

CEA SPONSORED FACEBOOK CAMPAIGN RESULTS

Ss. SIMON AND JUDE ELEMENTARY
SCHOOL



Catholic Education
ARIZONA
Changing lives one scholarship at a time.

Facebook Ad Campaigns

Did you know there are 2.6 billion monthly active users on Facebook?

Social Media rules and algorithms are constantly changing. We wanted to share our digital marketing expertise with our school partners to get the best result. Our digital agency, Fasturtle executed custom Facebook campaigns for our schools – events, programs or open enrollment, etc. Each school targeted their primary audience with filters: gender, age, address, Catholic affiliation for best conversion.



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Enroll Now Facebook Ads

Saints Simon and Jude School
Sponsored (demo) · 🌐

SS. Simon & Jude Cathedral School is NOW ENROLLING for the 2020-2021 school year!

- Tuition Assistance is available. Catholic Education can be affordable!
- Fully accredited elementary school since 1972.
- \$10 million dollars in campus improvements over the past decade!
- 7 time Honeywell Fiesta Bowl Aerospace Champions!



SIMONJUDESCHOOL.ORG
Schedule a tour today at 602-242-1299 (ext. 149) [Contact Us](#)
Come and see our beautiful campus!

👍❤️ 48 12 Shares

👍 Like 💬 Comment ➦ Share 🌐

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👍❤️ 82 1 Comment 21 Shares

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👍❤️ 24

👍 Like 💬 Comment ➦ Share 🌐



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Campaign Results

Ss. Simon and Jude School Vs. Industry Standards

■ Date: January, 2020

➔ Total Clicks: 1,271

\$ Cost per click: \$0.30

➔ Click-through rate: 1.79%

■ Impressions: 71,092

🌐 Reach: 24,728

✓ Results (actions): 512

📄 Cost per action: \$0.30

➔ Click-through rate: 0.72%

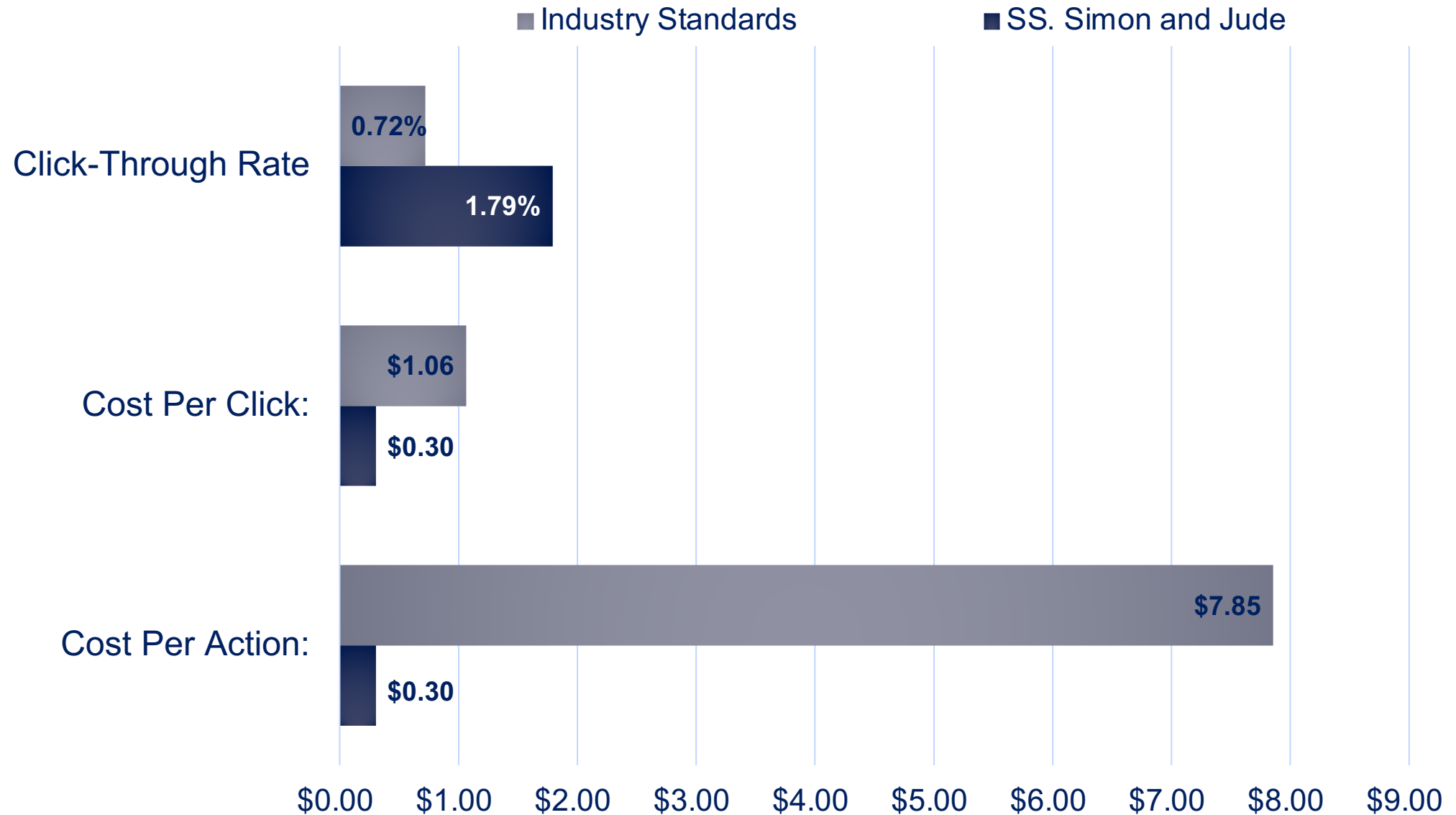
\$ Cost per click: \$1.06

📄 Cost per action: \$7.85



Results Compared to Industry Standards

Industry Standards vs. School Campaign Results



SS. Simon and Jude Results

- 71,000 impressions
- Reached over 24,000 people
- 512 clicks to school website/enrollment page



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Testimonials

- “Providing schools the opportunity to promote their events and their brand through a significantly broader reach via paid Facebook ads made a significant difference for several schools during the 2019-20 school year—the data proved it!” **Colleen McCoy-Cejka, Director of Strategic Partnerships at CEA**
- Feedback from principals, development directors, and through the data demonstrate that marketing this way DOES make an impact. I hope all of our schools take advantage and market themselves more through CEA this year. We have their backs and their best interests at heart.” **Colleen McCoy-Cejka, Director of Strategic Partnerships at CEA**



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