

Case Study: Revolutionizing Digital Engagement; Transformational Impact at Reliance College.

Background: [Reliance College](#), a forward-thinking educational institution scheduled to open in 2025, sought to establish a robust digital presence. Before my arrival, Reliance College faced challenges in digital marketing and operational efficiency. The transition from an outdated website to a modern, user-friendly platform was cumbersome and affected the institution's online visibility. The college's internal processes were time-consuming and inefficient. The college aimed to enhance its online visibility, increase engagement with potential students and donors, and optimize its marketing and administrative tasks. I was brought on board as a Digital Strategist to spearhead these initiatives.

Solution:

1. **Website Development and Migration:** I successfully merged and transferred content from the old website to the new [Reliance College](#) platform. I ensured a seamless transition and designed engaging web pages, enhancing user experience and information accessibility.
2. **Email Marketing and Subscriber Growth:** I revitalized the email marketing strategy, leading to a subscriber increase of over 13%. By updating and maintaining MailChimp email campaigns, I increased newsletter subscribers from 1,500 to 1,700. I introduced complex automation systems for collecting emails, expanding the college's reach and potential student base. My new automation implementations broadened the college's communication reach.
3. **Operational Efficiency through Automation:** I introduced AI and automations in routine tasks and communication processes significantly reducing manual labor and improved efficiency. I automated several application steps for the [Summer Seminar Program](#) and scheduled weekly emails using AI, significantly reducing manual workload and streamlining communication processes.
4. **Content Creation and Engagement:** I designed a comprehensive college guide, attracting significant traffic to the website by offering valuable information in exchange for their email (expanding the email list). My social media tactics boosted platform interactions on various platforms.
5. **Fundraising Initiatives:** Through compelling end-of-year fundraising emails, I played a pivotal role in the college's financial growth, bringing in thousands of dollars in donations.

Result: My strategic and innovative approaches led to remarkable outcomes for Reliance College. The enhancements in website design and functionality, combined with effective email marketing strategies and operational automations, significantly increased online engagement and streamlined internal processes. My content creation and fundraising efforts not only attracted more visitors and potential students to the website but also secured essential funding for the college's development. The subscriber count for the newsletter rose by over 200. My contributions were instrumental in positioning Reliance College as a prominent and appealing choice for future students and donors, well ahead of its official opening.

Interested in a strategy call with us? Book a free consultation ([here](#))!