

Omni-Channel Campaign Drives Application Urgency

Not all education projects are for universities or colleges.

This campaign was requested by a third-party education consortium that distributes scholarship funds. Like many college funding entities, the consortium needed more students and their parents to be alerted to available funds and application deadlines.

It was clear that an omni-channel approach, targeted to students and their adult influencers, would garner the attention the program needed. The group used the following tactics to create attention and activate their audience.



Creative and Targeted Display



Search Engine Marketing



Social Media



Content Marketing



6%
INCREASE IN SCHOLARSHIP FORM FILLS



48%
INCREASE IN CONVERSIONS FROM FORM FILL TO APPLICATION



28%
INCREASE IN WEBSITE SESSION LENGTH



42%
OF APPLICANTS WERE ATTRIBUTED TO THE CAMPAIGN