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ALBERT EINSTEIN CASE STUDY



INTRODUCTION

Located in the heart of San Diego, California, Albert Einstein Academies proudly serves students from grades K-8, offering an enriched learning environment based on the principles of global citizenship and academic rigor.



AT A GLANCE

Core Challenges

Increasing Awareness:

Despite its robust academic offerings and unique approach to teaching, the academy faced significant challenges in making its presence known in the community.

Generating New Leads:

Securing a consistent stream of enrollments every academic year is crucial to the institution's financial sustainability and its capability to impact more young minds.

OBJECTIVES

Community Recognition:

The school wished to become a household name within the San Diego community, championing its unique value proposition.

Increase Enrollment:

The immediate goal was not just to fill classes, but to have them bustling with curious and eager minds.

Building a Waitlist:

To ensure long-term sustainability and to give families an opportunity to be a part of the academy in the future.

STRATEGY & TACTICS

Albert Einstein Academies

Tuition-Free k-8 Public Charter Schools in San Diego

First Name * Last Name * Student Age *

Phone *

Message



Landing Page Design

A new website is on our roadmap, but there just wasn't enough time given the current enrollment cycle and the urgency to increase enrollments immediately. Our solution was to create a custom landing page as a destination for all the qualified families we would be pursuing.



Organic Social Media

Families typically check out a school's social media pages to get a feel for the school culture. Our solution was to publish multiple posts every week that showcased student success stories, testimonials from satisfied parents, snippets of daily school life, and fun content around global citizenship and academic excellence.



Google Ads

Families who are actively searching for a school are already prequalified by virtue of the fact they initiated the search. We ensured that we were targeting these families by carefully curating our keyword list, defining the geographic targeting area, and then writing text ads that would resonate specifically with the families that would be the best fit for the school.



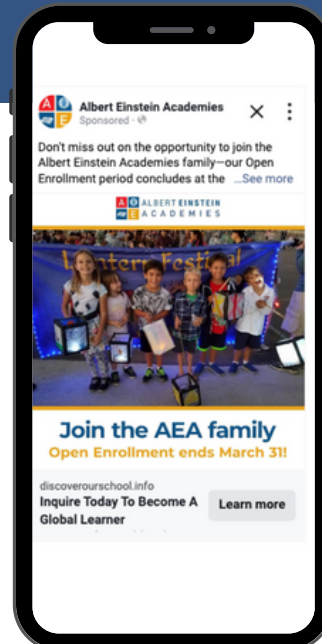
Display Advertising

Targeting families who have already visited the school website with custom creative display ads ensured that we are reaching families that have already shown interest in the school. This is a low-cost high impact strategy that is designed to complement our search and social strategies.



Paid Social Media

We crafted campaigns specifically targeting parents of school aged children within the San Diego area. Our solution was to use multiple strategies including sending these families directly to our beautifully designed and informative landing pages, strategic use of in-network forms, and retargeting families that interacted with any of our posts or ads.



IMPLEMENTATION

DEDICATED SUCCESS MANAGER

To ensure that all of our strategies were being implemented properly and working cohesively together, we assigned a senior success manager who was present at all meetings and personally reviewed all the data and results, and then made mid-course suggestions to each of our teams when necessary.

ACTIVE MANAGEMENT

We monitored all the key performance indicators such as cost per event, individual ad performance, keyword integrity and conversion percentage. We routinely reviewed lead quality by monitoring phone calls and submitted forms. No major adjustments were necessary, only occasional fine-tuning.

CONTENT CALENDARS

We mapped out and pre-scheduled our creative ads well in advance of school events, admissions deadlines, or any other pertinent dates. The calendar comprised a mix of testimonial showcases, student achievements, faculty spotlights, educational insights, and event promotions. This ensured the audience received a holistic view of all the academy's offerings.



MONTHLY MEETINGS

Our conversations always began by aligning with the school's goals for the upcoming month. This allowed us to deliver tailored solutions that focused on generating content ideas for our target audience that drew from past campaign insights. The focus was on continuous improvement.

RESULTS AT A GLANCE

Here is a quick snapshot of the key performance indicators from our first 12-months of enrollment marketing:

SOCIAL MEDIA

- Individuals Reached: 505,436
- Impressions: 4,068,202
- Website Visits: 42,437
- Leads: 615

SEARCH & DISPLAY

- Impressions: 1,088,954
- Website Visits: 13,824
- Leads: 388 (45% phone calls, 55% submitted forms)

SOCIAL MEDIA TIMELINE 2024

- February: 8 leads (1st via social), \$137.50 per lead.
- May: 214 leads, \$20.98 per lead.
- June: 307 leads, \$20.82 per lead; 100 more applicants from Jan–June 2023 vs. Jan–Dec 2022.
- July: 380 leads, \$21.81 per lead; all seats filled, moved to waitlist.
- August: 480 leads, \$21.30 per lead; highest monthly total, new ad campaigns launched.
- September: 551 leads, \$21.96 per lead; all positions filled.

CONCLUSION

During the first 12 months we generated slightly over 1000 leads for Albert Einstein Academy. The vast majority of these were qualified opportunities. Additionally, our cost per lead for our social media campaigns was almost exactly half of our original projections.