



Increased competition and concerns about funding are putting pressure on executive MBA programs. How can your business school optimize enrollment goals in this challenging environment? **We can help!**



HOUSTON, WE HAVE A PROBLEM.

Our expertise in evidenced-based marketing strategies provide a solution to 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. Reach new orbits with your enrollment. Contact us for help!



**Claim a 15% discount on services
scheduled by December 31, 2013.**

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
 - Social Media Campaigns
 - Student and Alumni Testimonials

Learn more at: www.mbalifecycle.com/business-school-consulting

Or contact Barbara Coward, Marketing Communications Consultant, at barbara.coward@perceptresearch.com