

Advancing the brand,
reputation, and goals
of Babson College
by creating, curating,
and telling our stories.

BABSON COLLEGE



College Marketing
—ANNUAL—
IMPACT REPORT
2025



Celebrating Success: Our Impact

In September 2024, a defining moment propelled the College’s reputation even further: *The Wall Street Journal* named Babson the **No. 2 Best College in the nation**. More than just an accolade, this ranking reinforced Babson’s strength in the market, in entrepreneurship and business education and across all higher education.

The College Marketing team seized this moment to create a powerful platform to tell Babson’s story in a way that resonated far beyond the ranking itself. Through compelling storytelling and data-driven strategies, we showcased what sets Babson apart: exceptional career outcomes and return on investment, a transformative entrepreneurial education, and an unmatched student experience that prepares graduates to thrive in career-defining roles around the world.

The recognition became a catalyst to expand Babson’s visibility, engage new audiences, and strengthen our brand in key markets. The halo effect of this ranking extended beyond undergraduate programs, providing a strategic opportunity to elevate Babson’s reputation across graduate, professional and executive education, and influencer audiences. Through integrated marketing, strategic thought leadership, faculty engagement, and an unwavering focus on impact, our work elevated Babson’s presence and deepened engagement.

This report highlights the key strategic initiatives and storytelling efforts that contributed to several record-breaking KPIs in awareness, reputation, engagement, and enrollment. These efforts marked an inflection point, one that continues to propel Babson’s leadership in business and entrepreneurship education.



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Brand Awareness and Reputation

The Wall Street Journal No. 2 ranking elevated Babson's brand awareness and reputation, putting Babson convincingly on the radar as a business school worthy of national attention. By being intentional about building on this moment, College Marketing created new opportunities to display Babson's distinctive approach and impact.

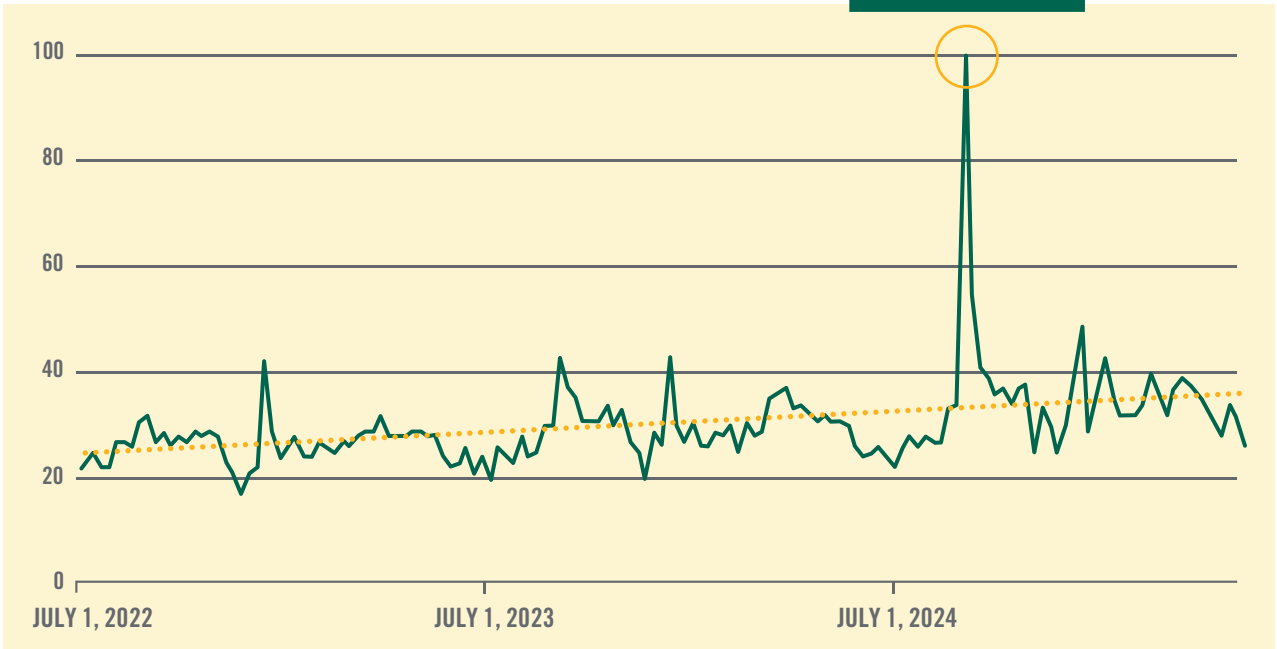
- Fueled multiple brand moments across all owned channels that deepened recognition of the College
- Launched 'From Problems to Possibilities' podcast to provide a new channel for stories of entrepreneurial leadership and faculty expertise
- Increased media placements and thought leadership in the market via strategic storytelling

#2 **BEST COLLEGE**
in the **United States**
— *The Wall Street Journal*



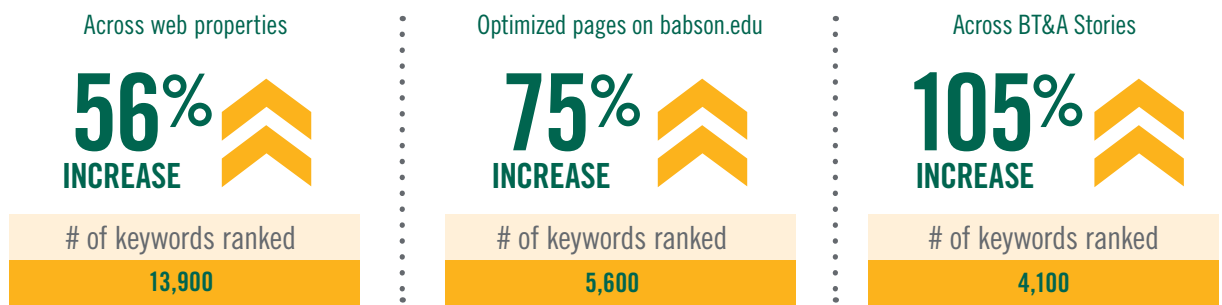
Google Trends:

Search Interest in Babson spikes with WSJ #2 ranking announcement
Google Trends data since 2022 reflects a steadily growing interest in the Babson brand, with ranking announcements and major news driving spikes in search volume.



Search Engine Optimization (SEO) Strategy

This strategy capitalized on WSJ No. 2 ranking to increase Babson's visibility in search results.
This also resulted in a boost of keyword usage across all optimized pages.

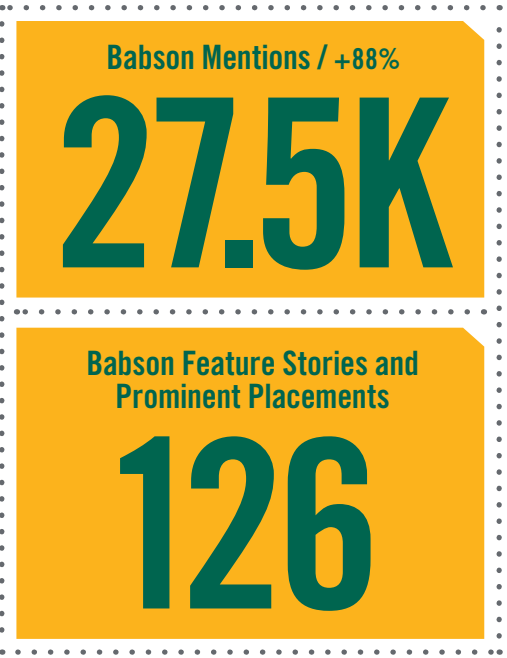


Domain Authority

Domain Authority is a search engine ranking score used to predict how well a website will rank in search results with scores of 70+ considered good to excellent. Babson's domain authority remains strong and consistent in FY2025.

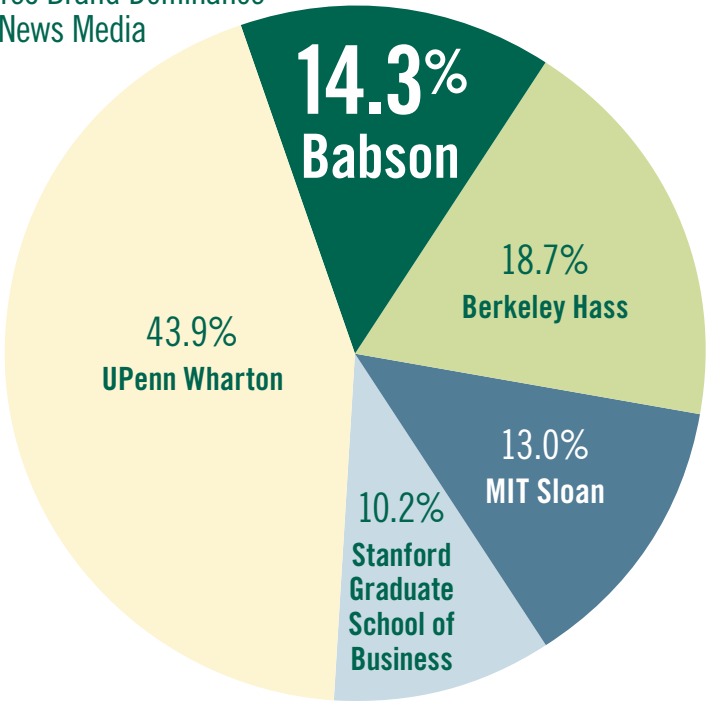
Increased Brand Presence in Earned Media

Overnight, *The Wall Street Journal* ranking put Babson on the radar of national media outlets and journalists that had previously been difficult to engage. The ranking also boosted our credibility and desirability as a source for expert faculty and leadership perspectives, leading to a notable **88% increase** in media mentions this year. Babson is consistently featured in national conversations on entrepreneurship, pressing business issues, retail, and marketing, with our leaders, faculty, alumni, and students recognized as thought leaders on topics ranging from retail marketing strategy to the economic impacts of global tariffs.



Share of Voice within Target Publications:

Measures Brand Dominance in the News Media



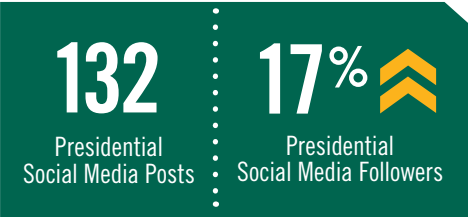
Key Speaking Opportunities We Led

President Stephen Spinelli Jr. MBA'92, PhD – **Greater Boston Chamber of Commerce Economic Outlook** Keynote Presentation
Global Consortium for Entrepreneurship Centers Conference Keynote Address;
Keynote addresses, CEO roundtables, and strategic presentations across Mumbai, Bangalore, and New Delhi, India;
Babson Connect Worldwide State of the College Reflection



Discovery and Connection via Social Media

National recognition by *The Wall Street Journal* served as catalyst for brand discovery and connection on institutional social media accounts, prompting double-digit increases (**of 12.4 %**) in followers to institutional accounts. LinkedIn saw an **11%** surge, reflecting heightened interest among professional, academic, and alumni audiences.



Babson College's presidential followers increased a combined **17%** year-over-year, on Instagram and LinkedIn—a clear signal of resonating content. New follower increases were powered by **132** total social media posts.

Top Media Coverage



Behind the scenes for an interview with Ice Hockey Coach Jamie Rice '90, P'28 '29 about new brain injury research



Marketing professor Lauren Beitelspacher interviewed for broadcast segment about recent tariffs



Behind the scenes with Ryan Davies, Finance Professor, as he's interviewed about rising energy prices



Associate Professor Josh Stillwagon is interviewed regarding a recent dockworker strike

The Boston Globe
THE WALL STREET JOURNAL

AP

THE CHRONICLE
OF HIGHER
EDUCATION

USA
TODAY

BOSTON
BUSINESS JOURNAL

FT
FINANCIAL
TIMES

IHE
Inside
Higher
Ed

POETS &
QUANTS

Forbes

FORTUNE

ModernRetail

AdAge

Top Outlets

BABSON THOUGHT & ACTION

Telling the Babson Story in a Breakthrough Year

Storytelling, particularly around *The Wall Street Journal* ranking, drove record engagement on Babson Thought & Action (BT&A). The initial news story about the #2 ranking is the most viewed article in the history of the BT&A, and on its first day, nearly doubled the pageviews of *The Wall Street Journal* ranking article in 2023. Extended coverage in BT&A, as well as a cover story in *Babson Magazine*, ensured that we leveraged the milestone recognition for all audiences.

We also promoted the thought leadership of faculty through increased production of news trend stories, connecting Babson to timely trends. By aligning owned and earned media, we're beginning to see BT&A stories serve as a valuable pipeline for press coverage as select stories have been picked up by journalists, helping expand Babson's visibility and reinforce our reputation as an expert voice in entrepreneurship.

The Wall Street Journal Ranks Babson #2 Best College in the United States!



Babson Climbs to No. 2 in Wall Street Journal's Rankings of the Best Colleges in the U.S.



[Read the Article](#)

Seven Tips for How to Become a Good Public Speaker



[Read the Article](#)

Amazon's Return-to-Office Mandate Stirs Debate on Collaboration, Fairness, and Flexibility



[Read the Article](#)

Faith, Fashion, and a Dream: Rhesa Teesdale's Road to Paris Runways



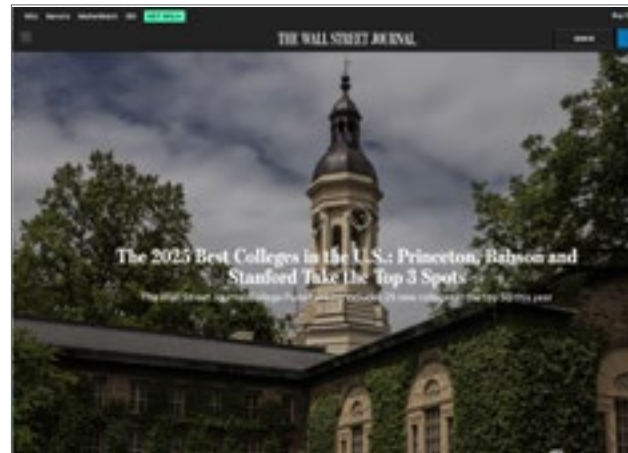
[Read the Article](#)

The No. 2 College in America: A Look Behind Babson's Stellar Ranking



[Read the Article](#)

Babson in the National Spotlight



The Wall Street Journal Best College's in the U.S. Story



Financial Times Business Schools Story

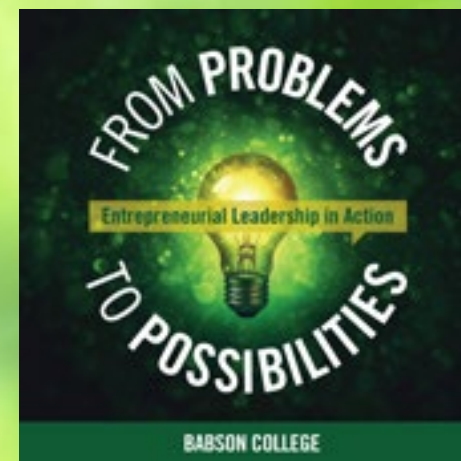
Launching 'From Problems to Possibilities' Podcast

Unlike other business school podcasts, Babson shares the stories of entrepreneurial leaders who identify challenges and take action to solve them—creating both economic and social value in the process.

The storytelling-format featured Babson faculty, students and alumni as thought leaders in their given fields. Since its launch, the podcast has amassed **1,091** downloads and positive feedback from alumni, faculty, and staff.

1,091 Downloads in 60 days

Available on all major podcast platforms



“I was thrilled to be on the Babson College ‘From Problems to Possibilities: Entrepreneurial Leadership in Action’ podcast! We dove into the transformative power of authentic storytelling and representation in media.”

— Aaron Walton '83

CEO and Founder Walton / Issacson, Advertisers Hall of Fame Inductee, (featured in Episode 4)

Welcoming Babson's New Provost

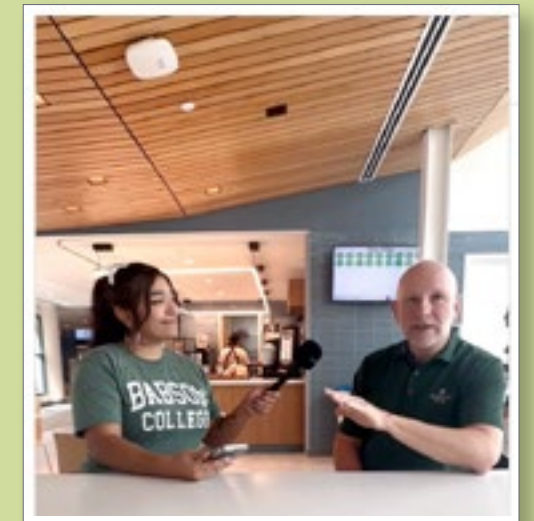
Welcoming Babson's new provost and executive vice president, **Dr. Ariel C. Armony**, was a pivotal moment for the College community. College Marketing supported Dr. Armony's onboarding and promoted his arrival with an array of content targeting a wide reach of internal and external audiences.



» Read the Article



» Watch Video



» Watch on Instagram

INSTAGRAM:

Bucket list item? Typical weekend? Favorite movie? Babson College's new provost and executive vice president Ariel Armony takes a minute to answer a few questions with Valarie Jaquez '25.

BABSON MAGAZINE:

A prominent feature in our Spring issue introducing Provost Ariel Armony.



Brand Engagement

College Marketing harnessed the momentum garnered from the historic *Wall Street Journal* #2 ranking to drive sustained brand engagement, sparking follower growth and increased interaction with content, and expanded reach across both owned and earned media platforms. Leveraging this halo effect also expanded Babson's reach across undergraduate and graduate schools, professional and executive education programs, and within brand influencer audiences.

1. Increased traffic and engagement driven by timely content and ranking-related interest across Babson.edu and the BT&A site
2. Drove strong social media engagement through creative storytelling + new formats (i.e., photo carousels)
3. Celebrated signature initiatives as strategic brand moments that continued to position the College as the leader in entrepreneurial education, and highlighted the Arthur M. Blank School for Entrepreneurial Leadership's impact



Strength of Babson's Brand Online

Main Website (Babson.edu)

The Wall Street Journal No. 2 ranking and increased SEO visibility brought increased traffic to Babson.edu, our primary platform to attract, engage and nurture prospects into enrollment funnels. Across the site, design and user experience continued to be refined to enhance engagement.

EDU Traffic (Sessions)

2.9M 
(+7% YoY)

Average EDU Session Duration

4 min 16 sec
(-3% YoY)

Organic Sessions

1.4M+ 
(+2% YoY)



Babson Thought & Action Website

The Wall Street Journal #2 ranking and increased SEO visibility brought increased traffic to Babson.edu, our primary platform to attract, engage, and nurture prospects into enrollment funnels. Across the site, design and user experience continued to be refined to enhance engagement.

501,368
Pageviews

71%
Engagement Rate

User Experience and 'Backend' Improvements

We have improved the user experience of the Babson Thought & Action platform to increase site-wide engagement, broaden accessibility, and improve maintainability to ensure we are in an agile position to make meaningful changes quickly.

Projects include:

- Audio playback for all BTA stories
- "Dark Mode" to support increase reading duration
- Code changes to improve accessibility and SEO scores:

The BTA site rankings out of 100 according to WPEngine:



Institutional Social Media Accounts

Increased Engagement on LinkedIn

LinkedIn emerged this past fiscal year as the brand's most powerful social media platform. Through highlighting community member accomplishments, moments on campus, and thought leadership, LinkedIn saw an average engagement rate of 9.6% in 2024–2025, a 13% increase year-over-year and over 4x the industry average of 2.8%

9.6%
Average Engagement Rate

13%
INCREASE 

BABSON THOUGHT & ACTION

EVENTS



[Read the Article](#)



[Read the Article](#)



[Read the Article](#)



[Read the Article](#)



[Read the Article](#)

THOUGHT LEADERSHIP

Instagram Social Post Featuring #2 Ranking



Brand Social Media Boosts

Boosting organic social media content into paid advertisements continues to be an integral avenue for reaching the prospective student audience and introducing them to the Babson ecosystem. Twenty-four ads surpassed 65,022 total clicks this fiscal year, with a cost-per-click of \$0.28.

65,022  \$0.28
total clicks this fiscal year cost-per-click

Engaging Prospective Students - YouTube Unscripted Video

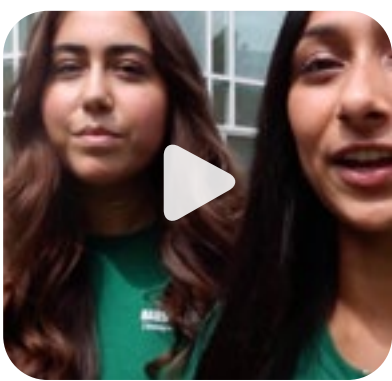
The Unscripted series remains one of our most effective tactics to reach the prospective undergraduate audience, with a 72% increase in views YoY.

72% 
Increase in Views YoY



YouTube

2024 New Student Orientation at Babson College!
#BabsonUnscripted
2240 views



Week in the life as a first-year student at Babson College!
#BabsonUnscripted
1,788 views

Signature Initiatives

Through strategic marketing support, College Marketing enhanced and elevated an array of important moments for the College throughout FY25 that positioned Babson as the global flagship institution for entrepreneurship education. Strategic leadership and collaboration with campus partners significantly raised the profile of Babson's Blank School and our centers and institutes, faculty research and thought leadership, and alumni and donor cultivation and stewardship. College Marketing led high-impact efforts across event planning, logistics, design, and content creation and amplification—strengthening Babson's global brand and reputation.

Babson's AI Showcase



Babson Connect Worldwide 2025: Tuscany



28th Annual Conference of the Global Consortium of Entrepreneurship Centers (GCEC)



C. Dean Metropoulos Institute for Technology and Entrepreneurship Ribbon Cutting



Enrollment

Demand for a Babson education has never been greater. From a record number of undergraduate applications to YoY increases in graduate education interest, to sold-out programs within Babson Academy, the College's reputation and place in the market continues to drive strong interest from prospective students. The College Marketing team leveraged these increases to launch new programs, reposition the brand in the thriving noncredit professional and executive education market, and build market share, all to connect the stories and expertise of Babson with the ever-growing market.



Undergraduate Enrollment

This year’s undergraduate enrollment marketing efforts remained focused on highlighting the value and adaptability of a Babson degree. Core messaging and creative—centered on outcomes, experiential learning, global study, and the integration of business and liberal arts—were powerfully reinforced by Babson’s #2 ranking in *The Wall Street Journal*. Together, these elements helped drive increased interest in the College’s undergraduate offerings and contributed to a deeper, more engaged applicant pool.

Application Growth and Yield Efforts

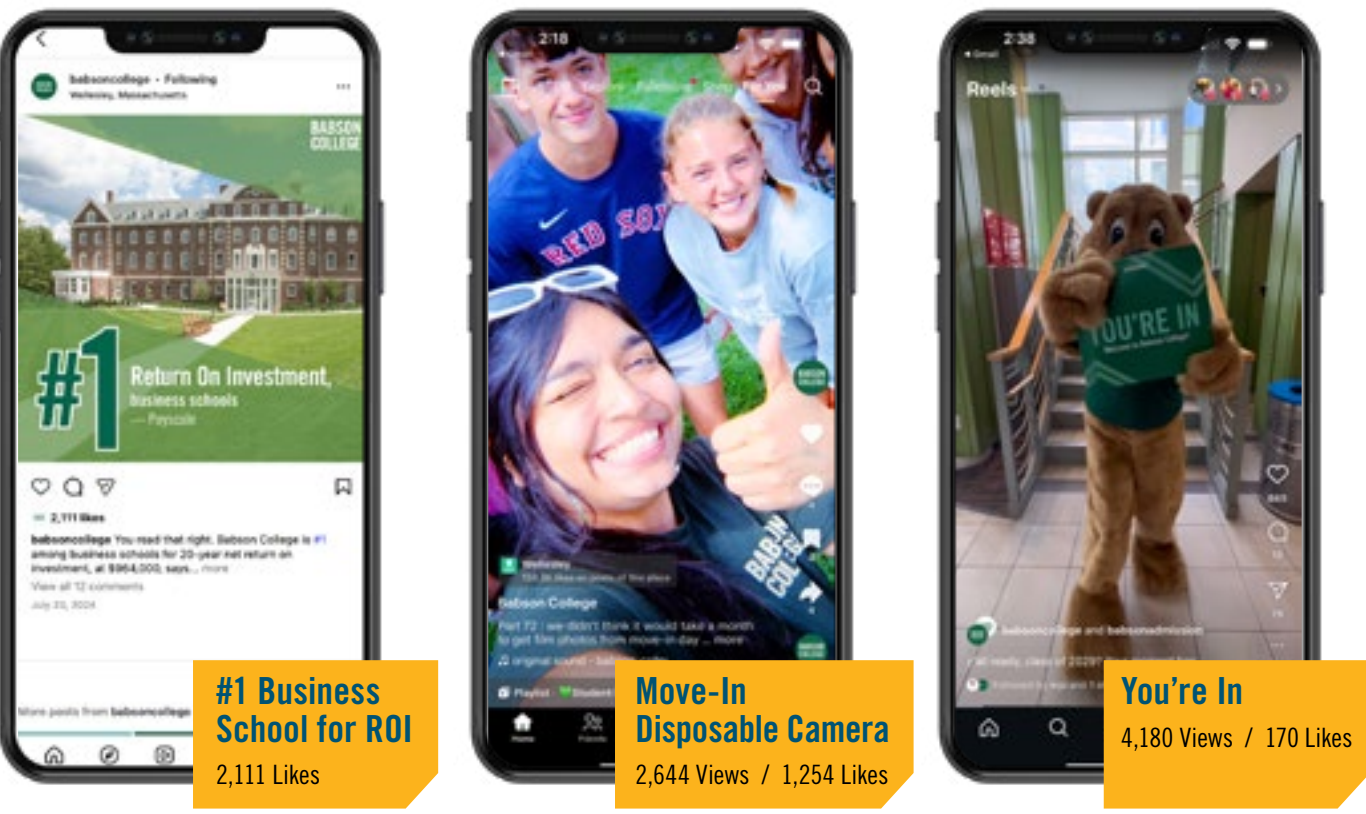
Interest in Babson’s undergraduate experience is at an all-time high. Comprehensive and targeted recruitment and yield marketing efforts helped the College receive a record number of applications, surpassing 10k for the first time in the College’s history; bring over 900 attendees to Launch Babson; and secure 706 deposits for the incoming fall class.



over 900 students and guests attended LAUNCH BABSON

Leveraging Social Media to Reach Prospective Students

Social media continues to play a prominent role across the enrollment cycle, moving key messages into the market on the social platforms where prospective and admitted students spend time.



Launching Babson Begin

The College introduced a new first-semester global study experience, available to students admitted for January. This required strategic collaboration between College Marketing, Office of Undergraduate Admission, and the Glavin Office of International Education to craft messaging, communication flows, a web presence, and more. The successful launch exceeded goals and will send 32 new Babson students to London this fall. This strong partnership will continue as the program evolves over the coming year.

139 students interested



The Impact of #2

Babson's strong value and ROI message was amplified with the #2 *Wall Street Journal* ranking, which was infused throughout messaging, the website, marketing materials, campus tours, virtual visit experiences, and more. The impact of this infusion can be seen throughout the enrollment cycle, most notably the increase in inquiries and applications.

SEPT. 5–NOV. 1, 2023

12,617 Inquiries

123,352 Sessions on UGrad EDU

1,141 Clicks to Apply via CommonApp

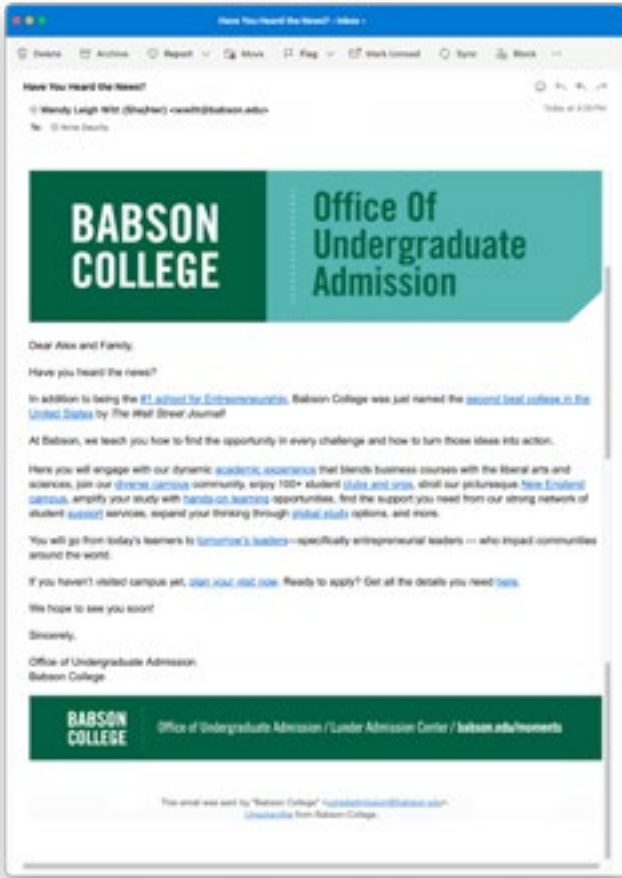
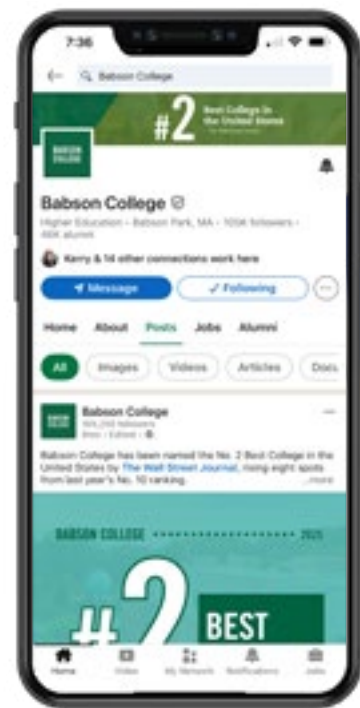


SEPT. 5–NOV. 1, 2024

13,654 Inquiries

143,423 Sessions on UGrad EDU

1,271 Clicks to Apply via CommonApp



PROSPECTIVE STUDENT EMAIL

SUBJECT: "Babson is on the move!"

SEND DATE: Sept. 5, 2024

15,183 Sent emails 3.3% unique click rate

43% Open rate

CURRENT PARENT EMAIL

SUBJECT: "A Moment to Celebrate"

SEND DATE: Sept. 17, 2024

4,272 Sent emails 13.1% Click Through Rate

70% Open rate



Professional and Executive Education

This year, Babson reimaged and reinvented our professional and executive education offerings to better align with market needs. Babson’s long-standing leadership in executive education and goal to diversify revenue streams led to new programs, a new storefront and learning management system, a revamped visual and messaging platform, and a comprehensive marketing plan to reposition Babson in the professional and executive education market.

Defining the Brand Through Messaging and Creative Development

To successfully launch the revamped professional and executive education offerings, College Marketing defined the brand, messaging, and design elements to support the market rollout. Leveraging research and market trends, multiple creative concepts were developed that aligned human-centric messaging with the strengths of the existing Babson brand and the reimaged professional and executive portfolio.

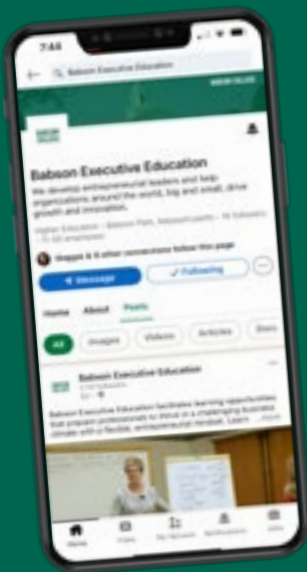
A New Web Experience and Learning Platform

A new audience-focused web experience and storefront were developed to showcase Babson's offerings clearly, helping users in selecting the courses that best fit their needs. College Marketing developed content, messaging, and visuals for the storefront and updated Babson.edu to help prospective learners see how Babson can support their learning goals.



Babson Executive Education’s LinkedIn Growth

The continued combination of consistent activity and compelling content helped to maintain the overall presence of executive education on LinkedIn. This approach also led to a 21% increase in followers and a 6.4% engagement rate.



1k+
followers
a new milestone and
a 21% increase

41,000+
impressions
and over 1,400 clicks

6.4%
Engagement rate
an increase from 4.5%

A New Approach to Communicating with Learners

Our reimaged products and marketing strategies led to a new way of nurturing leads. The College Marketing team reinvented our nurture campaigns, tailoring messages based on learner actions. With the full adoption of Salesforce Education Cloud, we improved communication with prospective learners. This best-in-class approach ensures learners find Babson offerings at the right time.

Targeting Our Audiences

We’ve focused our marketing efforts on key audiences we know will be a good fit for what Babson offers in professional and executive education.

Babson to **ALUMNI** (B2A)

We aim to keep alumni engaged in learning at Babson by ensuring they have clear paths to further education.

Babson to **BUSINESSES/CORPORATIONS** (B2B)

We assist organizations of all sizes with complex business problems, expanding our influence.

Babson to **CONSUMER** (B2C)

We support individuals in their learning journeys, whether they’re aspiring entrepreneurs or seeking to enhance their skills.

Babson On-Demand™ Offerings

This new program portfolio offers busy professionals the flexibility to upskill themselves or their team on their own schedule. In collaboration with Babson Executive Education, the Academic Technology Innovation Center, and the faculty, we identified and optimized programs and program names, including a new marquee offering—The Entrepreneurs Toolkit—which is aimed at helping budding entrepreneurs.



Babson Executive Lodge and Conference Center

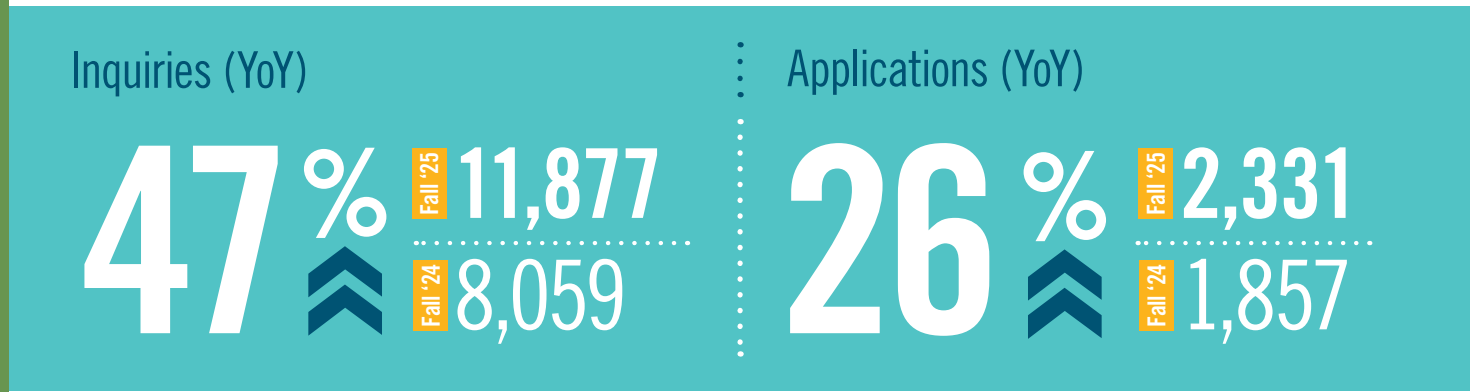
The flagship Executive Lodge and Conference Center is central to Babson’s professional and executive learning strategy, providing access to top faculty and integrated programs for individuals, corporations, and academic partners. As Babson expands our impact, this facility will drive innovation and reinforce our status as a leading institution for entrepreneurial leadership.



Graduate Funnel

The F.W. Olin Graduate School of Business at Babson College experienced a record year of interest from the domestic audience and particularly for the graduate programs starting in fall 2025. This interest was driven by the amplification of strong rankings such as the *The Wall Street Journal* rating; a broader-than-ever reach due to expanding paid channels to paid social; an increased graduate presence on Babson’s social media accounts; continued SEO improvements; and an improved process for graduate storytelling and outcomes data analysis.

The College Marketing team also worked with the Graduate School to introduce the new Doctor of Business Administration program, which was launched in December 2024 with great success.



The Halo Effect of #2

We capitalized on the power of *The Wall Street Journal* #2 ranking, infusing it into relevant organic marketing assets and communications, and into paid ads—amplifying its reach to prospective students through mass channels.

#2 Best College in the United States
— *The Wall Street Journal*

BABSON COLLEGE
F.W. Olin Graduate School of Business

Create your success story with an MBA from Babson

Babson: The Global Hub of Entrepreneurial Education

Since 1919, Babson College has prepared and empowered entrepreneurial leaders who create, grow, and steward sustainable economic and social value everywhere.

#1 MBA in Entrepreneurship for 31 consecutive years — *U.S. News & World Report* 2024

#1 in Entrepreneurship, Northeast Graduate Programs — *Entrepreneur* magazine, The Princeton Review

#2 Best College in the United States — *The Wall Street Journal*

MBA Programs

Advance your career
Explore top-ranked MBA and Specialized Master's programs

#1 MBA in Entrepreneurship for 31 consecutive years — *U.S. News & World Report* 2024

#2 Best College in the United States — *The Wall Street Journal* 2025

BABSON COLLEGE

Apply today

babson.edu/gradnow

71.7M

Impressions in ads that infuse the #2 ranking by *The Wall Street Journal*

Grad Web Traffic

44%

636,464 sessions

Strategic Upfront Media Planning

Annual upfront media planning, with a balance of strategic flighting and greater in-market coverage across channels, enabled an expansion of paid channels to reach a broader-than-ever audience on Facebook, Instagram, LinkedIn, and YouTube. In addition, it provided the team with flexibility to rotate creative assets in and out of channels, as strategic priorities shifted.



Record turnouts for Virtual Open House and Admissions Workshop events, supported by greater coverage in paid channels.



GRADUATE

Virtual Open House

BABSON COLLEGE
March 20

Register today

babson.edu/voh

Signature Event Attendees

44%

1.7k FY25

1.2k FY24

Highlights in Graduate Storytelling

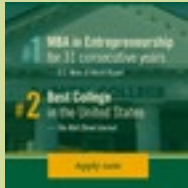
The College Marketing team made significant strides in storytelling across channels, including awareness videos, social content, outcomes storytelling, and SEO improvements.

Video Advertisements

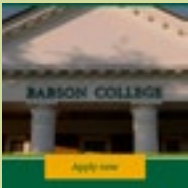
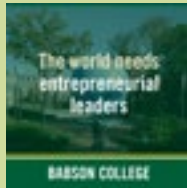
Developed 12 program-focused videos in-house—3 lengths (:06, :15, :30) across 4 programs—which generated 14.5M+ impressions throughout Facebook, Instagram, LinkedIn, Spotify and YouTube.



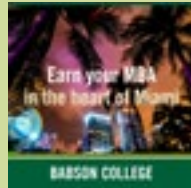
Stills from Master's Programs



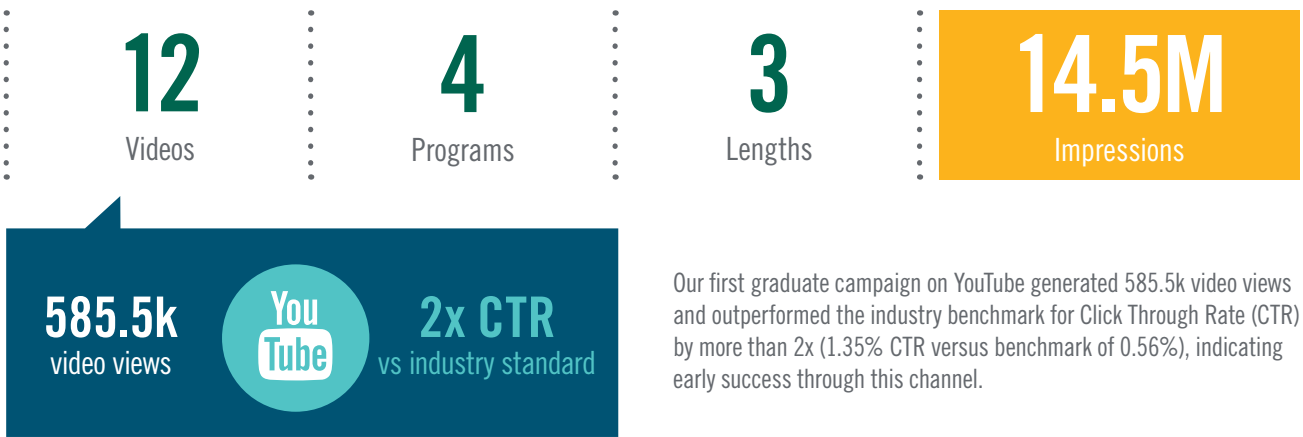
Stills from Part-Time MBA Program



Stills from Graduate Programs Overall

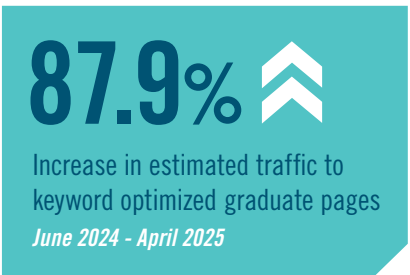


Stills from Blended Learning MBA - Miami



Making Strides in Graduate SEO

Our continued focus on producing and refreshing graduate webpage content on the Babson site with keyword optimization as a priority led to a significant YoY increase in site visibility and engagement.



Graduate Content

Graduate-focused articles and social media content drove more page and post views than ever before for our graduate content, with viewer interest in student outcomes, rankings, and program announcements.

Some prominent stories and stats include:

From Babson to "Shark Tank": How James Pidhurney MBA'08 Scored a \$400K Deal for Chalkless

[Read the Article](#)

LinkedIn:
Impressions: 29,331

Instagram:
Likes: 1,514

BT&A:
Views: 1,050

Babson Launches New Doctor of Business Administration Program to Empower Entrepreneurial Leaders

[Read the Article](#)

LinkedIn:
Impressions: 20,281

Instagram:
Likes: 1,113

BT&A:
Views: 2,671

Faith, Fashion, and a Dream: Rhesa Teesdale's Road to Paris Runways

[Read the Article](#)

LinkedIn:
Impressions: 5,026

Instagram:
Likes: 824

BT&A:
Views: 495

Launching the new Doctor of Business Administration program

The Doctor of Business Administration program launched with remarkable success. We are seeing strong initial interest overall, and positive momentum through digital marketing channels, including Search and Social.

Inquiries	638	Apps Submitted	62
Deposits	19	Initial Enrollment Goal	16

Paid search ads generated 110 of the 638 inquiries since its launch in December at an efficient Cost Per Inquiry (CPI) of \$419 (23.7% below the average Fall 2025 Search CPI), 3 of which have converted to Admits already.

Babson Academy



Babson Academy continues to expand its reach and impact around the world. Through the close collaboration between College Marketing and the Babson Academy team, each of the following programs achieved maximum enrollment: Price-Babson Symposium for Entrepreneurship Educators (SEE), Building an Entrepreneurship Ecosystem, and Summer Study.

Key marketing activities include The Babson Academy Impact Report, social media, email, and a new tactic through Prospect Cloud, which added new prospects to the funnel. The team collaborated closely with Professor Heidi Neck to introduce The Babson Mindset Game.

The demand for Babson Academy shows continued growth through increases in site users, web conversions, and engagement through email.

Website traffic

The Wall Street Journal's #2 ranking was added to Babson Academy webpages and collateral and shared with the Babson Academy audience. This, paired with our efforts to strengthen brand awareness for Babson Academy, led to an increase in website traffic.

BABSON COLLEGE
| Babson Academy

#1 MBA in Entrepreneurship
for 32 consecutive years
— U.S. News & World Report

#2 Best College
in the United States
— The Wall Street Journal



Total Users **12.4%**
increase

New Users **8.9%**
increase

Sessions **13%**
increase

Prospect Cloud

College Marketing and Babson Academy partnered with Prospect Cloud to build a targeted prospect list. Through a nurture campaign, we introduced Babson Academy's brand and offerings through a 12-month cycle. Collaboration with the business development team has sparked conversations with five engaged prospects interested in bringing entrepreneurship education to their institutions.



Email Engagement

Unique Open:

38.96%

Unique Clicks:

14.01%

Babson Collaborative 2025 Global Summit

This summit is an annual gathering for Collaborative members to explore how global entrepreneurship education can inspire meaningful change through innovative teaching methodologies, impactful research, and strategic partnerships. This year, the Collaborative hosted the eighth and largest summit to date.

30 speakers from **11** member institutions in **7** countries

74 participants
from **29** member institutions
in **21** countries

Program Offerings

Summer Study: Virtual and In Person

Babson Academy's Youth Impact Lab piloted a new Summer Study option, offering traditional virtual programming and an in-person offering hosted by the New England Innovation Academy (NEIA). Paid media and retargeting through Google and Meta, along with a dedicated landing page and email nurture, successfully drove inquiries, applications, and deposits for both formats, achieving enrollment goals and deposits.

Completed Application

19.8% **429**
358

Admitted

7.4% **365**
340

Deposited

27.8% **230**
180

2025: Online & NEIA; 2024 - Online Only



Paid Media Results

Impressions: **1,630,684**

Form Submissions: **549**

Program Wins

Both Price-Babson Symposium for Entrepreneurial Educators (SEE) and Building an Entrepreneurship Ecosystem achieved enrollment goals through strategic marketing and collaboration between the Babson Academy business development team and College Marketing. We were able to successfully engage educators through cross-channel outreach, including LinkedIn promotion by faculty, and email marketing, and phone calls by Babson Academy's business development team.



Email Engagement

SEE:

Unique Open:

38.49%

Unique Clicks:

8.74%

B2E:

Unique Open:

37.14%

Unique Clicks:

12.10%

BABSON COLLEGE

