

**825k****Reach****10k****Website clicks****952k****impressions**

Selby College: Awareness campaign

ABOUT

Our client, Selby College, is a highly rated further education College in the heart of North Yorkshire, providing education and training opportunities for students aged 16 right up to 70+ years old. They offer A Levels, Vocational courses, Apprenticeships, Higher Education (degree-level) and Adult Learning courses, across a range of academic and vocational subjects such as Art and Design, English, Maths, Construction, Childcare, Health Studies, Social Studies, Public Services and Education.

CHALLENGES

With the arrival of the Covid-19 pandemic it became essential to not only reach potential new students online and virtually, but to also reassure the public that the college was still functioning and was COVID secure.

Our client felt that events and open days were best for converting students, so generating a large reach and being able to measure the response from promoting various events and open days for Further/Adult Education and Higher Education online was a priority to our customer.

SOLUTIONS

Facebook website clicks: This solution provided our client with the flexibility of regular updates to ongoing open days and events, as per the open day schedule while reaching their target demographics. Younger people are more inclined to engage with visually engaging ads, so social was the perfect solution.

The campaign ran across Facebook and Instagram and was optimised to drive web clicks and was pre-set with specific demographic targeting.

Display advertising: Display was a chosen digital marketing solution for our client because we could switch the display creatives quickly according to our client's event schedule, as well as generate a large awareness of events to a demographically targeted audience.

RESULTS: 825k prospective students were reached individually, across all age ranges, and the campaigns drove 10k clicks.



Local IQ have supported us with a number of digital campaigns - often providing a total solution from social media ads to Google display and search options. They are always able to deliver within budget, and respond to requests promptly and efficiently. At the end of each campaign we receive both a written and verbal performance report, which is always really useful, and the Local IQ team adapt their strategy for future campaigns accordingly. Definitely recommend!"

Suzie Harker, Marketing Manager, Selby College