



Case Study - Winston Preparatory School

Overview

Winston Prep is a co-ed day school with campuses in New York City and Norwalk, CT. Winston offers an individualized education for 6th through 12th grade students with learning differences such as dyslexia, nonverbal learning disabilities, expressive or receptive language disorders and attention deficit problems.

Challenge

Winston Prep needed their marketing to reach beyond just word-of-mouth from students' families and those already associated with the school. Parents of children with learning disabilities are active online, so it made sense to advertise on the web. Winston's marketing costs were higher than they wanted, and it was unrealistic for a private school like Winston Prep to employ a full-time paid search expert.

In addition, Winston Prep needed to make sure their ads ran only in the locations near the two schools - New York City and Norwalk, Connecticut.

Solution

Winston Preparatory School launched a paid search campaign in the Trada marketplace, leveraging the skills of more than 500 certified paid search experts. Trada automatically geotargeted the campaign to New York City and Norwalk, Connecticut to ensure only prospective parents living near the schools were seeing the ads. The paid search experts (we call them Optimizers) quickly generated thousands of keywords and hundreds of ads to generate inbound leads from parents of kids who might attend the school.

Results

The school worked with Trada's team to determine a paid search budget and a price per click. Trada also helped them decide what a "conversion" would mean for them - in this case, a completed form. Winston determined what they were willing to pay for a conversion, the campaign was launched, and Trada began generating traffic to their site within just a few hours.

After a short exploratory period, during which the Optimizers created thousands of keywords and dozens of ads, Winston Prep began to see that the conversion cost - the price Optimizers were getting conversions for - was much lower than they expected. Initially, Winston had set a target of \$60 for a conversion. Trada's Optimizers began to get completed forms for around six dollars!

"Winston Prep's marketing efforts need to be finely targeted, both geographically and demographically, and our prior efforts at managing paid search in-house taught us that it was unrealistic to do it ourselves. Trada brings a level of expertise to our PPC that we could never have achieved on our own - and it's easy! Best of all, Trada's Optimizers have lowed our conversion cost to a tenth of what we had initially been willing to pay."

Optimizers working campaign: 18
Keywords in campaign: 3468
Ads in campaign: 65
Impressions: 700126
Clicks (visits to site): 5867
Conversions (sales leads): 487
Conversion rate: 17%
Cost per conversion: \$6
Original target cost per conversion: \$60