

CASE STUDY

FACEBOOK ADS



Public School

OVERVIEW



OVERVIEW

The case study involves an overview of a facebook marketing for a reputed school and how we aimed to increase the quality of lead sand optimize the cost per lead (CPL) for their enrollment processes.



ABOUT THE CLIENT

A Public School offers a free college preparatory curriculum focused on STREAMS (Science, Technology, Reading, Engineering, Arts, Mathematics, and Social Sciences). The primary goal is to increase brand awareness and drive enrollment through enhanced online presence



PROBLEM STATEMENT

The client needed to boost their online presence to increase brand awareness and encourage more sign-ups and enrollments.

GOALS

The campaign aimed to generate more qualified leads for enrollment while reducing the cost per lead (CPL) through a simplified Facebook Ads structure.



STRATEGY

THE CAMPAIGN RAN FOR 6 MONTH

The strategy was executed in phases aimed at optimizing lead generation and reducing CPL. In the first phase, new ad creatives were introduced to prevent saturation, with a focus on testing different targeting combinations.

The second phase involved continuous enhancement of target audiences, ad copy, and creatives to improve campaign effectiveness and maintain audience engagement.

In the third phase, Facebook Lead Ads were utilized to streamline the lead submission process directly on the platform, aiming to lower CPL and simplify the user experience.



BEST PERFORMING ADS

The best-performing ads were video ads with conversion ads.

Remarketing and lookalike audiences were applied, leading to optimized creative performance.

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ary ID: 342472878680682

Schools invites bright minds to join us for the upcoming 2024-2025 school year!

Schools tuition is always free and open for applications!

- ✓ Academic Excellence
- ✓ Early Morning Drop Off...



SPARKING OUR STUDENT'S NATURAL CURIOSITY AND LOVE OF LEARNING

Accepting Applications for 2024-2025 School Year
(Apply Today- Limited Seats Available)

Academic Excellence • Holistic Development • Supportive Community • Free Tuition and Resources • Free After-School Care and Student Designed Enrichment

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Discover Excellence at
Accepting Applications for 2024-25

🔥 Tuition-Free | STREAMS 360 | Safe & Nurturing Environment 🔥

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ACCEPTING APPLICATIONS FOR 2024-25

A UNIQUE PUBLIC SCHOOL MODEL

SPARKING NATURAL CURIOSITY AND LOVE OF LEARNING

- ✓ -Tuition-Free Education
-Free After-School Care (until 5:30 PM)
- ✓ -Free School Supplies
-Free Backpack
-Safe & Optimal Class Size
- ✓ -Free Breakfast & Lunch
-Free School Polo

ENROLL NOW

FORM ON FACEBOOK
Admissions Open
★★★★★ Rating Reviews

[Learn more](#)

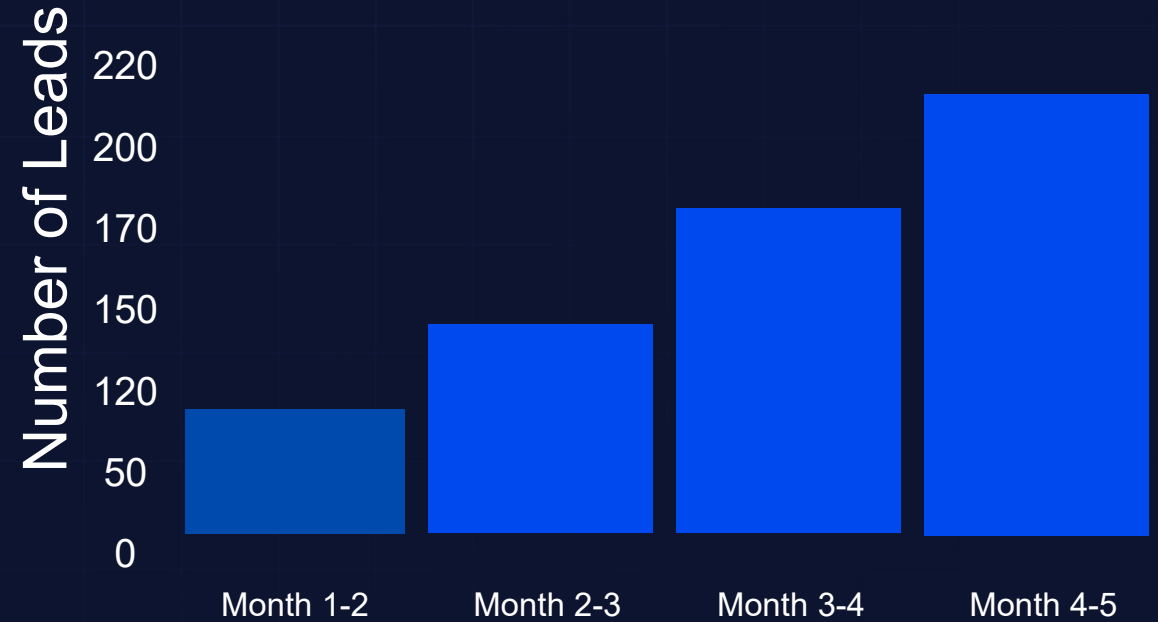
DETAILED RESULTS

The final outcome of the campaign for Public School was the successful generation of 438 high-quality leads. This achievement was attributed to expanding the audience based on interests and continuously iterating and optimizing ad creatives to enhance effectiveness and reduce CPL.

The iterative approach and ongoing optimization played a crucial role in maintaining and improving campaign performance, ultimately delivering the desired results for the Public School.

FINAL OUTCOME

We successfully generated over 438 leads in six months.



Budget: \$4000 Per Month
Location: United States

CONCLUSION

This case study demonstrates the effectiveness of a phased and iterative approach in online advertising.

By leveraging Facebook Ads with strategic targeting and creative optimization, the Public School was able to significantly increase its enrollment leads while managing costs effectively.

