

## Case Study

*Grantham University is an accredited private online institution of higher learning that specializes in educating working adults.*

# Grantham University

**READY:** A little more than five years ago, AIMS began to package and market Grantham College. Grantham had only about 425 students and no functional website. All courses at this 55-year-old institution were taught via correspondence. Each month the staff had to grade over 4,000 tests by hand.

**AIM:** Grantham needed everything! Mondy was hard to find. Investors were unconvinced that an online school could compete with the behemoth University of Phoenix and traditional bricks and mortar institutions.

Grantham's owners recognized marketing communications were important.

•Who were prospective students?

•How much should be charged for tuition?

•How could a small school without a web presence compete with the University of Phoenix Online?

•What was Grantham's message?

AIMS began at the beginning by meeting with the ownership and staff of Grantham for a two-day facilitated ROMI Analysis during the spring of 2001. Then the AIMSolutions team wrote a marketing audit and report and built a complete marketing plan.

Every aspect of Grantham's operation was touched, from graphic design, website design, website copy, specialty advertising and mer-

chandising, phone scripts to curriculum development, pricing, positioning strategy, taglines, sales force recruitment and training, investor relations as well as high-value, low-cost public relations campaigns.

**FIRE:** Together with the Grantham staff, the AIMSolutions team implemented the plan over an 18-month period from late summer 2001 through the end of the test in early 2003. The website was designed, PR program launched and an innovative pricing strategy implemented that targeted active duty military and offered special scholarship programs to make it possible for them to complete their educations and earn degrees at an affordable price.

**BULL'S EYE:** By the time Grantham had concluded the AIMSolutions beta test, the school was online and fully functional; testing was automated, an ongoing PR campaign was underway and the school had grown by over 341 percent to more than 2,200 students.

Grantham continues to implement the accurate integrated marketing communications solutions created with AIMS Solutions. Today Grantham is a full-scale university with a current enrollment of 8,300 students taking courses online.

Grantham has not only become profitable, it is about to become involved in an Initial Public Offering!

All of this was accomplished — against the odds — by spending 41 percent less on marketing, student recruitment and retention than the largest online schools.



[www.grantham.edu](http://www.grantham.edu)

Grantham is a living, breathing example of the AIMS model that delivers messages to the ideal customer on a one-to-one basis to assure the highest possible Return on Marketing Investment or ROMI. In fact, AIMS offers the best ROMI in the industry.

