

Institution



Trinity University

Industry

[Higher Education](#)

Success Story Topics

✓ [Facebook Advertising](#)

✓ [Web Tracking](#)

✓ [CRO](#)

By The Numbers

Paid ad conversion rate



1.02% --> 2.37%
↑ 133.6%

Previous year

This year

Leads from paid ads



221 --> 1,215
↑ 449.8%

Previous year

This year

SEM Keyword Performance

Metric	November 2015	November 2016	Variance %
Sessions	4,204	6,777	61%
New Users	2,819	4,807	71%
Bounce Rate	29%	72%	+148%
Pages/Session	4.2	2.2	-48%
Acquired Leads	38	201	+429%
Conversion Rate	0.9%	3.0%	+228%

Summary

How a private university attracted over 5x more student prospects via online advertising.

Challenge: Trinity University wanted to increase awareness and schedule more on-campus visits for the 2016 year. To help accomplish the institutional goal, they sought a new digital marketing agency that could help refine their advertising strategy and attract more qualified student prospects.

Solution: Using the same advertising platforms -- Facebook and AdWords -- our team:

- Hyper-focused the ad targeting criteria in the key geographies
- Promoted content for parents in addition to students
- Split-tested content in each high priority geography

Results: WebMechanix helped Trinity increase online inquiries, applications, and prospective student visit sign-ups from advertising traffic by 448.87%. The budgets during each period were identical but the visitors WebMechanix attracted were more qualified and engaged, which translated into dramatically better ad campaign results.



Presents:

How A University Attracted Over 5x More Student Prospects via Online Advertising

A digital marketing case study

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The Benchmark

1.02%

paid ad conversion rate

221

leads in previous period

Quoted

"I have been incredibly impressed with both their strategic and tactical execution of marketing initiatives. Webmechanix taps into the unique needs of our business to drive solid performance results. I would highly recommend engaging with this strong team of marketer's."

- Kate Reeve, Client

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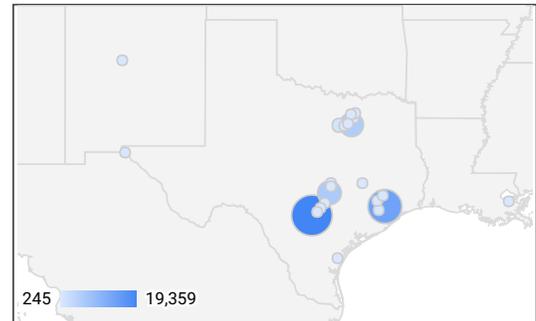
Introduction

A private university wanted to increase prospective student interest in a few key geographies.

Trinity University wanted to increase awareness among prospective students, schedule more on-campus visits, and collect more online applications for the year.

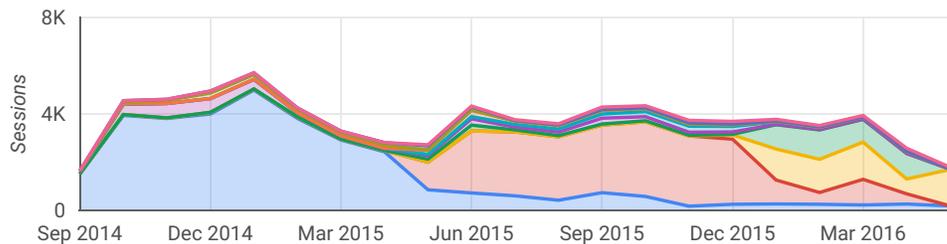
The institution had identified several key geographies for prospective students. Realizing the opportunity, they sought an advertising agency that could help them refine their previous strategy and achieve their institution's goals.

They approached our team and together we began to adapt their previous marketing strategy to match the needs of users in each different geography.



The Challenge

Stagnating lead sources and increasing costs limited the school from expanding their efforts in key areas.



Trinity University needed their ad budget to go further this year.

Increasing efforts in under-served markets can be very difficult when you're dealing with shrinking budgets and increasing costs, as many higher-education institutions are. So, Trinity wanted to start spending smarter and that began with their ad campaigns.

Their previous ad agency's efforts on Facebook and AdWords had yielded some results. However, the Trinity marketing team knew there was opportunity to make the campaigns even better – there were several key areas that they knew were being overlooked. All Trinity needed was an advertising agency that knew how to hyper-focus their campaigns to consistently attract more qualified prospective students to the website.

Our Services

- ✓ [Facebook Advertising](#)
- ✓ [Web Tracking](#)
- ✓ [CRO](#)

Click on a service to learn more about the solutions we offer.

Learning Resources

- ✓ [Social Media Advertising](#)
- ✓ [Facebook Advertising](#)
- ✓ [Search Remarketing](#)

Click on a topic to learn more in free our client education portal.

About Our Team

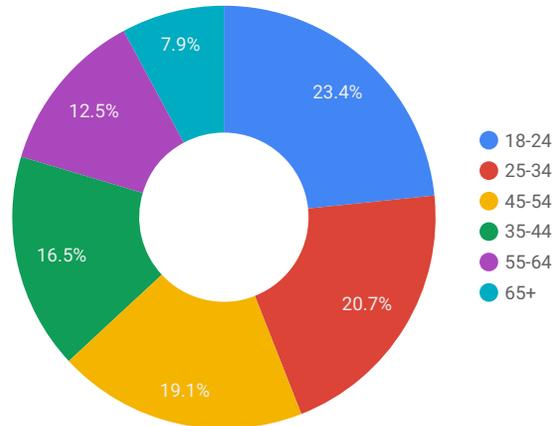
WebMechanix is a team of digital strategists who get results faster than any other marketing agency.

- ✓ [Read more about us](#)
- ✓ [Meet the team](#)
- ✓ [View our blog](#)

The Solution

Creating ad campaigns not only for prospects during each stage of the decision, but also for their parents.

Parents often have the last word on where their child gets their education from. After all, 77% of the time the parents are the ones who will be paying for the prospective student's tuition. What does that mean for marketers in higher education?



Age Range of Visitors to Trinity University Website

Cross-channel, full-funnel AdWords and Facebook ad campaigns that are accurately tracked, tested, and primed for success.

Our team revealed that over 50% of all website traffic was from parent-aged visitors. However, previous advertising campaign targeting and creative disproportionately favored students, despite the need to also appeal to parents who might be paying for tuition.

Our team took this information and developed a content strategy for Facebook ads. Taking new and historic blogs written by parents and students alike we were able to touch on important factors and deliver them to our parent audiences. Getting parents to the site and reading our blog pieces was the first step in the process.

The Facebook content campaign then fed into the AdWords search and remarketing campaigns, featuring lower-funnel content about visiting Trinity's campus, applying to specific programs, and other information sought by highly-engaged parent and student prospects.

Our marketing funnel efforts were then all backed by:

- Hyper-focusing the ad targeting criteria in the key geographies, and
- Carefully split-testing content for each high priority geography

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The Results

5x increase in online inquiries from more engaged, qualified student prospects in key geographies.

Over the span of July-November, **we saw a 448.9% increase in online inquiries.** During that same period, we also saw a 211% increase in visits scheduled year-over-year from our parent-aged visitors

These results only included traffic directly resulting from paid advertising, let alone the other channels that our paid ads impacted for returning visitors. This is extremely important considering that the bulk of the advertising budget went towards remarketing.

Conclusion

While students are concerned about campus culture and what day to day life will look like, parents are considering that same picture from a financial lens -- they're wondering, "Are these tuition dollars being put to good use? Will my child be equipped for post-graduate success?"

The big role played by parents in higher-ed decision-making means your targeting and creative needs to go beyond prospective students. Campaigns should also include parents, as they are typically the economic buyers holding the purse strings to the transaction.

By understanding and acting on the fact that a student's decision on where to attend college involves multiple people, colleges can better provide decision-makers with the information they need to make the best decision possible.

Quoted

"There are countless agencies out there that will put up digital ads on your behalf, but there are few like Webmechanix that will work with you one-on-one to understand your needs, help you shape and refine your goals, keep you up to date with the latest trends and opportunities, and constantly strive to improve your existing process."

- Abel Ramos, Trinity University



[Contact us](#)

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webmechanix.com

for more information