

# Online Education / Higher Education INTERACTIVE CONTENT STRATEGY WITH CALCULATORS & QUIZZES



TOP OF THE FUNNEL

## KNOWLEDGE & OCCASION QUIZZES

- How much do you know about online education programs?
- As online programs rise - see how much you know about an online nursing degree?
- Which course should you major in?
- Do you need to do an MBA?
- Can you make your passion your career?



INCREASE **SOCIAL**  
ENGAGEMENT



GROW **AWARENESS**



SPARK  
**CONVERSATIONS**

## LINKS TO LIVE INDUSTRY EXAMPLES

- [Where should I study abroad?](#)
- [Should you get an MBA?](#)
- [Which Ivy League is best for you?](#)
- [Which major should I study?](#)
- [Minimum score to get into Harvard!](#)

MIDDLE OF THE FUNNEL

## PRODUCT RECOMMENDATIONS

- Which online course is best suited for you?
- Which MBA internship should you apply for?
- Which online edu program is best suited for your needs?



STAY **TOP OF MIND**

## COST CALCULATORS

- What is the cost of studying online at an accredited program?
- What is cost of studying abroad?
- How much does it cost to study actuarial science online?



BRAND **AUTHORITY**



CLIENT **EDUCATION**

BOTTOM OF THE FUNNEL

## SAVINGS & ROI CALCULATORS

- How much can you save by studying online vs NYU?
- Is MIT worth the investment?
- Is studying law in Europe a good option?



CREATING **LOYALTY**



**INFLUENCE** DECISIONS

## COMPETITOR FOCUSED

- How should you prepare for the SAT?
- Which online program provides better computer science training: XYZ or ABC?
- Which online engineering program provides better induction robotics training - XYZ or ABC?



GROWING **MQL**