

CASE STUDY:

INCREASING CATHOLIC SCHOOL ENROLLMENT

Pre-K Through 8th Grade Student Enrollment



**MAJORITY
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POLITICS & PUBLIC AFFAIRS



The Problem

St. Thomas More Catholic Academy is a Catholic school in Washington, D.C., that had the capacity for more students for the 2021–2022 school year.

Majority Strategies partnered with St. Thomas More to raise awareness of the school, their unique approach to education, and scholarship opportunities available to new students.

The Goal

The goal was to increase enrollment by at least 30 new students.

The Plan of Action

Majority Strategies launched a 4-month campaign to reach parents of children ages two through twelve. By only focusing on the parents of prospective students, we eliminated waste, therefore maximizing our communication.

We reached parents through social media, display ads on websites and apps, and with search ads to develop the necessary saturation for effective persuasion.

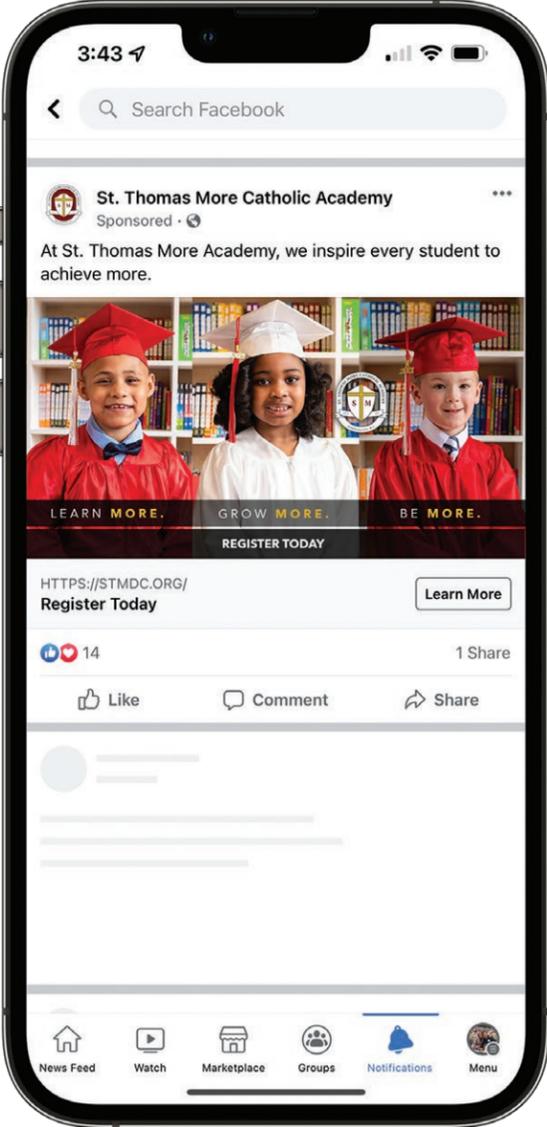
The Details

Our creative concepts used images of current students, while highlighting that St. Thomas More Catholic Academy is a community of faith and provides a better option for early childhood Catholic education.

During our campaign, we sent over 25,000 clicks to the site. By delivering the right message to the right audience, we saw engagement rates 2.5x higher than average, resulting in 10,000 more clicks than anticipated.

THE RESULTS

St. Thomas More Academy increased enrollment by 48 students – 160% of our goal.



KEY TAKEAWAYS

Start Early

Generating enrollment works best over longer durations. Parents need time to decide and sometimes the enrollment process can be time-consuming and complex. Additionally, early enrollment helps plan for staff management.

Tell Your Story

Using creative ads showcasing images of your current students and school shares an authentic message that resonates better with parents searching for education alternatives. Take advantage of the longer campaign to share your message effectively.

Know Your Audience

The most important aspect of this campaign is the ability to talk to the right audience and deliver the right message. This campaign showcases the power of both Majority Strategies' data and creative capabilities for St. Thomas More Academy to share their story with parents actively looking for education options.





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