

FLORENCE DARLINGTON TECHNICAL COLLEGE

THE OBJECTIVE

Florence Darlington Technical College wanted to promote enrollment for their new welding class. They wanted to target people who were employed but looking for a better job or advancement in this field.

THE SOLUTION

To meet the campaign goals, we leveraged a People-Based Campaign. We targeted Florence, Darlington, and Marion Counties where the school typically pulls students from. We then layered on demographic targeting selecting employed people ages 25 - 40 with an income under \$20,000 and up to \$39,999 (just below the area's median household income). Next, we curated a list of people who fell into these categories. We first targeted them by email. Those who opened the email became the main target audience and were targeted by social media and addressable geo-fencing.

THE CAMPAIGN RESULTS

This campaign had outstanding results! We were able to help them fill the class and tie the results back to the campaign. We determined that 23 of the applicants from the class matched back to people we were targeted by the campaign.

CLIENT TESTIMONIAL



Florence-Darlington Technical College is always looking for new and innovative ways to capture the interest of our audience and provide prospective students with every opportunity to obtain success with their career goals. We had a need to put together an aggressive advertising strategy to fill a class that we had several openings in, so we contacted Influence Digital Agency to assist us with this task. IDA's staff worked tirelessly on a very short deadline to create a campaign that fit our needs and provided us with tactical advice on where to best serve our ads. The results were beyond our expectations as we ultimately were able to fill the class and directly link these results back to our campaign.



Andrew Golden
Director of Marketing and Strategic Communications

EMAIL

25,620
EMAILS

4,920
OPENS

19.20%
OPEN RATE

702
CLICKS

2.74%
CTR

SOCIAL MEDIA

48,202
IMPRESSIONS

104
CLICKS

0.22%
CTR

71
LINK CLICKS

NATIONAL AVERAGE
0.02% CTR

ADDRESSABLE GEO-FENCING

44,837
IMPRESSIONS

46
CLICKS

0.10%
CTR

NATIONAL AVERAGE
0.08% CTR

RETARGETING

4,200
IMPRESSIONS

5
CLICKS

0.12%
CTR

54
VIEW THROUGHGS

NATIONAL AVERAGE
0.08% CTR