

# The Client

## MYX Education

MYX is a personalized, experiential, high-touch education program that helps students figure out their next step, and develop the plan, skills, and confidence to pursue it. MYX is like a launchpad to what's next...whether that's a job, traditional college, a startup, or something else. The MYX program includes real-world projects, online coursework, basic life and business skill development, coaching and mentorship, and personal growth through travel and communal living away from home.

# The Challenge

Optimize The MYX's admissions funnel and digital channel strategy to reduce costs and double the number of enrollments in their second cohort.

The MYX was looking for a marketing consultant with education experience to come in and help develop a high-level strategy, help get a go-to-market strategy off the ground, strategize on content creation and distribution, and optimize their admissions funnel metrics via the MYX website and CRM. They were looking for someone to help with strategy but also the nuts and bolts of placing ads. They were spending upwards of \$100k/month on ad campaigns and were looking for budget allocation recommendations. Their target audience included two sub-segments—students ages 18-24 and their parents. They had a lot of raw assets gathered for ad creative, but were looking for guidance on ad creative best practices and messaging.

# The Solution

## Onboard, Optimize, and Scale.

On Day One working with MYX, we conducted an onboarding and immersion session where we discussed their primary business objective, dove deep into MYX's target audience and competitive research, discussed what had worked for them thus far and where they felt stuck, and granted me access to their various systems.

After conducting my own audience and competitive research and performing an audit of their website, ad accounts, and social media presence, I recommended a channel mix, budget allocation, and content/messaging strategy for a series of lead generation campaigns across Facebook, Google Ads, and TikTok. We launched these campaigns within the first two weeks of working together and quickly scaled them at an efficient cost per lead.

Once we got these top-of-funnel tactics off the ground, we looked at how the MYX's website and CRM could be optimized to move the new leads down the funnel and past the enrollment finish line. I made and helped implement a number of recommendations for how to optimize conversion rates on their website, and built out a webinar and email plan to further educate parents about the program. In both ad campaigns and the webinar, we utilized current MYX student ambassadors to bear out MYX's unique value proposition.

## The Results

Meeting lead and enrollment targets while reducing CPL and CAC.

Our new lead generation ads helped MYX hit their monthly lead target 24 days early while reducing MYX's average CPL by 66%. We continued to run and optimize these campaigns, reducing average CPL by 91% in total over 4 months. Our webinar promotion plan generated an impressive 40% show rate. Webinar follow-up emails moved many more qualified leads to the interview stage, improving conversion rates while reducing overall CAC.

"We found Anya at a critical stage for our fledgling organization. We needed digital marketing expertise, industry experience, creativity, and fast execution. Anya brought it all! She learned our business (and our team's personalities) quickly and started adding measurable value on Day One. Given her range of experience, she also offered strategic recommendations, sometimes about areas outside her scope but which proved invaluable to our plan. She balanced patience with pushing us when she knew we needed to act with more of a sense of urgency. She always explained her rationale, engaged in productive debate, and adjusted quickly to new data and insights. Anya is a savvy marketer, a creative business leader, and a true joy to work with. I would hire her again without hesitation."

—Carin Watson, Chief Operating Officer, MYX