

2024 / CASE STUDY



HOW ESSENCE PREP USED EXCD DIGITAL TO INCREASE ENROLLMENT

BY 77%

CHALLENGE: Essence Preparatory Public School, a new campus going on its third year, needed to increase enrollment numbers despite their exceptional academic offerings and extracurricular programs. The school's leadership identified the need to revamp their digital presence and branding to attract new students and engage the community more effectively.

SOLUTION: EXCD Digital was brought on board to develop and execute a comprehensive digital marketing strategy aimed at increasing enrollment. The key components of the strategy included:

▶ **Branding Revamp:**

Conducted a thorough brand audit and refined the school's branding to better reflect its values, mission, and unique selling points. This included updating mascots, branding collateral and overall visual identity.

▶ **Social Media Campaigns:**

Launched targeted organic and paid social media campaigns to reach parents and guardians in the local community. Created engaging content, including student achievements, behind-the-scenes looks at school activities, and trending content like our Lunchbox Chronicles series and other viral videos, increasing an average reach of 217%.

▶ **SMS Campaigns:**

Implemented SMS campaigns that performed 15% better than the industry average, providing timely and relevant updates to parents and prospective families, and encouraging prompt engagement and responses.



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RESULTS:

Through the implementation of this targeted digital marketing strategy, Essence Preparatory experienced a remarkable turnaround:

► Enrollment Increase:

Achieved a **77% increase in new student enrollments** within one academic year.

► Brand Awareness:

Significant improvement in brand awareness and community engagement, with a noticeable uptick in **social media followers and interactions**.

► Website Traffic:

Website traffic more than doubled, with a marked increase in the average time spent on the site and a reduction in bounce rates.

► Lead Generation:

The enhanced online presence and targeted campaigns resulted in a substantial increase in enrollment inquiries and tour bookings.

CONCLUSION:

EXCD Digital's expertise in digital marketing and branding for primary education played a pivotal role in Essence Preparatory's enrollment growth. By honing in on the school's unique brand identity and leveraging modern digital marketing techniques, EXCD Digital successfully elevated Essence Preparatory's visibility and appeal, ensuring a thriving future for the institution.

