



One of three cinemagraphs we created for the campaign to drive traffic to the campaign landing and sign up form on the website.

Problem: CCGS wanted to raise their profile as a go to Melbourne inner city provider of education from 3 Year Old to 12 Year Olds by hosting a Open Morning. **We had one week. OUCH!**

Solution: We developed a compelling, consistent and singular message across multiple online channels as our go to communications plan:

1. Website - created campaign page, webform and front page slider with call to action
 2. Facebook - created three cinemagraphs for social platforms
 3. Facebook - paid, one week event campaign targeting both mums 35-45 and grandparents with some special additions to get further cut through and eyeballs on the message
 4. Adwords - paid campaign targeting a series of search words and phrases in line with the demographic
 5. EDM - merged database from the school + recent contact and book a tour data from the website
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Result:

1. 29 people responded and signed up for the Open Morning
 2. 6 could not make it on the day, but asked for another time to have a tour and meet the principal
 3. 9 signed their child up on the spot
 4. Of the 9, 6 are to commence in 2019
 5. **ROI?**
Median cost per student = 21,500.00
21,500 x 9 students = 193,500.00
5 of the 9 are starting in 3YO. x9 years of their education at CCGS = 967,500.00
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What did CCGS think?

"I would like to thank you and your team for the great work that you put together in a very short amount of time. Whilst the lead time was not ideal, you did the job extremely well. We received 9 applications on the day and 6 were for 2019 which was beyond our wildest expectations."

We at JWB&CO are so stoked for CCGS. The result speaks for themselves and is a clear indication of just how much we love our job. Whooooo-hooooooooooooo!

Learn More

To learn more about how we are helping build audiences and drive enrolments or to book an appointment connect with us at joe@jwb.com.au, www.jwb.com.au or call 0410 458 366.



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