

From OPM to Consultancy - Disrupting Higher Ed Marketing

A new marketing consultancy is disrupting the higher ed marketing niche.

CAMP HILL, PA, UNITED STATES, May 23, 2018 /EINPresswire.com/ -- A new marketing consultancy that specializes in helping colleges and universities grow enrollments through strategic marketing is disrupting the higher ed marketing niche.

Little Foxes Marketing provides marketing consulting and digital marketing services to higher education institutions. Little Foxes Marketing President, Tim Prusha, started the consultancy to empower colleges in an increasingly competitive landscape.



“Today’s colleges and universities are facing new marketing challenges - college alternatives, shifting employment trends, increasing competition, changing student demands” says Prusha “and colleges need proactive, strategic solutions in order to be successful.”

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Tim Prusha

After marketing hundreds of college programs over a 15 year career, Prusha quit his job to an Online Program Management (OPM) firm, to start Little Foxes Marketing. “We know marketing, we know higher ed, and we believe in the life-changing power of education” says Prusha, “so it made sense to pour our passion and expertise into helping colleges connect with and educate more students.”

The company’s core services are split into two categories, lead generation and consulting. Their lead generation services include search engine optimization (SEO), pay-per-click management (PPC), conversion rate optimization (CRO),

and paid social media management. Their consultancy services are wide-ranging, but center around strategic advising for their higher ed clientele.

The name Little Foxes refers to the company’s approach to competing in a changing marketing landscape. While the higher education industry is intrinsically traditional, Little Foxes provides strategic marketing solutions that enable their partners to be nimble, innovative, and clever when it comes to marketing their institutions and programs.

To learn more about Little Foxes Marketing, visit www.littlefoxesmarketing.com. For media inquiries and partnership opportunities, contact Elizabeth Johnston at elizabeth@littlefoxesmarketing.com.

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