



Delphinium

Delphinium is a tool that adds gamification to courses offered by colleges across the country. It is sometimes called a "skin" or an "overlay" for courses that dramatically increases their engagement and motivating power. It takes all of the work you put into your Canvas course and makes it "more". More engaging, more motivating, more fun, more effective, and more successful! Delphinium also includes tools for teachers that superpower communication and help identify students who need extra attention.



CHALLENGE

Although Delphinium is a great product, there are some marketing components that need some extra attention and work. The website for Delphinium exists, but it doesn't have a lot of awareness or traffic. There is a Facebook page for Delphinium, but the most recent posts were from over a year ago. Since Delphinium is a newer product, most colleges haven't heard of Delphinium or Gamification.

“ This marketing team at UVU has been amazing to work with. The social media and email campaigns reached further than I thought and love seeing that something is happening now. I also have a great video that explains clearly and quickly what Delphinium is about and the testimonials from students that have been helped by our product. This team really laid the foundation for our marketing efforts in the future. Thank you! ”

Jared Chapman

PhD, MBA, M.Ed





SOLUTION

- Create marketing strategies in these four areas: social media, email, web content, and testimonials.
- Create a social content calendar and post content to Facebook. Additionally, create a new Facebook Group where past, present, and future students can ask questions/make suggestions about Delphinium.
- Create a "how-to" video that could help people understand what Delphinium is/does without having to read too much. (The website is overwhelming with copy.)
- Install a Google Analytics code to help Delphinium monitor the traffic of their website.
- Help Delphinium reach out to universities and get in contact with them. Create an email campaign and send out several emails to 17 different universities.
- Collect testimonials from past and present students to learn what could be done to improve Delphinium.



KEY RESULTS



Social media

- **Social media presence**
- **28.3% increase on Facebook likes**



Email

- **44% open rate and 4% click rate**



Web content

- **Increased and monitored web traffic**
- **Increased awareness through the "how to" video**



Testimonials

- **Testimonials were added to the site**

About Green House

Green House (GH) is a sales & marketing agency sponsored by Utah Valley University and run by its students. Its approach combines the impact of the largest university in Utah with the resourceful skills of marketing students and industry experts. Green House assists organizations by improving their online marketing presence, fortitude, and evolution.