STUDYPOINT™

studypoint.org

StudyPoint

Seventyeight Digital
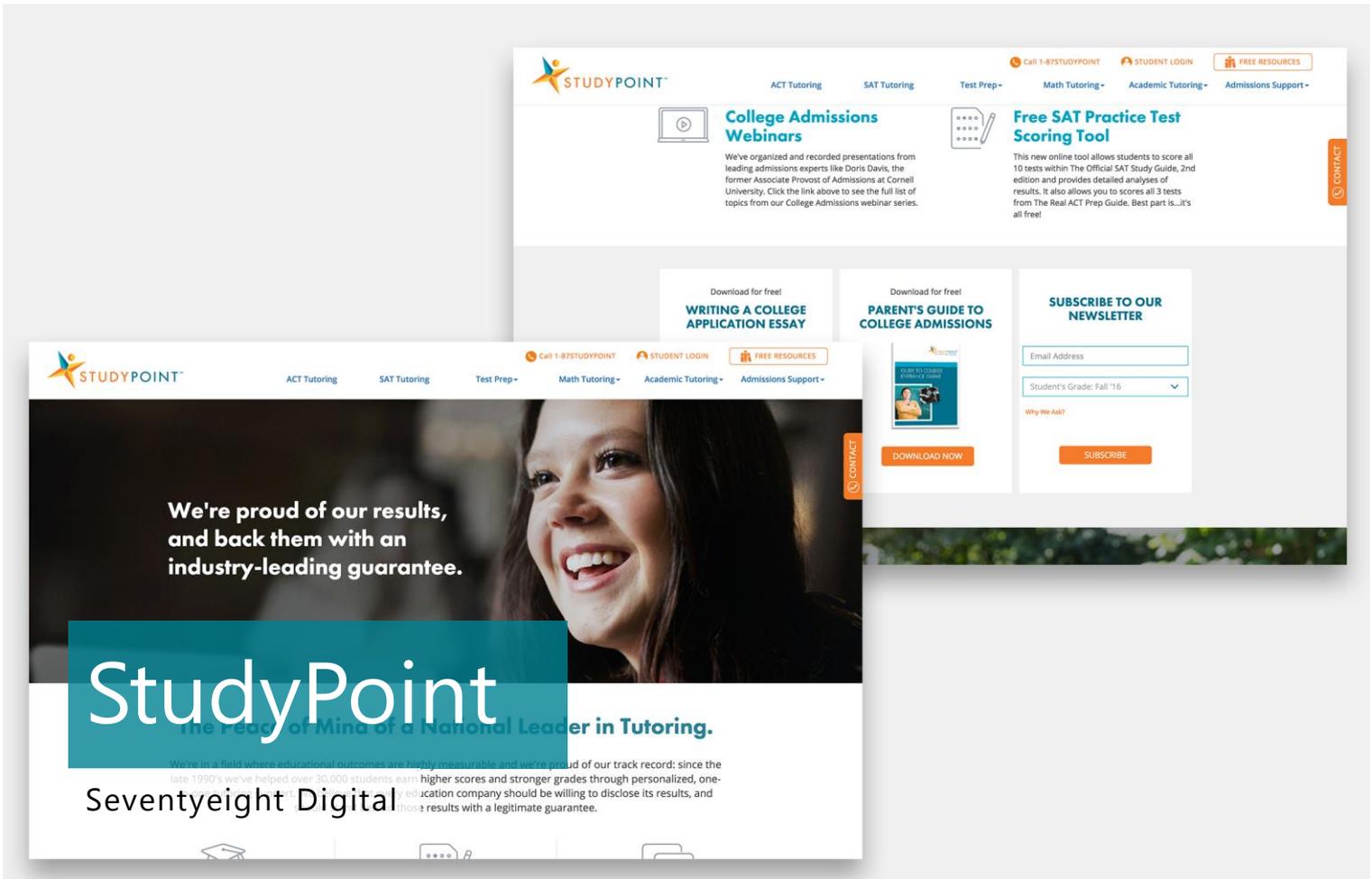
EDUCATION
MARKETING AND PR

StudyPoint is a US based provider of one-to-one, in-home, and online tutoring support. The company helps students in grades K-12 earn stronger grades and higher test scores, and has worked with more than 30,000 US and international students since its inception in the 1990s. Headquartered in Boston, Massachusetts, StudyPoint employs more than 650 tutors and has been named seven times by Inc. magazine as one of the 5,000 fastest-growing companies in the United States.

Background

Seventyeight Digital was engaged to develop a fully responsive, engaging, user-friendly, interactive, information and marketing hub designed to effectively attract qualified leads, support the lead-to-client conversion process, serve the needs of its active student and tutor community, and position StudyPoint as an innovative, "best of breed" academic tutoring and test preparation service.

Goals

The main goal of the project was to develop a CMS-driven website, which allows parents of students, and the students themselves, to learn how StudyPoint can help them prepare for College and College admissions exams.

Key outcomes for this activation included:

- Optimizing UI/UX design to provide streamlined screen layouts and site navigation, increasing lead generation, and empowering users to easily complete key tasks
- Integration of third-party systems to facilitate data sharing (Sugar CRM, EMS)
- Implementation of role-based permissions and workflows to provide for content creation, review, editing, and approval as required
- Enhancing SEO to drive qualified traffic to the site
- Empowering StudyPoint staff to manage the day-to-day maintenance and management of the website

Challenges

- **WordPress to Kentico Data Migration**
  Automating the migration of a large amount of legacy content and data from StudyPoint's existing WordPress website to Kentico CMS.
- **Conversion Funnel Optimization**
  Site IA, content presentation, and flow needed to be designed to optimize the lead-to-customer conversion process. This included optimizing page layouts and content organization in order to guide the consumer through the initial sales funnel and provide contact points dependent upon individual user entry points.
- **Attribution of Marketing Leads**
  A large component of StudyPoint's marketing efforts relies on paid online advertising and direct mail. In order to evaluate the effectiveness of each marketing channel, both general website traffic and lead-to-customer conversions needed to be tracked back to specific campaign IDs.

Home > Test Prep Tutoring

We're a National Leader in Test Prep and Set the Standard for Score Improvements

While standardized tests are tough and often stressful, they're a critical aspect of your child's college application. We're a leader in test preparation and have built innovative tools and curricula that focus the program on your child's specific needs, which ensures that he or she maximizes his or her potential score. We've helped over 30,000 students earn higher test scores and better grades since the 1990's, and we can help your child do the same.

Higher Scores

Test preparation is about earning higher scores, and everything about our programs - from our one-to-one approach, to our proprietary curricula, to our innovative technologies - focuses on that goal. And it shows - our score improvements are some of the highest in the industry.

Focused Support

Tutoring is the most effective form of instruction in the world, and for this reason all of our programs are one-to-one. With a private tutor your child will be more comfortable raising questions and asking for help, and can work through material at the right pace for his or her needs.

Exceptional Instructors

Our talented test prep tutors set us apart. They have degrees from some of the country's best universities, are passionate about teaching, and know how to help students master their school work. Combining their skill and experience with our curriculum and training is a winning strategy.

- **Data Sharing**
  A data bridge needed to be developed to transfer lead information captured within the website through to StudyPoint's enterprise CRM.

Solutions

Solutions to all of the challenges and key outcomes mentioned above were more easily created by using Kentico as the site's technical foundation. Key elements of the solution include the following:

- Kentico's API was used extensively to pull content and associated data across from StudyPoint's existing WordPress website to Kentico CMS.
- Leveraged Kentico API and Data Query Engine to facilitate connection to StudyPoint's external CRM.
- Utilized Kentico's Categorization Module extensively in order to tag content and provide guided navigation.
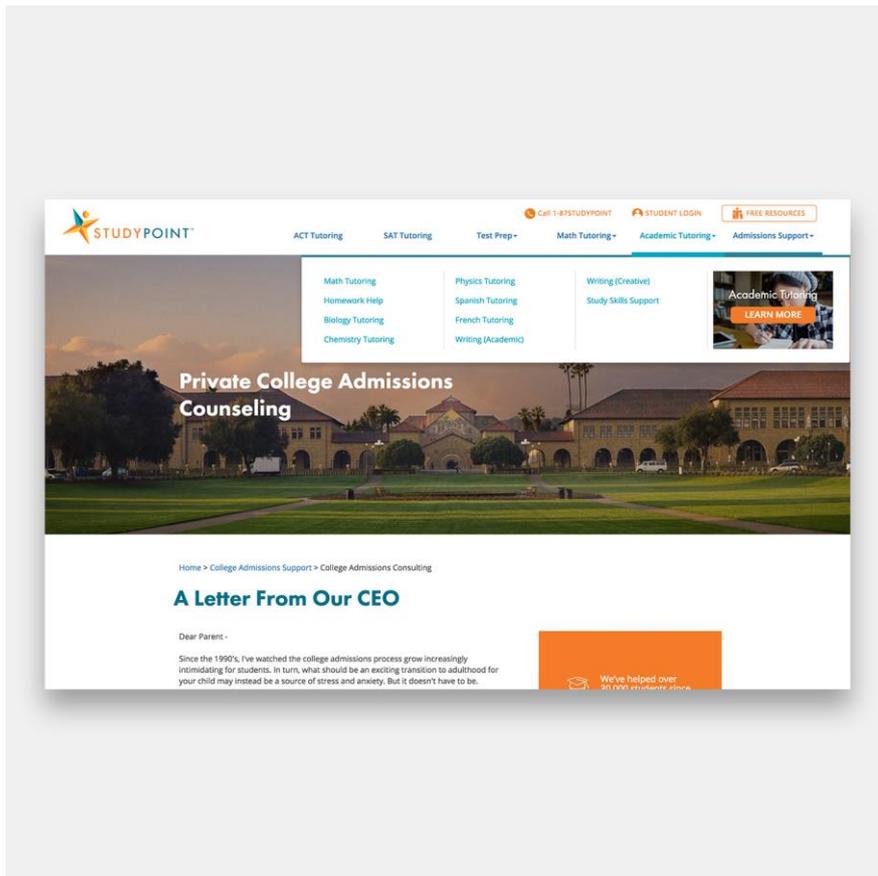
Results

The key metric used to evaluate the site's effectiveness is the lead conversion to active customer rate. Initial results following launch have validated the effectiveness of the new website IA, design and functionality. In the first six weeks following launch (August 23 – October 4), the high-level engagement data is very encouraging. Specifically, the new site has been increasing engagement by 30%-50%, and product-specific page visits have demonstrated a similar increase.

Key Criteria for Choosing Kentico

Prior to selecting Kentico as the foundation for this project, a comprehensive comparative evaluation of a number of leading CMS products, both commercial as well as open-source, was completed. Although each product had its advantages the product that best met the StudyPoint's initial and future needs was Kentico CMS for ASP.NET.

Evaluation criteria and key determinants included:

- Feature set related to the client's requirements
- Ease and flexibility of programmatic customization as the site contains a large number of features that was constructed using Kentico as the foundation.
- Ability to integrate third-party and custom components
- Ease of use for non-technical users
- Ability to handle a large number of simultaneous visitors and still exceed performance expectations
- Ability to adapt to and incorporate changing technologies
- Relative cost of license, upgrades, and technical support
- Ability to easily control the permissions of sections of the site using the security module's role-based permissions

Seventyeight Digital

Seventyeight Digital is an award-winning strategic technology development and interactive design firm focused exclusively on the Internet space. Their solutions engage and benefit users, generate brand recognition, provide relevant and actionable data, stimulate thought and communication, inspire people to take action, capitalize on business efficiencies, and offer significant ROI.

The Seventyeight team is comprised of highly accomplished and talented folks specializing in digital strategy, data management, technical development, and creative design—providing the competencies, agility and technical bandwidth to manage complex deliverables.

They can offer time to market, competitive rates, and a level of responsiveness that traditional firms can't touch. They believe there is an effective solution to meet most budgets and can help you navigate the strategic and technical complexities to achieve your key business objectives.

Seventyeight Digital is a Kentico Gold Certified Solution Partner and a Certified Kentico Hosting Partner offering a full range of interactive design, development, hosting, and support services.

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