

SUMMIT CREW DIGITAL AGENCY

CASE STUDY

LABOURÉ COLLEGE OF HEALTHCARE

617.500.1626
SummitCrew.com



Understanding the Client

ABOUT LABOURE

Labouré College is a private, independent college specializing in nursing and healthcare education and located in Milton, Massachusetts. Founded in 1892, by the Daughters of Charity, it is the longest-running nursing education program.

THE SITUATION

Labouré came to Summit Crew looking for a focused shift in strategy to generate additional brand awareness and drive interest in new programs available for the upcoming seasons.

Summit Crew was set to:

- Generate additional brand awareness through upper-funnel advertising to drive high amounts of reach of the precise target audience
- Grow awareness of new program offerings and educate prospective students on programs and requirements
- Increase inquiries of high-intent prospective students while driving them closer to decision through email sequences

THE CHALLENGE

Summit Crew's challenges included identifying new audiences and geotargeting locations that have the highest concentration of prospective students for the new programs. As well as shifting the overall strategy on digital marketing to pursue pre-qualified students.

THE SOLUTION

Summit Crew optimized a digital marketing campaign focused on gaining website traffic, furthering brand reach then identifying and moving new audiences through to inquiries. Using a creative video campaign with strategic geographic and demographic targeting in order to establish market dominance while driving prospective students through to inquiry with email follow-up systems in place to educate prospects on benefits and program features.



**ACTION
STEPS**

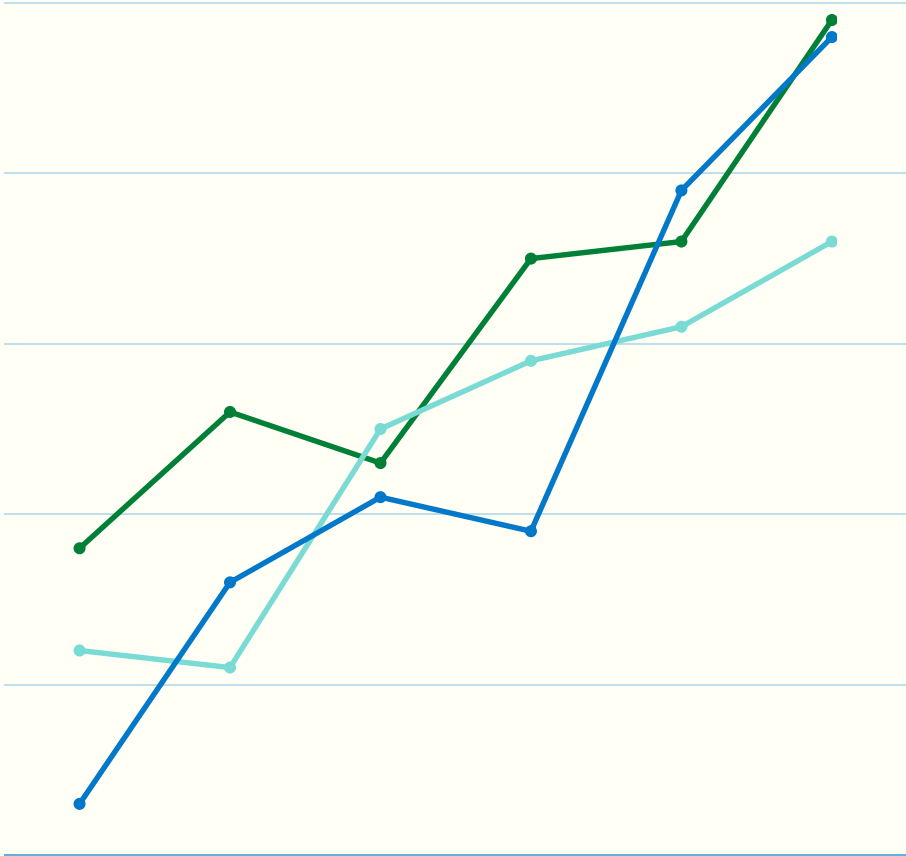
100%

INCREASE IN WEBSITE VISITORS

110%

INCREASE IN PROSPECTIVE STUDENT APPLICATIONS

The Results



NUMBERS ON THE RISE

Summit Crew successfully generated an increase in organic impressions by 67%, organic clicks by 45%, and organic website sessions by 57%. Summit Crew successfully moved 116 keywords into the Top 10 Positions. The advertising results were just as impressive, with an increase in advertising sessions of 116%. This additionally supported an increased conversion rate of 63% year over year, which generated a 71% increase in the number of leads.