



# Massachusetts School of Law



## CASE STUDY



PPC

WEBSITE DESIGN

WEBSITE DEVELOPMENT

RECAPTURE MARKETING

# MASSACHUSETTS SCHOOL OF LAW

## HIGHLIGHTS

**31%**

of students attributed to inSegment campaigns

**26%**

increase in incoming total class size

**385%**

increase in conversions

**68%**

increase in lead generation efficiency

## SERVICES



PPC



Website Design



Website Development



Recapture Marketing

## BACKGROUND

Founded in 1988, The Massachusetts School of Law (MSLAW) offers an academically rigorous and affordable legal education, emphasizing ethics, advocacy, leadership, and professional skills. MSLAW provides students with extensive training in the professional skills needed by practicing lawyers. The school is a leader in the now-growing drive for reform in legal education, and its practices and curriculum reflect this. Unlike most law schools, MSLAW does not consider LSAT scores in its admission process.

## THE CHALLENGE

Facing a sharp three-year decline in law school enrollment and subsequently a smaller pool of applicants to draw from, MSLAW needed to revamp its digital marketing strategies. To remain competitive in this fierce market, the relatively new institution sought to maximize its marketing budget and engage prospective students more efficiently. The law school engaged inSegment to craft a holistic and innovative digital marketing program that addressed these challenges.

## GOALS

- Boost brand awareness in a fiercely competitive market
- Generate new leads and applicants
- Increase enrollment cost-efficiently
- Decrease cost per lead

## THE SOLUTION

Leveraging its deep understanding of the higher education marketing landscape, inSegment devised an integrated digital marketing strategy to reach prospective students. The team began with a small pilot program, creating two-conversion oriented landing pages to cater to MSLAW's different audiences and driving traffic through highly targeting paid search campaigns. According to MSLAW's Director of Admissions, Rohit Bhasin, "We started off under a semester long agreement...and it far surpassed my expectations...that's why we decided to stick with [inSegment]. We saw enrollment at our institution grow while the rest of the country was in a sharp decline for legal education and law school enrollment over the past three years."

Building on that success, inSegment and MSLAW added more paid search keywords and campaigns, designed and developed new landing pages, and expanded the program into social advertising, particularly through Facebook and LinkedIn. Facebook Advertising, because of its engaging ad format and advanced target options, has been a major driver of leads at a low cost. Through continuous thorough keyword research and competitive analysis, the team identified the most relevant and niche keywords that align with MSLAW's value proposition.

Client communication was key to the success of the program, for Bhasin. "Through constant communication, which has been a major plus point with inSegment, I never feel out of the loop. I always know what's going on. If I ever have questions, I can always reach out to my guys there - it's a great team. I had not been able to get that at any other places. As a result, we're able to get better lead generation and follow applicants from the beginning of the lead to them getting here and being registered students."

To tackle the long sales cycle of higher education and stay in front of prospective students, inSegment executed robust recapture campaigns. The team also implemented a full marketing automation system utilizing the INFUSE CRM platform. The system included rule-based email automation, lead scoring, lead tracking (attributing enrollments back to originating keywords and campaigns), and website analytics.



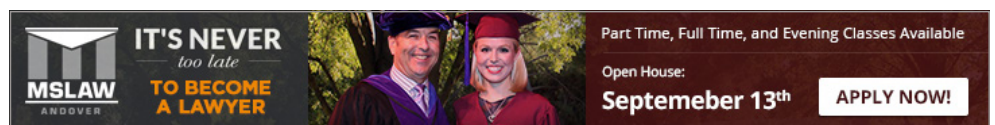
Part Time, Full Time, and Evening Classes Available

IT'S NEVER *too late* TO BECOME A LAWYER

MSLAW ANDOVER

Open House: Septemeber 13<sup>th</sup>

APPLY NOW!



MSLAW ANDOVER

IT'S NEVER *too late* TO BECOME A LAWYER

Part Time, Full Time, and Evening Classes Available

Open House: Septemeber 13<sup>th</sup>

APPLY NOW!



MSLAW ANDOVER

*It's Never Too Late* TO BECOME A LAWYER

Part Time, Full Time, and Evening Classes Available

LEARN MORE!



*It's Never Too Late* TO BECOME A LAWYER

Part Time, Full Time, and Evening Classes Available

OPEN HOUSE: SEPTEMBER 13<sup>TH</sup>

APPLY NOW!

# It's Never Too Late to Fulfill Your Passion for Justice

## Your Future in Law Starts Here

Want to learn more? Complete the form and a representative from Massachusetts School of Law will be in touch.

First Name

Last Name

Email

Street Address (Optional)

City (Optional)  Zip (Optional)

State/Province

- Select a Country -

Phone (Optional)

Anticipated Semester of Enrollment

**REQUEST INFO**



At Massachusetts School of Law, we pride ourselves on helping our students achieve their goals. We believe nothing should stand in the way of you reaching your full potential as a lawyer.

With that in mind, we offer flexible class schedules and programs, affordable tuition, and a personalized admissions process.

Come experience the difference at Massachusetts School of Law.

Learn about our:

- Flexible part-time and full-time programs, including day and evening options
- Lowest tuition of all law schools in Massachusetts
- Rolling Admissions for August and January, offering a smooth application process
- Continued success in propelling our Alumni forward in the world of law
- Dual Degree offerings (JD & MBA degrees)

Aside from earning a law degree, no LSAT, custom testing, and a unique law school experience, you will also benefit from having the lowest tuition fee here at the Massachusetts School of Law. Our Admissions and Financial Aid Representatives will be happy to assist with any questions you have regarding the admissions process and successfully securing financing for your law school journey. An affordable law school translates into an enjoyable law degree experience. Get in touch with us and learn more about our law degree, no LSAT requirement, or just come visit the law school in Andover.

Join Massachusetts School of Law and enjoy a unique law school experience where LSAT tests are obsolete, alumni connections are abundant, and the tuition costs are the lowest in New England.



**SIGN UP FOR OUR OPEN HOUSE TODAY!**

*Schedule for Fall 2017*

*November 13th - 6:30pm*

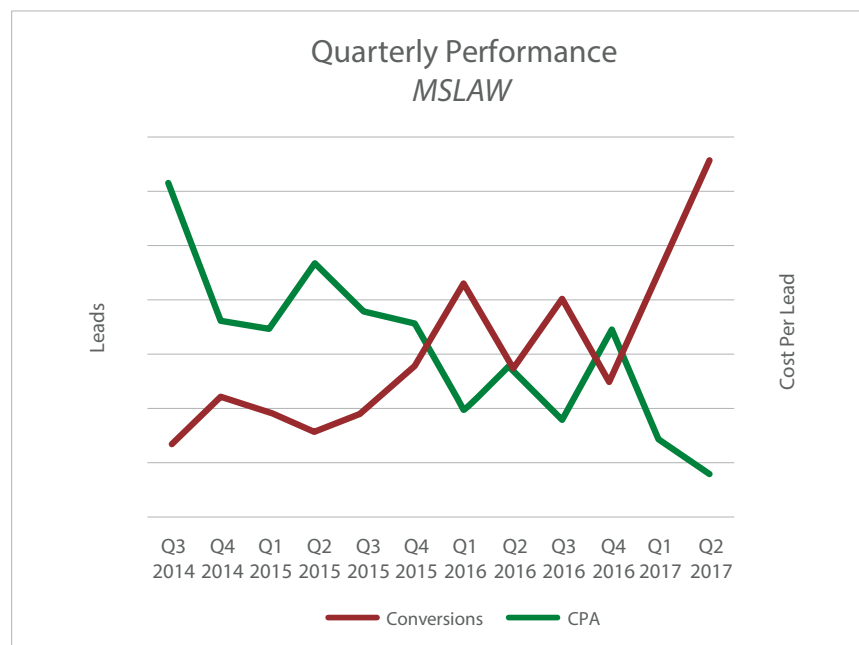
*December 13th - 6:30pm*

## THE RESULTS

Since the onset of the program in 2014, inSegment has continued to deliver impressive results. As of August 2017, the program was **responsible for 31% of all MSLAW enrollments**. In addition, inSegment **increased MSLAW's conversions by 385%**, **decreased its CPL by 56%**, and **increased its lead generation efficiency by 68%**.

A testament to the program's success, MSLAW has seen an impressive 12% - 16% growth in enrollment over the past few years while enrollment at other law schools continues to decline. Bhasin added, "We've exploded since we've used [inSegment]. Other law schools are down across the country because of the diminished applicant pool. They're not able to reach who we're able to reach with inSegment."

The program grew exponentially from the initial semester long test, which the client attributed to inSegment's lead quality and communication. "Working with inSegment has given us a leg up because the leads we're getting are quality leads," said Bhasin. "My experience with inSegment has been wonderful. I have never gone more than a day without being able to get in touch with someone at inSegment. There is an even flow of information and communication. That is the biggest thing that has kept me coming back, besides the numbers and inSegment going beyond expectation each semester."



One Gateway Center  
300 Washington Street, Suite 850  
Newton, MA 02458 USA

Phone: (617) 965-0800  
E-mail: [info@insegment.com](mailto:info@insegment.com)