

# Chegg Case Study

Horizon Marketing Group implemented a simple, clear and innovative marketing strategy to drive college textbook rentals, and increase awareness of Chegg and the value proposition for students (& parents).

Horizon created and deployed a multi-pronged marketing plan tied to an active database of enthused college students which relied heavily on viral messaging and social media tools. These Chegg Champions acted as brand ambassadors for Chegg, while earning some benefits for themselves at the same time. Qualifying students received a unique code that they could share using the tools we provided and exclusive missions/advises. Each time their code was used, the student earned \$5 per order and the person using the code received an additional 5% off their textbook rental and 1 tree was planted for every book rented.

The program currently has over 25k Chegg Champions from over 2.7k Colleges & Universities in the United States. Top Champs have earned over \$15k in commissions and gained valuable hands-on marketing experience.

The program continues to evolve with exclusive Webinars, Facebook Groups, viral video messaging and guerilla marketing.

Horizon provided supporting materials for this campaign including designing social media activities for students themselves to leverage by Email, Facebook, YouTube, Text Messaging and Twitter. Integrations were made with Chegg's corporate Facebook page and Twitter account. HMG created the CheggChampions.com website as well as email templates which were used by Peer360's WebLetter system to communicate tips and reminders to Chegg Champions and their friends. Horizon tracked and reported on the activities of students on the Chegg Champion's website, as well as analyzing the incoming conversions. This reporting included granular information such as which tools were being used most by students and how usage of these tools impacted Chegg's bottom-line.

# Championing The Champs

