

Are you smiling with all the enlightened knowledge you've gained from the 2012 EMBA Council Conference but not sure how you can implement all the new ideas? **We can help!**



## HOW TO LAUNCH A RENAISSANCE FOR MBA RECRUITMENT

Our expertise in award-winning and evidenced-based marketing strategies can help you increase EMBA applications and convert more students. We are uniquely positioned to understand your needs and challenges through the extensive industry experience of our consultant team. You'll stretch your marketing budget with our cost-effective, project-based resources tailored to your program needs. Optimize your recruitment results so that MBA prospects follow you like Mona Lisa's smile.



**Claim a 15% discount  
on services scheduled  
by December 31, 2012**

### **Solution-based Services:**

- **Increase Qualified Leads**
  - Website Assessment and Content Development
  - Referral Programs
- **Drive Prospects to Take Action**
  - Lead Nurturing Campaigns
  - Email Marketing
  - Messaging to Move Prospects Faster Down the Funnel
- **Make your Program Stand Out**
  - Information Session Assessment and Presentations
  - Brochure Content Development
- **Build Close Connections**
  - Blog Writing
  - Employer Presentations

Learn more at: [www.mbalifecycle.com/business-school-consulting](http://www.mbalifecycle.com/business-school-consulting)

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