

CASE STUDY

SANTA BARBARA BUSINESS COLLEGE



OBJECTIVE

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

STRATEGY

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

THE RESULT

157 leads generated

“I have never had a more responsive, effective media partnership. Our digital campaign was 90% responsible for meeting SBBC’s 2016 enrollment goals. In fact, all available seats for a session were filled, and the school could not accept additional students!”