

Microsoft reach their sign-up goal and increase engagements by 282%

The Challenge

Microsoft wanted to increase the amount of sign-ups to their series of online upskilling programmes.



The Solution

UNiDAYS designed a bespoke, strategic marketing campaign, repositioning these courses for optimum resonance with the student demographic

Through targeted emails, push notifications, newsletter inclusions and social promotion, we focussed our targeting on:

- ➔ Members who engage with **UNiDAYS** learning opportunities
- ➔ Members who have spent over a year at university
- ➔ Members who have indicated an interest in skills development

The Results

Thanks to their access to the engaged **UNiDAYS** member-base, Microsoft were able to raise awareness of their Microsoft Digital Skills courses and reached their sign up target.

26k

Click-throughs

282%

Increase in engagements

