

NBL INSIGHT WEBSITE DEVELOPMENT

CASE STUDY 2

CLIENT OVERVIEW

NBL Insight is Georgia State University's leadership and business development arm, providing thought leadership, insights, and educational materials for business professionals, students, and academic leaders.

CHALLENGES/GOALS

NBL INSIGHT NEEDED



Thought Leadership Hub

A platform to share business insights and leadership development content with students and professionals.



Engage Business Professionals

Provide a space for business leaders to access research, leadership materials, and sign up for events or training.



Drive Educational Content

Showcase curriculum, events, and workshops that educate and empower future business leaders.

SOLUTION IMPLEMENTED

Avenue180 developed a modern, user-focused website for NBL Insight



Professional Web Design

A clean, engaging design that positioned NBL Insight as a thought leader in business and leadership development.



Event Management Tools

Integrated event management features that allowed users to sign up for workshops, webinars, and leadership programs directly through the website.



Content Distribution

Developed an efficient system for distributing leadership materials, blogs, and white papers to both students and professionals.



CMS Implementation

Built on WordPress, the CMS enabled NBL Insight to easily update blogs, events, and content as needed.

RESULTS/IMPACT



Increased Engagement

The website successfully engaged students and professionals, driving more sign-ups for events and workshops.



Content Reach

Leadership insights and business articles reached a wider audience, with the blog and resources section becoming a key tool for visitors.



Lead Generation

The event management and content tools helped capture contact information from professionals interested in leadership training.