

THE SOUTH CAROLINA GOVERNOR'S SCHOOL OF SCIENCE & MATHEMATICS

THE OBJECTIVE

The campaign objective for The South Carolina Governor's School of Science & Mathematics was to help increase the enrollment for their summer outreach programs. They also wanted to overcome the stigma of being named one of the "best-kept secrets" in South Carolina.

THE SOLUTION



Based on the client's goals, we leveraged a People-Based Campaign to drive results. We targeted Charleston, Greenville, and Columbia, South Carolina and then layered on demographic targeting of parents ages 30 - 60 who had children ages 8 - 12 with a HHI of \$50,000+ (just above the area's median household income). We curated a list of the people who fell into these demographics and targeted them by email to start. Those who opened the email then became the main target audience. This audience was then served ads across social media and through addressable geofencing.



THE CAMPAIGN RESULTS

This campaign was successful and met the client's expectations. They saw spikes in enrollment and students coming from areas they had not reached in the past.

EMAIL
103,465
EMAILS

17,467
OPENS

2,303
CLICKS

2.23%
CTR
NATIONAL AVERAGE
2% CTR

**ADDRESSABLE
GEO-FENCING**
257,409
IMPRESSIONS

287
CLICKS

0.11%
CTR

NATIONAL AVERAGE
0.08% CTR

SOCIAL MEDIA
257,304
IMPRESSIONS

301
CLICKS

0.12%
CTR

216
LINK CLICKS
NATIONAL AVERAGE
0.02% CTR

CLIENT TESTIMONIAL



South Carolina Governor's School for Science and Mathematics seeks out South Carolina's most talented and motivated students, offering a transforming education in science, mathematics, and engineering that cultivates joy in learning and builds the confidence to engage, as ethical leaders, with the world's most significant issues. Partnering with Influence Digital Agency is a natural fit due to the company's high focus on analytics, which not only relates back to GSSM's education but also assists the school's mission. We're happy with our ROI and look forward to future campaigns.



Hunter Thomas
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Manager