

glued[®]

THE BUSINESS OF BRANDING

GROWING ENGAGEMENT

COVENTRY UNIVERSITY



“Take up of the Prince 2® programme has increased significantly with the targeted marketing campaign from Glued”.

Dr Neil Pyper,
Associate Head of School
(Enterprise and Commercial)

Context: Prince2® is a highly regarded project management qualification and considered a pre-requisite to entering let alone winning large scale tenders. For instance in IT, infrastructure or engineering projects. As an accredited Prince2® training provider Coventry University had significant success in delivering it to internal and existing external contacts.

The requirement: Coventry University has a commitment to industry engagement. There was also a financial imperative to generate income from the accreditation. Consequently Glued were charged with increasing awareness for Coventry University’s capability in the field, generating leads and ultimately course bookings.

The outputs: Glued created a series of campaign themes to position Coventry University as a highly credible and well intentioned provider of Prince2 Training. these were applied across email marketing, social media messaging and social media advertising using LinkedIn and Twitter.

The results: Whilst the email campaign had to cope with the introduction of GDPR regulation during the campaign absolute click through rates held up well and open rates were above the nearest industry averages. Coventry University experienced an increase in bookings overall and a significant shift from bookings from known sources to bookings from new sources.





Meet the
standard

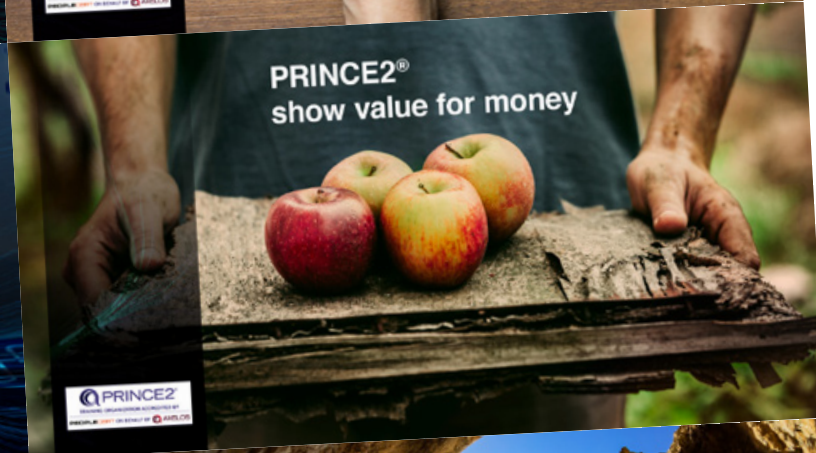
improve
efficiency




PRINCE2® manage risk
in line with needs



Deliver that bigger project...



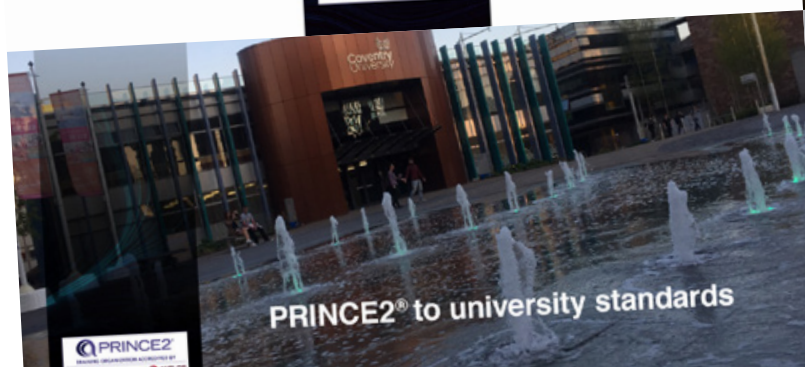
PRINCE2®
show value for money




At breaking
point?



PRINCE2®
deliver reliability



PRINCE2® to university standards



PRINCE2®
scalable



ABOUT GLUED

Glued is a brand consultancy established in 2003.

Our clients often feel that their business could deliver more or perform better, and our process and output is designed to address this shortfall.

If your workforce or potential customers are struggling to see what is at your core, the solution lies in articulating your message in a compelling, engaging and relevant manner.

We use a six-stage process to uncover the unique essence of your business and identify your winning ways. This is embedded in your organisation, internally as a foundation for staff to build on and externally as a basis for communication through effective branding and marketing.

To avoid losing your grip on what constitutes your core values, the answer lies in your internal and external communications, and ultimately your behaviour.

SERVICES WE OFFER

Insight mapping
Finding your core
Shaping your brand
Telling your story
Making it happen
Brand life cycle

FOR MORE INFORMATION ABOUT GLUED

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