



## Educational NGO Case Study

**Background:** I worked with an educational NGO (non-government organization) to help them recruit participants for their study-abroad trip. I recommended that this client offer “free trip consultations” in order to get leads on the phone and sell them on the trip. We pursued a multi-pronged marketing approach in order to capture leads and allow them to automatically schedule a trip consultation after providing their contact information.

### **Solution:**

1. In order to capture leads, I designed a Facebook/Instagram *Leads Ad*\* with a carousel photo ad which showed several appealing group photos of past trips and the cities featured in the upcoming trip. There are data I have studied which point to certain elements in pictures and videos that garner higher ad engagement rates.
  - \* Leads ads allow advertisers to promote an offer to Facebook and Instagram users who are directed to a form to quickly confirm their contact information in order to receive the offer.
2. I promoted the ad to an audience who were likely to travel and who were also in the top 30% of income-earning zip codes in the US. I also built a lookalike audience of 2.1 million people that reflected similar buying behaviors and demographics as the top 1,000 people in my client's existing email list. Finally, I controlled each list for people who were interested in history, philosophy, and travel given that the trip incorporated all these elements. This is important so as to not waste time and money on unqualified leads.
3. Once a lead confirmed their contact information in the form, they were automatically redirected to a scheduling software page in order to choose a consultation appointment. They also automatically received an email with a link to this scheduling app.
4. After selecting an appointment, I had the scheduling software set up to automatically schedule the appointment with a staffer who had availability on their Google calendar (we can integrate any major type of calendar that you may already be using).
5. The lead was also transferred into a 4-part promotional email series that educated them about the trip. Each email had a singular CTA (call to action), which encouraged leads to schedule a free trip consultation. When a lead scheduled their consultation, they were automatically removed from this email series and placed into the bi-monthly newsletter email list.
6. Every lead was also automatically added to an online spreadsheet so that the staff could confirm that each lead had been properly contacted, confirm those who had scheduled consultations, and track ad costs.
7. The automations throughout this process were supported by a software that I used to integrate Facebook, Instagram, an email client, a scheduling software, and spreadsheet.

**Result:** While this marketing initiative is still in progress, my client's summer study-abroad program has a promising number of registrants at this point.

**Ready to get started? Schedule your free consultation [here](#).**