

Case Study: Lean Learning Center

Scenario:

The Lean Learning Center, located in Novi, MI is an adult education center focused on teaching 'Lean' principles through discovery; every component of their program, all the way from the furniture in the physical Learning Center to their courseware's and classroom activities reflects their grounding philosophy that adults learn best by engaging in hands on problem solving and meaningful interactions with their peers.

Keeping in line with their distinctive learning theory, they were looking for a website and digital marketing campaign that was interactive, intuitive, and educational - reflective of their overall corporate ideology.

Solution:

Working together with Lean Learning Center Associates, Exomark professionals developed an aggressive digital marketing campaign, the major portions of which included a web site re-design and the development of a standardized look-and-feel for all Lean Learning Center communications. Exomark also developed a digital marketing campaign that would focus on increasing traffic to their web site through web marketing (e-blasts, advertisements in key publications), search engine optimization, key-word assignment, and user-focused information architecture.

Results:

Exomark produced an interactive and intuitive web site that effectively combined the hands on 'Lean Learning Center' approach with the content and information that the company needed to communicate to its visitors. Some remarkable and unique features of this site included an interactive tour of the facility, a dynamic calendar of events, and a knowledge center, which was used to aggregate and organize many of the Center's most valued digital resources.

From the early phases of research, strategy, and planning right through to the campaign's launch and rollout, Exomark consistently delivered results on time and with no implications. In employing a reliable full service marketing firm, the Lean Learning Center could maintain confidence that this initiative would turn out a success.