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**Paula French**  
Director of Sales & Marketing  
Search Influence

### Why We Partnered with UPCEA

We set out to grow our brand in higher education through webinars, paid ads, and manual outreach, but struggled to scale our impact alone. We also wanted to publish original research that would resonate with decision-makers, but needed a trusted partner to help us bring that vision to life. Partnering with UPCEA gave us both the platform and credibility to reach our goals.

### The Impact of Our UPCEA Partnership

Partnering with UPCEA gives us access to a broader, more engaged audience and a consistent platform to connect with them. The research we create together generates hundreds of leads and fills our content calendar and sales materials with rich, relevant insights. Most importantly, it's opened the door to genuine relationships — with university clients, university friends, other UPCEA corporate partners, and the UPCEA team.

### Standout Moments

Launching our first research study with UPCEA was a turning point. It showcased our thought leadership around an under-discussed topic, higher ed SEO, and put us on the map. Thanks to that early work and our continued presence at UPCEA events, Search Influence is now known in the industry as “the SEO agency for higher ed,” with referrals seeking us out at conferences because of that visibility.



## Unique Value & Key Benefits

UPCEA offers a level of partnership that goes far beyond other associations we've worked with. From day one, the team has treated us like a true partner—engaged, thoughtful, and invested in our success. Their trusted name in the industry boosts our credibility, and they consistently deliver value tailored to our goals. Conferences and webinars have been especially valuable, helping us spark sales conversations, build long-term relationships, and showcase our expertise to new prospects.

## New Opportunities & Meaningful Connections

Our engagement with UPCEA has led to lasting contracts with institutions like Tufts University and opened the door to collaboration with other corporate partners. Conferences give us a consistent time and place to reconnect with clients and familiar faces, deepening relationships and sparking new insights. Two of our team leaders even completed UPCEA's marketing professional development course\*, deepening their understanding of higher ed and strengthening how we serve clients.



***"UPCEA treats us like a true partner—engaged, collaborative, and genuinely invested in our success. The relationships and results we've gained far exceed any other association we've worked with."***



## Advice for Future UPCEA Partners

Search Influence wholeheartedly recommends partnering with UPCEA. The membership is a highly engaged, meaningful audience that values the UPCEA community — including its corporate partners. The UPCEA team is responsive, collaborative, and truly invested in your success. We're excited for what's ahead.

\*Markets, Marketing, and Market Research in Professional Continuing and Online Education

[upcea.edu/partner](https://upcea.edu/partner)

