

OVERVIEW

Client

Private school

Campaign Length

Six months

Geography

55 zip codes

Total Investment

\$7,500

Objectives

Increase student enrollment.

Products Used

Device ID

Standard Email

Creative Services

RESULTS

25+

Students enrolled
(*Annual tuition of \$20,000)

474k

Impressions

Client Testimonial

"Student enrollment is the overwhelming financial driver for the sustainability of any independent school. Having a digital marketing strategy helps us gain increased enrollment, which helps our academy reach enrollment goals while also helping more students benefit from an academy-based education."

STRATEGY AND SOLUTIONS

- We used Email to reach affluent parents of children aged 6 to 18, leveraging its informative nature to educate them about the school's advantages, available tour opportunities, and financial aid options.
- Device ID targeting reached local parents by combining demographic data with geo-fencing, focusing on locations commonly visited by affluent families.
- Creative Services designed three email campaigns, driving a 2.9% click-through rate and more than 3,100 clicks.