

THE CHIGWELL FORMULA

# How Chigwell School Doubled Its Enquiries From Google Ads



## Client Overview

Chigwell School is a co-educational independent school in Essex known for its comprehensive educational approach from pre-prep to sixth form. Seeking to expand their reach, Chigwell School partnered with us to enhance their digital presence through strategic Google Ads and social media campaigns.



## Objectives

- ✓ Enhance the school's visibility and recognition within target demographic
- ✓ Boost CTR with compelling advertising copy
- ✓ Optimise overall cost per conversion (CPA)
- ✓ Increase open day bookings in burst campaigns

With admissions in decline for the 16+ Sixth Form entry, Chigwell School needed a robust strategy to significantly increase the number of applications for entry into their Sixth Form.

**“It’s refreshing working with a team that prioritises support over sales. And the results have been remarkable”**

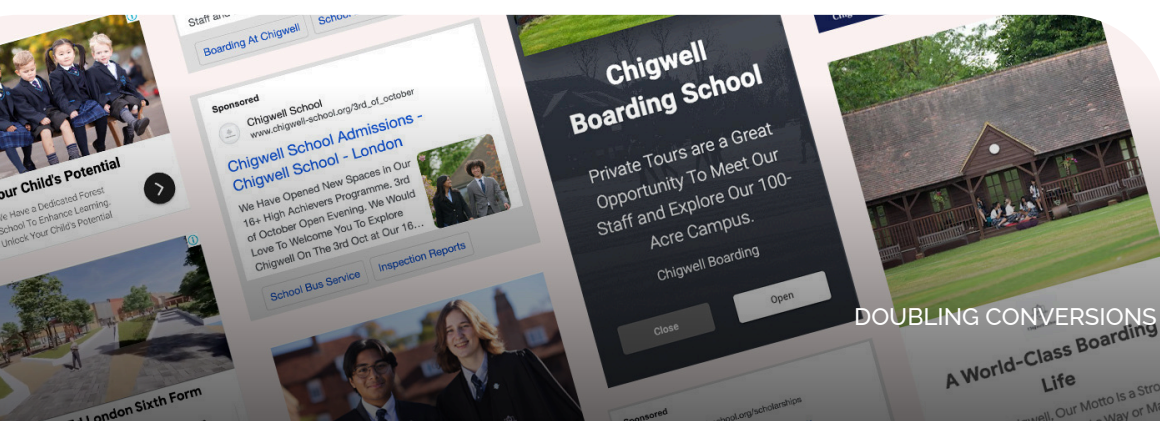


**ANGELA PATRIKIOS**  
DIRECTOR OF MARKETING AND ADMISSIONS

## Strategies Unfolded

The transformation of Chigwell's ads account started with our team understanding the unique value proposition of the school as well as a deep understanding of the competitor landscape. This set the stage for a series of actions that fine tuned their ads and led to a significant boost in ROAS.

- **Refining Location Targeting:** Concentrating ad placements in strategically chosen areas.
- **Data-Driven Optimisation:** We leveraged all analytics at our disposal to refine and A/B test campaigns to consistently enhance ROI
- **Platform Expansion:** Launching ads across multiple platforms allowed us to increase user touchpoints, and visibility.
- **Retargeting:** Implementing retargeting allowed us to re-engage visitors who had shown initial interest, driving them further down the sales funnel.
- **Keyword optimisation:** We meticulously identified and integrated high-impact and long-tail keywords, attracting users with more precise search intent.



DOUBLING CONVERSIONS WITH CHIGWELL SCHOOL

## Results that speak volumes

Our efforts were so successful that Chigwell School had to temporarily pause the campaigns due to an oversubscription for their February open day, with 81 sign-ups for only 40 available spots.

**43%** REDUCTION IN COST  
PER CLICK

This reduced CPC allowed the existing ads budget to reach more ICPs

**73%** DECREASE IN COST  
PER CONVERSION

More cost effective ad spend due to better targeting

**99%** INCREASE IN  
CONVERSIONS

Including tours & open day sign ups

**13%** CLICK THROUGH  
RATE

Exceeding the industry average of 5.5% for search campaigns

Our tailored approach not only met but exceeded Chigwell School's objectives, highlighting the effectiveness of our well-planned digital marketing strategies.

If your school is looking to enhance its marketing efforts and achieve remarkable results, [get in touch with us today](#). Discover how our innovative solutions can elevate your institution's digital presence and drive substantial success.

Email us for a no obligation chat today →