

How WEVO Filled an Executive Education Program at the #1 School for Entrepreneurship



For twenty-five years, Babson College has been ranked as the #1 college for entrepreneurship. Like many non-traditional or executive education programs, Babson Executive Education (BEE) is tasked with meeting enrollment quotas to reach revenue goals each year.

The Problem

The Entrepreneur's Boot Camp is a program targeted to entrepreneurs of varying levels including first-time entrepreneurs, entrepreneurs with limited know-how, and experienced entrepreneurs seeking support in getting to the next level. Targeting such a busy persona would prove to be a challenge for Babson College considering entrepreneurs have so much on their minds. From raising money and running their businesses to networking on the go, the BEE team knew it would be difficult to capture their attention let alone interest them in enrolling in the program.

With a limited advertising budget and staff juggling several priorities, the team at BEE needed a way to quickly identify what would engage their busy-minded prospects and drive them to convert.

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*–Kristen Johnson,
Managing Director of Marketing*

The WEVO Solution

The WEVO platform analyzed the Babson Entrepreneur Boot Camp page. WEVO found that while Babson's audience felt the Entrepreneur Boot Camp was relevant to them, their page was too cluttered and overwhelming for their short-on-time visitors; the page needed to hone in quickly and clearly on the core messaging and call-to-action. WEVO was also able to suggest that emphasizing BEE's title as the #1 school in entrepreneurship according to the US News and World Report would resonate and establish credibility with this audience.

WEVO quickly identified what wasn't working on BEE's Entrepreneur Boot Camp page and what information merited more attention. Even with a challenging persona such as entrepreneurs, WEVO allowed Babson to see the page through the lens of their target audience to understand how to effectively engage and convert its visitors.



The Results

Thanks to WEVO insights and the resulting design changes, Babson increased interest in the program by **72%** (measured by brochure downloads) and increased registrations by **130%**. Kristen Johnson, BEE's Managing Director, Marketing, experienced an a-ha moment when the team realized that "we needed to be clearer about the actions we want people to take. Also adding more about Babson's leadership position in Entrepreneurship to the page contributed to our increased registration in Entrepreneur's Boot Camp and allowed us to exceed our program goals."

After experiencing first-hand how WEVO was able to pinpoint the keys to engagement optimization for their page, the team at Babson is excited to see what WEVO can do for their other landing pages in the future. Johnson stated that "WEVO insights are helping all of our Executive Education pages. We will be incorporating these learnings into how we market other programs as well which will hopefully help our Open Enrollment portfolio overall."

WEVO findings resulted in a **72%** increase in brochure downloads and **130%** increase in registrations, allowing us to exceed our program goals.

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Stop Guessing. Optimize Website Experiences **Before** Going Live.

WEVO is the first company to optimize website experiences **BEFORE** going live. WEVO was created in response to marketer's frustration with existing tools that require considerable time, resources, and guesswork in an attempt to increase conversion rates.

Leveraging Artificial Intelligence and a proprietary behavioral model, WEVO diagnoses webpages without the need for live traffic or integration, pinpointing the reasons preventing more customers from converting.

Get in touch with the WEVO team today

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