

SUCCESS STORY:

Private School

An Augusta Private School partnered with Nexstar Digital to increase applications for new school year

THE ASK

An Augusta Private School sought to increase awareness of their new campus in an effort to increase enrollment for the new school year. To help achieve this, the company partnered with Nexstar Digital to launch a Facebook and Broadcast campaign.

Our team worked closely with the client to determine creative that best fit their new curriculum. We incorporated this into a successful video and carousel social campaign. As the campaign ran, we performed ongoing optimization through changing the ad text.

Through our continual optimization, our tactics resulted in 161,787 impressions and 2,758 clicks over the three-month campaign. Our average cost per click was \$.89 which is below industry standard (\$1.00-\$2.00). Through out this campaign, it resulted in 61 new calls and 4 confirmed applications.

THE GOAL

Increase leads for enrollment for the new fall program.

BROADCAST

Utilized air time

DIGITAL

Used a social media mix to drive more people to school's site.


RESULTS



161,787
IMPRESSIONS



2,758
CLICKS



1.705%
CLICK THROUGH RATE