

# Oxford Brookes University

## *Effective Digital Marketing for Higher Education*

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### **Who are Oxford Brookes University?**

*Oxford Brookes is a leading modern university, renowned for its links with business and industry.*



### **What were the initial requirements?**

*We approached UMG primarily to help us develop innovative ideas to enhance our digital marketing campaigns. UMG offered a consultative and tailored approach to training that was refreshing, allowing us to take control of our own agenda.*

### **What were the training outcomes?**

*The training itself was delivered by someone whose passion for the subject was infectious. We all came away from the day feeling motivated and inspired with a lot of ideas for new digital content and 'quick-win' campaigns, and the team was was better off for it.*

### **Final thought...**

*I hope to be able to use UMG again in the very near future, for whatever training needs we may have.*