



# Big Dreams for Incoming Classes

Tired of hunting down potential applicants for your program or trade school? A cosmetology school let geofence marketing do the grunt work of educating prospective students, allowing more time for helping viable candidates with questions and onboarding.

Cosmetology School in Huntsville, Alabama

# The Roadblock

The local cosmetology school was aware that there were high schoolers or recent graduates in the community that desired a career in cosmetology, yet they were struggling to fill the slots for upcoming classes. It was difficult to reach high school students that did not have career fairs.

# The Goals

1. Reach students with an interest in cosmetology before and after high school graduation.
2. Spread the word in the Huntsville community that there was a cosmetology school in the area rather than going off to school.
3. Stay in-touch with individuals who had previously engaged with the website.

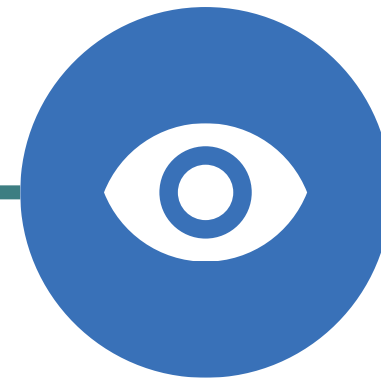
# The Game Plan

## Reach Members of the Community



We worked with the client to compile a list of community events that their target audience would be attending. For example, we placed fences around prom events and high school graduations for a specific date and time where potential students and parents would be in attendance. After the event, these users would be served ads for up to 60 days post-event.

## Keyword Retargeting



We generated a list of terms relating to trade schools, cosmetology, and the specific skills required for the degrees. When an individual would be searching for or reading about these keywords online, we would then be able to serve them advertisements.

## High School Geofencing



It can be difficult for colleges and trade schools to advertise and connect directly with high schools outside of a career or college fair. We were able to fence high schools in the Huntsville area to then send advertisements about upcoming classes and success stories to potential students.

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**2,737**  
clicks

**0.13%**  
CTR

**61**  
visits

# The Results

Within the span of a year, we were able to educate thousands of users in the Huntsville area about The Salon Professionals Academy state-of-the-art cosmetology program.

Our efforts were evident in the response rate to the site retargeting tactic. Any user who landed on the page as a result of our other tactics or organically were captured by the intentionally placed pixel. These users were retargeted with advertisements resulting in an extremely high click-through-rate of 0.20 percent. Users were clearly interested, but needed to be reminded of the school's presence and successful programs prior to enrolling in courses. The cosmetology school saw the leads transformed from unaware prospects to well-informed applicants.

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