



10 Innovative Campaign Strategies for UCLA Anderson Executive MBA

Strategy 1: “Leadership Fast-Track Audit”

- **Target Audience:**
Senior managers and directors considering career advancement
- **Pain Point:**
Unsure if an EMBA will accelerate their promotion or pay off
- **Messaging Hook:**
“Curious how fast you could move up? Get a free audit showing how Anderson grads accelerate promotions by up to 2 years.”
- **Outreach Channel:**
LinkedIn InMail → Personalized email → SMS reminder

Strategy 2: “C-Suite Readiness Score”

- **Target Audience:**
High-potential professionals aiming for C-level roles
- **Pain Point:**
Not sure if they have the skills or network to reach the C-suite
- **Messaging Hook:**
“Wonder if you’re C-suite ready? Take our 2-minute assessment and see how you stack up against top execs.”
- **Outreach Channel:**
LinkedIn carousel ad → Interactive landing page → Follow-up call

Strategy 3: “Mini-Board Experience Challenge”

- **Target Audience:**
Executives who value peer learning and collaboration
- **Pain Point:**
Lack of diverse perspectives and real-world problem-solving



- **Messaging Hook:**
“Ever wish you had a board of directors for your toughest business challenge? Try a free ‘mini-board’ session with Anderson alumni.”
- **Outreach Channel:**
Email invite → Virtual event → LinkedIn follow-up

Strategy 4: “AI Leadership Bootcamp Teaser”

- **Target Audience:**
Leaders in tech, healthcare, and finance worried about digital disruption
- **Pain Point:**
Falling behind on AI and digital leadership skills
- **Messaging Hook:**
“Is your leadership AI-ready? Join our free bootcamp preview and see how Anderson trains execs for the future.”
- **Outreach Channel:**
LinkedIn ad → Webinar registration → SMS reminder

Strategy 5: “Promotion Predictor Tool”

- **Target Audience:**
Mid-career professionals feeling stuck
- **Pain Point:**
Unclear path to advancement
- **Messaging Hook:**
“Stuck in your role? Use our Promotion Predictor to see your next move—and how Anderson can help you get there.”
- **Outreach Channel:**
Targeted email → Interactive tool → Retargeting ad

Strategy 6: “Open Job Signal Outreach”

- **Target Audience:**
Companies with recent leadership job postings



- **Pain Point:**
Struggling to fill key leadership roles internally
- **Messaging Hook:**
“Hiring for leadership? Discover how Anderson EMBA grads are ready to step in and drive results from day one.”
- **Outreach Channel:**
LinkedIn message to HR/TA → Direct mail to hiring manager → Follow-up call

Strategy 7: “Alumni Success Story Blitz”

- **Target Audience:**
Prospects in industries with strong Anderson alumni presence (tech, healthcare, consulting)
- **Pain Point:**
Skepticism about real-world ROI
- **Messaging Hook:**
“See how [Name], an Anderson grad, went from manager to SVP in 18 months. Want to follow their path?”
- **Outreach Channel:**
Video email → LinkedIn post → Podcast episode

Strategy 8: “Competitor Comparison Challenge”

- **Target Audience:**
Prospects considering other top EMBA programs
- **Pain Point:**
Overwhelmed by choices, unclear on Anderson’s unique value
- **Messaging Hook:**
“Not all MBAs are created equal. See how Anderson stacks up against Wharton and Kellogg in leadership outcomes.”
- **Outreach Channel:**
LinkedIn ad → Comparison guide download → SMS nudge



Strategy 9: “Diversity of Thought Roundtable”

- **Target Audience:**
Executives seeking broader perspectives and innovation
- **Pain Point:**
Homogeneous teams, lack of fresh ideas
- **Messaging Hook:**
“Unlock breakthrough ideas—join a roundtable with Anderson’s most diverse cohort yet.”
- **Outreach Channel:**
Email invite → Virtual roundtable → LinkedIn group follow-up

Strategy 10: “Work-Life-Study Balance Playbook”

- **Target Audience:**
Busy professionals worried about burnout
- **Pain Point:**
Fear of work-life imbalance and burnout from EMBA commitment
- **Messaging Hook:**
“Worried about juggling it all? Get our playbook for balancing work, life, and an EMBA—straight from Anderson grads who did it.”
- **Outreach Channel:**
Downloadable guide via email → LinkedIn retargeting → SMS check-in

Example Messaging Hooks (Plain Language)

- “Curious how fast you could move up? Get a free audit showing how Anderson grads accelerate promotions by up to 2 years.”
- “Ever wish you had a board of directors for your toughest business challenge? Try a free ‘mini-board’ session with Anderson alumni.”
- “Is your leadership AI-ready? Join our free bootcamp preview and see how Anderson trains execs for the future.”



- “Worried about juggling it all? Get our playbook for balancing work, life, and an EMBA—straight from Anderson grads who did it.”