

# Getting Content Right



LIM COLLEGE | BUSINESS OF FASHION EDUCATIONAL CONTENT HUB

## BACKGROUND

LIM College is a fashion-forward, business-minded higher education institution offering undergraduate, graduate, associate, and online degrees in a range of fashion-and-business majors like fashion merchandising, fashion marketing, and management.

LIM College pursued a digital marketing partner to expand brand awareness and drive additional enrollments for priority programs.

## CHALLENGE

LIM College's digital marketing team had aggressive lead and application goals but the industry is relatively niche. They would have to tap into as many relevant digital marketing channels as possible to get enough traffic to reach their enrollment goals.

## SOLUTION

Atypical Digital's Earned Media team discovered that LIM College had little to no content answering high level questions about the careers they prepare for, like "what is fashion merchandising" and "how much money does a fashion merchandiser make" - search terms that were actually much more popularly searched in Google than specific program or degree-related questions. This told us that more people are trying to learn more about LIM's industry with questions which we can intersect, answer, and then nurture to programs like the ones LIM College offers.

This research-phase presented a rich new area of exposure where LIM College could increase brand awareness and lead production. Atypical Digital Earned Media teams set about researching all the most popular questions and documenting them into distinct articles to be written, optimized for search engines, and placed live on a designated place on the LIM College website.

## SERVICES PROVIDED

SEO  
CONTENT STRATEGY  
CONTENT DEVELOPMENT

## QUICK FACTS:

**14 new content pieces**  
planned, written, and launched

**Over 1,100% increase** in traffic  
to new pages 6 months from  
launch

**5% increase** in total website  
traffic

Atypical Digital's SEO and content teams worked closely with LIM College staff to make sure content was accurate and engaging for their audience of prospective students and parents. Atypical Digital writers researched and wrote the content, which was reviewed and approved by LIM copywriters before being added to a new "Business of Fashion 101" section of the site.

Content pieces focused on LIM's most popular programs, fashion merchandising, fashion marketing, and visual merchandising and addressed the most-searched questions relating to those programs, which included an overall definition and overview of the program (e.g what is fashion merchandising), careers and jobs related to the degree (what can I do with a fashion merchandising degree), and salary-related questions (how much does a fashion merchandiser make). Following the launch of these content pieces, Atypical Digital employed a link building campaign to boost SEO rankings.

## RESULTS

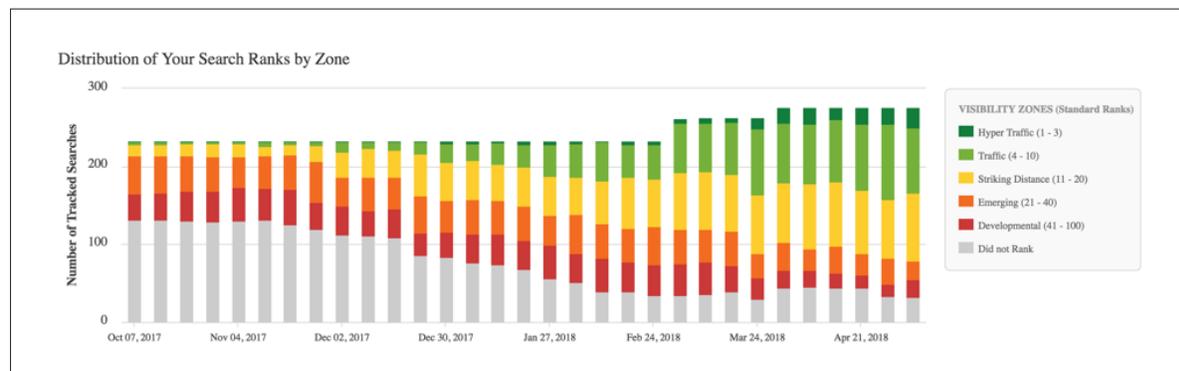
Within 3 months, LIM and Atypical Digital wrote and launched 14 new content pieces to target upper funnel research queries. In just two months following launch, we saw many target keywords jump to low page 1 rankings - very quick results for organic search standards.

From there, Atypical Digital launched a Link Building program, which provided external links from credible blogs and publications to boost rankings for these new articles. Link building took effect quickly as well. Within 4 months from launch, most articles had overtaken competitors' content and ranked above the fold (positions 1-3) consistently on page 1 of Google.

### A WORD FROM OUR SPECIALIST(S)

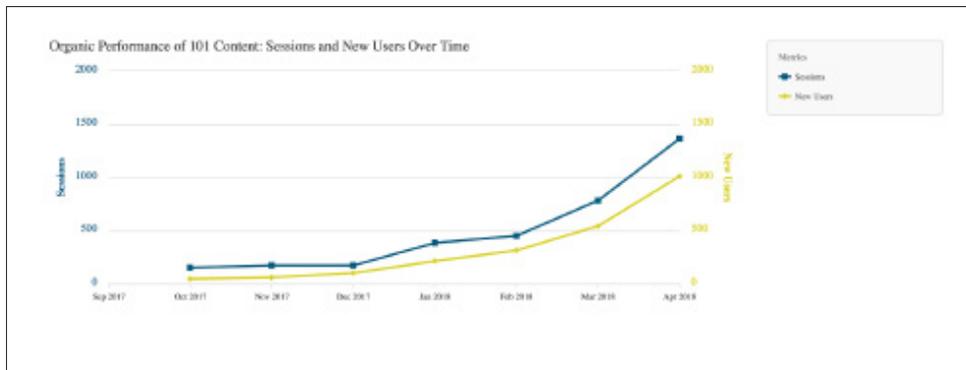
*"The LIM college team was instrumental in the success of this initiative. It takes a great organization to invest in content that doesn't just sell, but shows a commitment to prospective students by educating first. I'm thrilled with their ability to take action on the opportunities we presented and very happy to see LIM being rewarded for their commitment to being a thought leader."*

**Matt Fellows**  
Director of Earned Media  
Atypical Digital



*\*Ranking growth of keywords like "what is fashion merchandising" (light green represents page 1 rankings; dark green positions 1-3)*

Traffic gained exponentially (over 10x) within 6 months from launch of the new content pieces. The aggregate of all new content pieces went from hundreds of visits per month at launch to 1,900 visits per month at the end of 6 months, following link building and other SEO optimizations along the way.



*\*Improvement in Sessions and New Users to new content pieces launched.*

Atypical Digital Teams then implemented a high quality content offer via Hubspot in order to capture prospective students' email addresses from all this new traffic and then nurture them to a discussion with an admissions rep via an automated email drip feature.

fashion merchandisers are creative, up for a challenge, and unafraid to work in a fast paced-environment. As we say at LIM College, this career is where business meets fashion. If you have a passion for fashion and an appetite for business, fashion merchandising could be your dream job.

Learn The

### 5 STEPS TO A SUCCESSFUL CAREER IN FASHION

A love for fashion is only the beginning. Learn about the 5 practical things you should know about having a successful career in the fashion industry. Take the first step and download the free guide.

[matt.fellows@6dglobal.com](mailto:matt.fellows@6dglobal.com) DOWNLOAD GUIDE

**SAMPLE COURSEWORK FOR FASHION MERCHANDISING**

Here are a few of the courses that are part of a [fashion merchandising degree](#) at LIM College

*\*Hubspot Content offer, designed and implemented by Atypical Digital.*

At the time of writing this case study, these content pieces along with the content offer consistently provide 8-12 new prospect email addresses that the LIM admissions team can reach out to. We are presently improving this lead-driving solution with development of an automated lead-nurture email sequence, which will automatically send prospects more information, leading them eventually to an offer of a 10 minute consultation from an admissions representative.

By creating content that helps people explore and learn about their career opportunities in fashion, LIM now has a valuable new inbound marketing asset to help them achieve their lead goals.