

CEA SPONSORED FACEBOOK  
CAMPAIGN RESULTS

---

ST. MARY'S CATHOLIC HIGH 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.



**Catholic Education**  
ARIZONA  
Changing lives one scholarship at a time.

# Enrollment Application Facebook Ad

 **Saint Mary's Catholic High School**  
Sponsored (demo) · 🌐

Saint Mary's is accepting applications for the 2020 - 2021 school year!  
For one hundred years, parents like you have trusted Saint Mary's to form their children in the Catholic intellectual and faith traditions.  
Apply today to Saint Mary's at <https://smknights.org/apply/>.



**SAINT MARY'S CATHOLIC HIGH SCHOOL**  
**IT'S NOT TOO LATE**  
**REGISTER NOW**  
LIMITED SPACE AVAILABLE FOR 2020-2021  
Contact Mary Florida for more information: 602-251-2515, [maryflorida@smknights.org](mailto:maryflorida@smknights.org)

 We challenge our students to question critically, think logically, communicate clearly, act creatively, and live ethically.

SMKNIGHTS.ORG  
**Call 602-251-2515 or click for more information!** [Learn More](#)

We invite you to take the next steps towards becoming a...

  65 1 Comment 19 Shares






 Like  Comment  Share 






**Catholic Education**  
**ARIZONA**  
Changing lives one scholarship at a time.

# Campaign Results

## St. Mary's Catholic High School Vs. Industry Standards

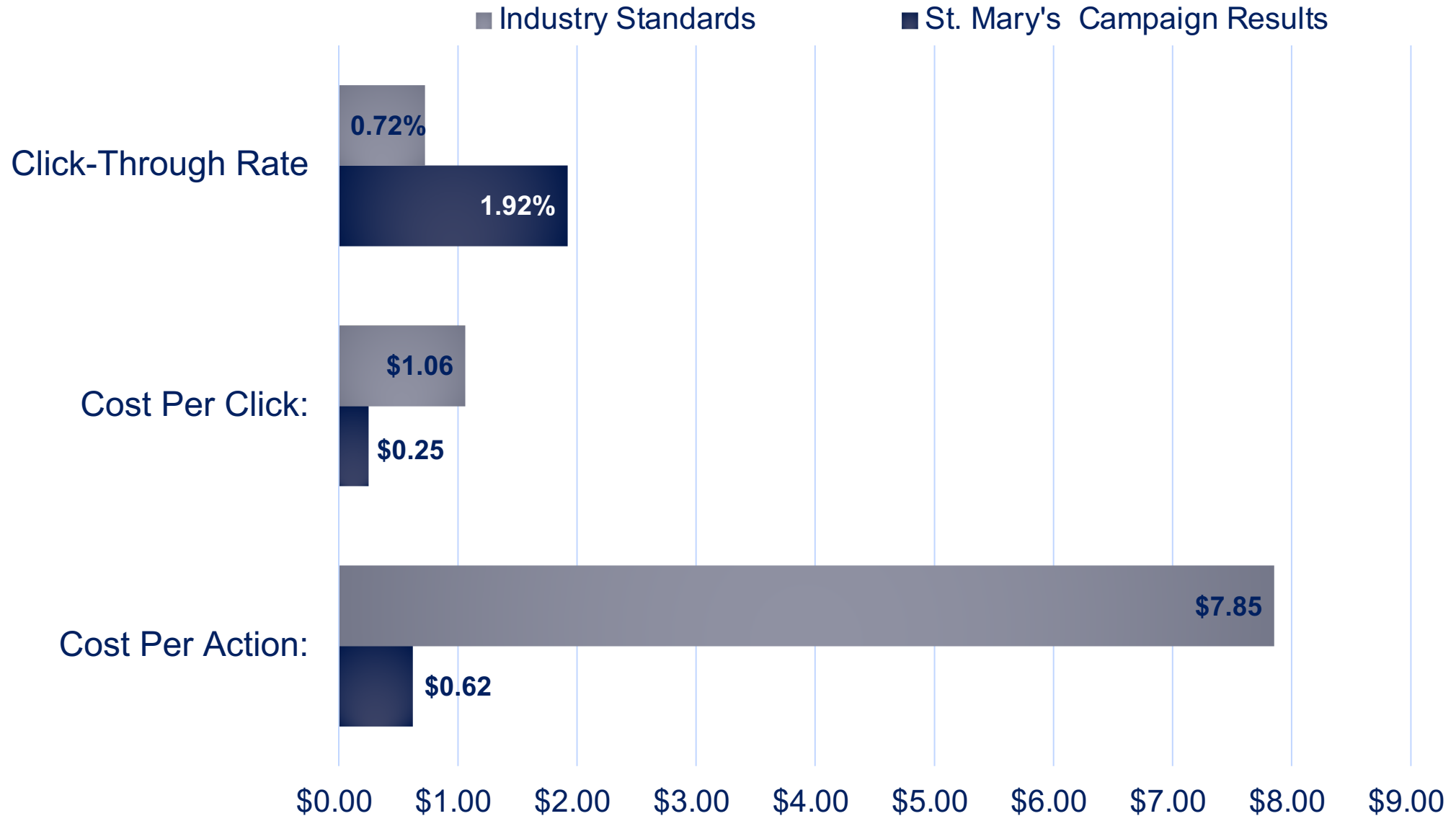
-  Date: May, 2020
-  Total Clicks: 1,206
-  Cost per click: \$0.25
-  Click-through rate: 1.92%
-  Impressions: 62,953
-  Reach: 24,208
-  Results (actions): 482 link clicks
-  Cost per action: \$0.62

-  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



# St. Mary's High School Results

- 62,000 impressions
- Reached over 24,000 people
- 482 clicks to their online school application



**Catholic Education**  
ARIZONA  
Changing lives one scholarship at a time.

# 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**



**Catholic Education**  
ARIZONA

Changing lives one scholarship at a time.

Nancy Padberg, MBA  
President and CEO  
[npadberg@ceaz.org](mailto:npadberg@ceaz.org)

Deb Preach  
Chief Development Officer  
[dpreach@ceaz.org](mailto:dpreach@ceaz.org)

Colleen McCoy–Cejka  
Director of Strategic Partnerships  
[Cmccoy-cejka@ceaz.org](mailto:Cmccoy-cejka@ceaz.org)

Christine Lorello  
Corporate Manager  
[clorello@ceaz.org](mailto:clorello@ceaz.org)

Caitlin Wooten  
Finance Manager  
[cwooten@ceaz.org](mailto:cwooten@ceaz.org)

602-218-6542/[www.ceaz.org](http://www.ceaz.org)



**Catholic Education**  
ARIZONA  
Changing lives one scholarship at a time.