

UMA Launches Make Your Move Campaign

Who is UMA?

Ultimate Medical Academy (UMA) is a nonprofit healthcare educational institution with a national presence. For over 25 years, UMA has offered a comprehensive, accredited healthcare education. With more than 63,000 alumni, UMA offers content-rich, interactive online courses to approximately 14,000 students as well as campus-based training to hundreds of students.

Making Moves With UMA

Healthcare industry occupations are projected to expand 18% by 2026. The high demand for those looking for an exciting healthcare career is presenting big opportunities for prospective UMA students, and the non-profit institution was looking to inspire the next generation of healthcare workers with an exciting new campaign.

“The healthcare industry is booming right now,” declared Natalie Mitchell, Associate Vice President of Marketing at UMA. Natalie and the UMA marketing team were tasked with developing a campaign to drive enrollment for its Clearwater campus. “The first group I reached out to was Roger West,” she said.

New Campaign, Ultimate Results

Roger West presented Natalie and the Ultimate Medical Academy team with three campaign concepts designed to meet UMA’s specialized needs. The winning concept was the multi-faceted *Make Your Move* campaign, which employed elements of old school techniques and cutting-edge digital marketing.

In developing this fully integrated campaign, Roger West reviewed UMA’s existing marketing collateral to help the organization develop branding standards for the campaign. Once these standards and requirements were defined, the agency created attention-grabbing assets from billboards to merchandise, and even decided to go the traditional “feet on the street” route by developing branded booklets for UMA to hand out at conventions.



INDUSTRY

Healthcare, Non-Profit

SOLUTIONS

- Email Marketing
- Website Landing pages
- Custom Marketing Campaign
- Branded Merchandise
- Billboards
- SMS
- Banner Ads

CHALLENGES

Ultimate Medical Academy has trained students for careers in healthcare since 1994. Given the industry’s continued exponential growth, the UMA marketing team did not have the bandwidth to meet the needs of the flourishing market. Their need to create a specialized campaign to generate awareness and drive enrollment in the Tampa Bay area brought them to Roger West.

“ We’re already seeing a spike in some of our metrics around the campaign, and it’s been really successful.

NATALIE MITCHELL, Ultimate Media Academy





“ If you need help with any campaigns, any creative, or even ideas because they're really good with strategy, reach out to Roger West. You're going to find a really good partner in them.

NATALIE MITCHELL, Ultimate Media Academy

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