

THE
ABCs
OF INCREASING ENROLLMENT

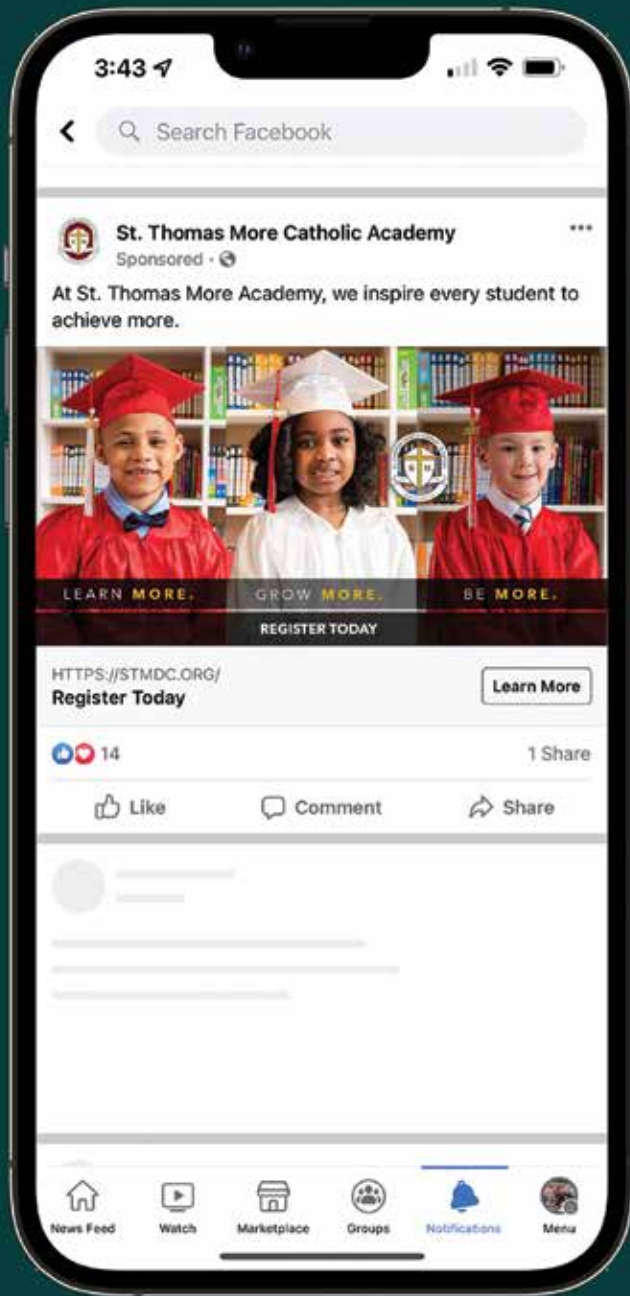
THE STORY OF PARABLE &
ST. THOMAS MORE ACADEMY

**St. Thomas
More Academy**



St. Thomas More Catholic Academy, a Catholic school in Washington, DC, found themselves under capacity and in search of additional students for the upcoming school year. Parable partnered with St. Thomas More to raise awareness of not only the school itself but also their unique approach to education and scholarship opportunities available to new students. Our goal was to increase enrollment by at least 30 new students for the upcoming school year.

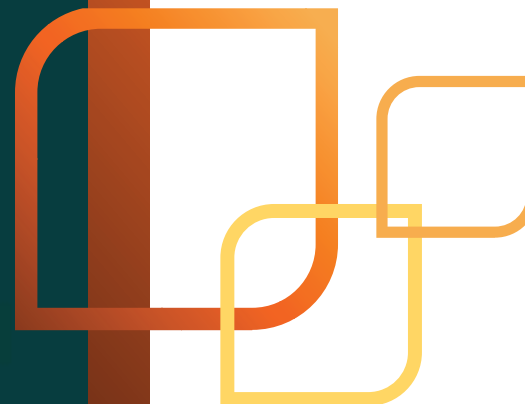




COST-EFFECTIVE, DATA-DRIVEN TARGETING

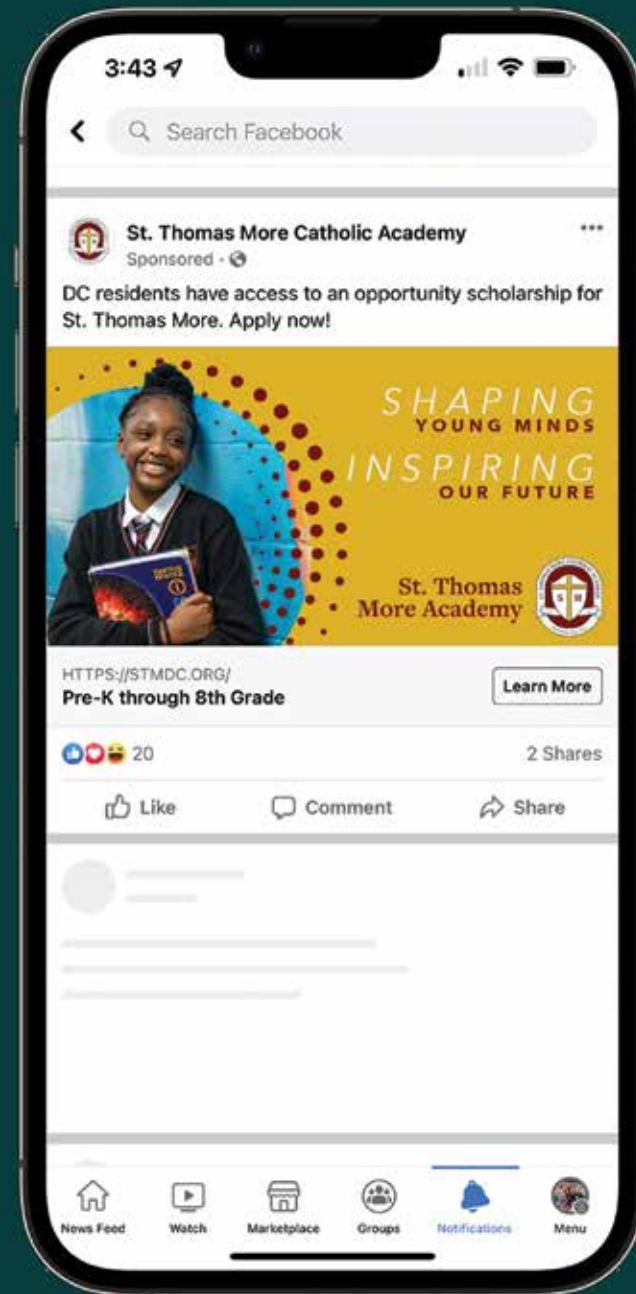
Parable launched an intensive four-month campaign aimed at identifying, reaching, and persuading parents of younger children to learn more about St. Thomas More Academy and the available scholarship opportunities.

By focusing on parents of children aged 2 through 12, we helped the school maximize their budget and eliminated waste. Ads were delivered via social media advertising, websites, apps, and search to ensure the necessary saturation for effective persuasion.



EYE-CATCHING CREATIVE

Our creative concepts used images of current students to give prospective parents a true look inside St. Thomas More and what their child's experience would be like. We focused on highlighting St. Thomas More Catholic Academy as a community of faith that provides a better option for early childhood Catholic education.





THE RESULTS

During our campaign, we sent over 25,000 clicks to the school's site as parents of potential students were persuaded to learn more about the school and available scholarships.

We also saw engagement rates 2.5x higher than average – 10,000 more clicks than anticipated – as a result of delivering the right message to the right audience.

All told, St. Thomas More Academy increased enrollment by 48 students, achieving 160% of our goal.



KEY TAKEAWAYS

Start Early

The choice of which school to enroll a child is a time-consuming process for parents. Likewise, generating enrollment requires longer durations of awareness and persuasion as schools need to partner with parents on that journey to decide which academic environment is right for their child. Budgets may not necessarily allow for a longer campaign, making data and targeting all the more important to ensure the right message reaches the right people.

Tell Your Story

The more personal the story, the better it will resonate with your audience. For schools, showing current students and academic life provides parents with an authentic message that resonates and creates more of an immediate connection. That emotion is important – because education is an emotional topic for parents.

Know Your Audience

The most important aspect of this type of campaign is the ability to talk to the right audience and deliver the right message. Parable's powerful data-driven approach combined with our world-class creative ensures schools like St. Thomas More Academy can effectively tell their story and attract students and parents looking for different education options.



Parable

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