



Ivy Exec Case Study:

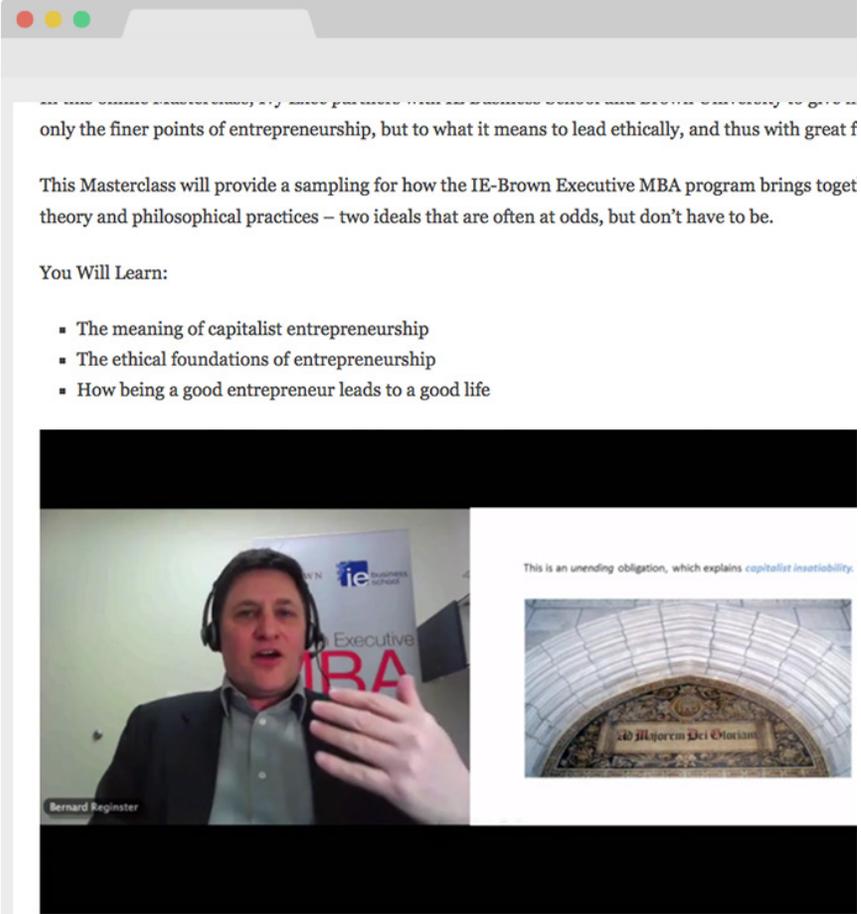
# **How the IE Brown Executive MBA Showcased its Unique Methodology Through Ivy Exec**

Ivy Exec promoted, hosted, and facilitated a web-based session, one that produced 322 registrants from Ivy Exec's business community. The campaign took the concept of content-based marketing and brought it to new heights.

Seeking to build awareness of their joint Executive MBA degree, IE and Brown University utilized Ivy Exec's webinar platform to illustrate how an EMBA can go beyond the walls of traditional business.

## Goal: Generate Qualified Leads

Combining IE's strength in practice-oriented management education and Brown's excellence in the humanities, social-, biological- and physical sciences, the two schools created a jointly awarded IE Brown Executive MBA degree with a single purpose: to develop well-rounded managers and entrepreneurs who do not shy away from difficult questions and can therefore be change agents in their organizations, industries, and communities.



The screenshot shows a webpage for a masterclass. The text on the page includes:

only the finer points of entrepreneurship, but to what it means to lead ethically, and thus with great f

This Masterclass will provide a sampling for how the IE-Brown Executive MBA program brings together theory and philosophical practices – two ideals that are often at odds, but don't have to be.

You Will Learn:

- The meaning of capitalist entrepreneurship
- The ethical foundations of entrepreneurship
- How being a good entrepreneur leads to a good life

Below the text is a video player showing a man speaking. The video player has a name tag that says "Bernard Reinger". To the right of the video player is a slide with the text "This is an unending obligation, which explains capitalist insatiability." and an image of a classical architectural archway with the Latin inscription "In Illorum Dei Meritis".

# Webinar Campaign: A Uniquely Collaborative Process

**IE Brown sought Ivy Exec's assistance to generate leads that understood the unique aspects of its EMBA degree. Ivy Exec's recommendation: Deploy a content-rich webinar campaign that allows for attendees to "experience" the program virtually.**

Ivy Exec hosted and organized the web-based online session, led by a world-renowned faculty member teaching in the program. Through email marketing, onsite display advertising, onsite content marketing, and social media outreach, Ivy Exec's marketing engine reached nearly 2,000,000 business professionals, out of which 322 elected to attend the webinar. To capture these leads, Ivy Exec built a registration form to record all sign up data.

## Results

The IE Brown webinar was a great success in terms of generating positive brand visibility for the program, qualified leads for the admission team, and exposing Ivy Exec members to the content that could be expected in an IE Brown EMBA course. There were 322 registrants. Following the live presentation, Ivy Exec sent a recording of the webinar to all registrants, along with a follow-up email offering admission into program events across the US during the upcoming weeks. Attendees praised the presentation, with comments such as "glad I invested the time" and "very though provoking". After the success of this initiative, IE Business School signed on for an 8-Part Webinar Series to help promote the business school's entire Executive Masters portfolio.



## Ivy Exec

Ivyexec.com is a membership community of 600,000 high caliber professionals seeking long-term career advancement. Our members possess power, influence, and potential. Through partnerships with top universities globally we provide avenues for select MBA, eMBA and Executive Education programs to market their offerings available to our community. To learn more, contact Gayle Rigione, Director of Strategic Development at Ivy Exec via email ([gayle@ivyexec.com](mailto:gayle@ivyexec.com)) or by phone (646-217-0746).

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