

# Marian University

## Snapshot

[Marian University](#), based in Indianapolis, IN, provides its students with a wide variety of faith-based curricula and a personalized approach to learning. Marian University's mission is to focus on the well-being of its students and their growth in academia, faith, and life.

## Marketing challenge

Marian University was looking to build awareness across key channels while keeping up with the ever-changing digital landscape. "How we approach marketing has changed. It's not linear anymore, it's more of a web, and every path is unique," said Jason LaPaglia, Manager of Digital Marketing at Marian University.

## Marketing goals

Like many private universities, Marian is looking to increase its application and registration rates while also building greater brand awareness.

## LocaliQ's solution

LocaliQ provides Marian with a suite of solutions all in one easy partnership that includes [Search Ads](#), [Display Ads](#) and [Social Ads](#) powered by LocaliQ [cross-media optimization](#) (XMO) technology. Plus, Marian University gets a clear picture of performance across all these tactics in one clean view with the LocaliQ [Lead Dashboard](#).



**67%**

increase in branded organic searches



**21%**

increase in enrollment



**2x**

higher website traffic

***"There isn't another platform out there that can do digital marketing as well as LocaliQ."***

— Jason LaPaglia | Manager of Digital Marketing



Connect with us:

Visit us: [localiq.com](https://localiq.com) |