



ABOUT US

It's always a good idea to know your partners.
Here's an EDU Interactive 101 crash course:

Established: April 2006

Founders: Bob Barker, former Executive Vice President for University of Phoenix and current President of Barker EDUcational Services Team, and David Castle, President of Castle Advertising, a full-service advertising agency in San Diego.

Location: Historic Golden Hill District, San Diego, CA

Primary Talent: Generating student inquiries for colleges at a low cost

In-House Capabilities:

- Branding
- Call Center/Enrollment Services
- Lead Generation
- Student Retention Programs
- Lead Conversion Strategies
- Creative Development
- Internet Marketing
- Media Planning/Buying
- Business Growth Strategies
- CRM Consultation Services
- Program Analysis
- Collateral Production
- Website Design & Management
- Programming/Technical Services
- Market & Location Analysis

Philosophy: Partner with our clients to closely supervise all aspects of their advertising and marketing efforts and deliver the highest amount of qualified leads at the lowest cost-per-lead and cost-per-start.

Provide excellence in Research, Planning, Implementation, Testing, Analysis and Tracking. It is our belief that with systematic research, collaborative planning and implementation, continuous testing, diligent tracking and complete analysis of results, the optimal advertising mix for each market will be determined and our efforts will ensure mutual success.

How we work: EDU Interactive starts working with educational institutions from the ground up. We start at the beginning to identify and assess what the school's needs are and then follow a proven working process that allows us to meet the key objectives of the institution.

- Establishing Lead/Enrollment Goals
- Budgeting
- Planning
- Lead Generation Activities
- Creative Development
- Lead Process
- Reporting
- Analysis
- Optimization
- Testing