns.

Not Just a Landing Page... A Launching Page.

After extensive research, a custom website was born that highlighted Cypress' unique identity and Career Education programs while maintaining a consistent look. Key features included an easy-to-navigate menu structure and prominent calls-to-action that feed Cypress' main website.

A multi-platform marketing and re-marketing campaign followed that targeted prime, career education audiences with custom messaging that drove them to Cypress' new, career education-focused website.

Bold Choices Bear Fruit

Before the main campaign even began, community college districts across Orange County started seeing an increase in Career Education landing page traffic, in-person visits, and phone inquiries.

To date, Cypress College's "Future BUILT" Career Education website and campaign has achieved its goals of driving enrollment, affecting a 16% increase in new students from Fall 2018 to Fall 2019. Onboarding efficacy has also increased, with the application-to-enrollment rate climbing almost 3% since campaign launch.