

How The Walker School Achieved a **14% Surge** in Enrollment Inquiries



Client Overview

The Walker School, a leading co-educational day school in Marietta, Georgia, set out to strengthen its digital presence. Their goal? To attract inquiries from families seeking a focused and nurturing educational environment through a strategically crafted Google Ads campaign.



Objectives

- ✓ Generate more **relevant** traffic to the website
- ✓ Increase Click-Through Rate (CTR) of ads
- ✓ Reduce overall Cost per Conversion (CPA)
- ✓ Improve on overall account structure

Faced with a CTR that languished below the industry benchmark of 5.5%, The Walker School was poised for a transformative strategy. The task was clear: overhaul the approach to elevate engagement and effectiveness.

“Both inquiries and applications have increased year over year, so thank you for your help.”



KAREN PARK
DIRECTOR, COMMUNICATIONS AND MARKETING

Strategies Unfolded

The revitalization of The Walker School's Google Ads campaign started with a deep understanding of the school's unique value proposition. The team then implemented a series of targeted approaches designed to maximize digital engagement and reach by:

- **Single Keyword Ad Group (SKAG) approach:** We were able to streamline the ad groups and improve targeting and ad relevancy
- **A/B Testing:** By conducting extensive a/b testing of multiple headlines and descriptions to find the strongest and most compelling messaging.
- **Keyword Optimization:** Leveraged keyword insertion within ads and expanded the use of long-tail keywords to capture nuanced searches.
- **Audience Expansion:** Broadened horizons with new search and display audiences, ensuring a wider reach.
- **Ad Quality Enhancement:** Improved ad quality scores to secure superior auction positions and better SERP placements.



Results that speak volumes

The Walker School's strategic overhaul enabled them to reach demographics that promised the highest returns. This significantly boosted admissions from their ideal customer profile (ICP), resulting in a successful investment return.

4% ADMISSIONS
BOOST

Net increase in new admissions

47% COST PER CLICK
REDUCTION

Nearly halved the cost per click

11% CLICK THROUGH
RATE

Increased CTR from new users

14% INQUIRIES
INCREASE

Surge in inquiries overall

This upgrade, along with our targeted ads, led to a seamless transition from ad to admission, showcasing the power of well-coordinated digital marketing.

If you're looking to transform your institution's marketing strategy and share similar results with your senior leadership team, [get in touch with us today](#). Let's explore how solutions that elevates your school's digital presence and drives real-world success.

Email us for a no obligation chat today →