

CAMPAIGN

SANTA BARBARA BUSINESS COLLEGE



**157 New Student
Inquiries**

CHALLENGE

- *Generate leads for student enrollment with a focus on aviation courses.*

SOLUTION

- *Digital advertising (audience and topic) targeting 18-34 year old adults and people interested in aviation, online education, technical schools, and adult education.*

RESULT

- *Mobile landing page drove 157 conversions in which users clicked to call or filled out a form for more info.*
- *All seats were filled to capacity for the available session.*

TESTIMONIAL

“I have never had a more responsive, effective media partnership.

Our digital campaign was 90% responsible for meeting SBBCollege’s 2016 enrollment goals.

In fact, all available seats for a session were filled, and the school could not accept additional students!”