

Education Case Study

SAVE TIME AND ACHIEVE HIGHER RETURN ON AD SPEND (ROAS) BY TRUSTING TC ADVERTISING SELECT TO RUN YOUR HIGHER EDUCATION CAMPAIGNS.

CONTEXT



CAMPAIGN LENGTH

Eight months (Renewed for annual campaign)



GEOGRAPHY

Large designated market area on the East Coast



INVESTMENT

\$300,000



SOLUTIONS

Programmatic Display Facebook and Instagram Search Engine Marketing (SEM)

OBJECTIVE

This client, a technical school, wanted to increase brand awareness and drive 100 total leads per week across all 13 business and tech school programs offered, including practical nursing, cosmetology, electrician, HVAC, welding, and commercial driver's license (CDL).

RESULTS

\$6.7MM

Estimated client revenue (\$20,000 per enrollee)

\$52.5

Cost per lead

34%

Increase in YoY web traffic

8.9%

General lead to enrollment rate for all programs combined

STRATEGY

- We took a full-funnel approach focused on general branding and awareness for the school and individual campaigns focused on driving program-specific leads.
- Our campaigns targeted 18 – 24-year-olds in a 60-mile radius around the school and optimized toward education intent and interests or hobbies related to each program being offered.

BEST PRACTICES

- Creating urgency and a strong call to action around start dates and deadlines are proven to drive more qualified leads.
- We were not permitted to place pixels on the cosmetology site, so our tracking was limited.
- Transparency between our client and our team is key to understand the link between a lead and enrollment rate for each program.