

Case Study:

Sessions College for Professional Design

Background

As a 100% online school, Sessions College competes in a very competitive space. While they are an award-winning school for both academics and online learning, they are not well known. To generate interest from potential students, they use Google Adwords advertising to generate interest from potential students.

Business Challenge

In July of 2014, Sessions College approached Factor Four Consulting for help with their Google Adwords account. They had been running their Adwords campaign in-house and were generating leads at a cost of \$224 each. Their goal was to get the cost per lead below \$100.

Marketing Solution

Factor Four took a three-pronged approach to improving the results for Sessions College:

1) Differentiate from the Competition

Factor Four worked with Sessions to identify what really makes them different from their competition and which of those factors mattered to most incoming students. We identified some differentiators such as: “No Textbooks Required”, “Award Winning Distance Learning” and “Designed for Busy Adult Learners”.

2) Adwords Optimization

Factor Four reviewed the Adwords account and applied best practices throughout. This included removing underperforming keywords, adding negative keywords, testing new ads using Sessions’ differentiators, optimizing bids, and focusing efforts on the campaigns which had the most potential for success.

3) Landing Page Optimization

Landing pages are critical for the success of an Adwords campaign and Factor Four quickly identified that Sessions’ current landing pages were underperforming. We worked together to create and test new landing pages to find the most effective ones.

Business Results

With some big improvements initially and constant incremental improvements over the next three months, the cost per lead decreased to \$97 by November 2014 while increasing the number of leads generated.