

About Relate Institute

The Relate Institute is a non-profit organization that has helped tens of thousands of couples and individuals improve their ability to find success as relationship partners. They offer two clinically validated assessments that help individuals understand and strengthen their relationships. Relate Institute was created by a team of BYU professors. They were recently approached by MadCap Ventures, a company interested in marketing and licensing the product.

The Challenge

The challenge was to determine if a digital marketing strategy would be profitable for Relate Institute's product offerings. The bigger picture was to see if Relate Institute was a profitable product that could be licensed to MadCap Ventures. The inability to edit website content shaped the course of our strategy and limited our options for website-based strategies.

The Solution

Our team created a digital marketing strategy to test four areas of digital marketing over a four month time-span: blog content, social media content, paid advertising, and social media giveaways. Success could be measured by increased website traffic, decreased CPC on paid advertising, and increased social media followers.

The Deliverables

Social Media Content

- Research and collect a list of relationship facts to be published as content on Twitter
- Write engaging captions for 20+ images to be used as Instagram posts

Social Media Giveaways

We planned on running 2 social media giveaways for proof of concept of increasing social media following

Paid Advertising

Run a paid social media campaign with a budget of \$2500. The goal was to lower the cost per conversion below the price of the product

Blog Content

- Write new SEO optimized blog posts to add fresh content to the website
- Update several existing blog posts with additional content and SEO optimizations

Results

CREATE

SOCIAL MEDIA CONTENT

Provided content for

125

Twitter posts

Wrote engaging captions for

26

Instagram posts

SOCIAL MEDIA GIVEAWAYS

Conducted 2 social media giveaways on Facebook & Instagram

Increased social media followers by

227

TEST

PAID ADVERTISING

Conducted a paid social advertising campaign and expected a CPC of over \$20

Actual CPC → **\$6.09**
per conversion

BLOG CONTENT

Wrote **12** new SEO optimized blog posts

Updated **5** existing blog posts with fresh content & SEO

Client Testimonial

"Testing the market for the Relate Assessment was an exciting task for us. We developed multiple strategies to test the market, however, we weren't sure we had the bandwidth to achieve them all in such a short amount of time. The **UVU team eagerly accepted the challenge**, suggested meaningful deliverables to help achieve the product goals, and, ultimately, they delivered.

From content creation to social media giveaways to paid advertising campaigns, we were thoroughly impressed by the **attention to detail and responsiveness** in their work. Thanks to the great efforts and results from the UVU team, we are thrilled to start licensing the product."

- Alec Gallego, Director of Business Development