

# Berklee College of Music Online

Objective Determine how to increase online course enrollments among performers, songwriters, producers and teachers.

Data Source Online surveys among 765 students and prospects

Question *“What would you expect the benefit to be of taking courses online at Berklee music?”*

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VERBATIMS

music/musician

better

improve

SCAN FREQUENCY

172

43

27

ThoughtTalk *“I’ll get the knowledge to become a **better musician.**”*  
*“I can **improve** my skills by learning from the best.”*  
*“I’ll learn how to create **better music** on my time.”*

Results According to Berklee, the research has helped them get the messaging right, give the audience the content they want, find student prospects online more cost-effectively and generate multiple course sign ups. And the best news is that they have **doubled their business two years in a row.**

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