

Digital Enrollment Marketing Case Study

Gain qualified leads in the digital ad space!

AT A GLANCE

In 2020, Ingenium Schools faced declining enrollment compounded by the COVID-19 pandemic. Presidio School Communications was hired to launch a strategic digital marketing campaign to drive qualified leads into their pipeline.

Key metrics

In the school year of 2023-24, this strategy was able to achieve the following metrics:



3.52M
in ADA Funds



65.9%
Lead Conversion
Rate

CHALLENGES

At the beginning of the project, Ingenium Schools did not observe a considerable rise in their qualified enrollment leads and had not put resources into a well-established Customer Relationship Management (CRM) System. Presidio was assigned the responsibility of identifying target audiences, developing pipeline management, and constructing a CRM that was user-friendly and prepared for use by Ingenium Schools personnel.

SOLUTIONS

Developing brand awareness and implementing strategic performance marketing channels (PMC), CRM, and pipeline development and training was crucial in bringing in a robust influx of qualified leads.



**PMC
Campaigns**



**HubSpot CRM
Implementation**



**Pipeline
Development
& Training**

BENEFITS

1

Return on Investment (ROI)

Ingenium Schools generated a return of 17.6 times their original investment.

2

Brand Awareness & Strong Continuous Pipeline

Thanks to performance marketing channels, CRM implementation, and pipeline development, Ingenium Schools witnessed an increase of 33% in their enrollment numbers, alongside growing brand awareness.



PRESIDIO
SCHOOL COMMUNICATIONS