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Boosting Event Attendance & Supporting Admissions

The Challenge

Trinity School needed to utilize a Facebook Ads campaign to promote their Fall Tours and simultaneously push new applications. Though they had run Facebook Ads in the past, they felt that the ads were allowed to get stale and didn't achieve the results they expected. This campaign was considered a crucial element to boosting awareness of their Fall Tours and Open Houses in coordination with other marketing efforts.

The Solution

Trinity School decided to work with Mixed Digital to develop a comprehensive Facebook Ads campaign that spoke to their values and leveraged available digital assets. After research and planning, we developed a strategy that enabled us to target the different subsets (Lower, Middle, and Upper schools) within the school, test the performance of multiple ad formats, and test the performance of different creative.



The Outcome

At the conclusion of the campaign, Trinity School saw **a reach of over 90,000 prospective parents**. Anecdotally, they receive comments from the community about the quality of the ads which shows the intended target audience was reached. Year over year, traffic increased and **Trinity school saw strong attendance at events and a 10% increase in applications**.



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