

# Art22 Academy Sees Enrollment Success With Engaging Integrated Marketing Campaign

## Executive Summary:

Art22 Academy is a cosmetology school in Fort Wayne that focuses on training students to become hair stylists, estheticians, and instructors.

Coursework focuses on four beauty industry skills that Art22 has identified as critical for student success: science, technology, art, and business. Students learn directly from industry professionals about how to communicate with clients and how to run a successful business.

Students enroll in courses ranging from 700 to 1,800 hours (from 6 months to 1 year) of instruction, depending on the program. Instruction takes place in a salon and spa setting. Class sizes are small to ensure that each student receives the attention needed to be successful in the program.

**"Our campaign was tailored just for us. We're not shooting at flying stars with our advertising. We're going after a specific demographic and we're targeting that with Federated Media's help."**

-Fernando Fernandez, Director and Owner of Art22 Academy

## The Problem:

The academy was looking to increase enrollment in its cosmetology courses by 50% and double enrollment in its esthetics courses over the course of a year.

Because Art22 Academy was a new school when it started working with Federated Media, it also wanted to increase brand awareness. There were four other cosmetology schools in Fort Wayne when the school began offering courses. Fernando Fernandez, the director and owner of Art22, was worried his academy would get lost in the shuffle.

"Our business model is to keep class sizes small so that students get a lot of one-on-one attention with instructors," he says. "But by being new and more exclusive, it meant one of our main concerns was getting the word out about our school."

## The Process:

As the director and owner of Art22 Academy, Fernandez prefers to spend the majority of his time running his business. For marketing, he relied on the expertise of his Federated Media marketing consultant Andrew Burney.

Burney knew that he would need to leverage the integrated marketing power of radio and digital marketing to reach Fernandez's target audience: high school seniors and recent graduates who were interested in cosmetology and esthetics. It's a very niche audience, but once Burney knew it could be reached with the right campaign.

"We're fairly busy at the school, so I didn't have the time on my hands to put a marketing campaign that was this detailed together," Fernandez says. "Andrew made it really easy for us. Once he had the details from us — what we wanted to accomplish, our goals for the campaign, and who our demographic was — he put everything together and it was just like clicking a switch on and we started."

The campaign consisted of an online sweepstakes open for three weeks that offered a \$10,000 scholarship to Art22. The sweepstakes included three survey questions as well as an opt-in to Art22's email database so Art22 could learn more about the people interested in the school. People who opted-in for emails received a follow-up email with a coupon for \$500 off enrollment in the academy or off of a student kit.

"One of the things Andrew put together that I thought was brilliant was that, apart from the scholarship, every person that signed up got a \$500 voucher," Fernandez says. "Even if they didn't win the scholarship, they still had an incentive. Students let us know that they received the voucher as they signed up (for the program), so that was a great tracking mechanism for us to know that our marketing was working."

The campaign included 41 radio spots every week on 97.3 WMEE for the duration of the contest. The majority were aired from 6 a.m. to midnight Mondays to Fridays, with a few additional spots during the weekend. The campaign also included 90,000 monthly streaming impressions on 97.3 WMEE,

**"We gave a lot of input about design and style of how we wanted our ads to look, but it felt like a simple turnkey campaign for us. We're not experts in that area. Federated Media did everything for us there and it all went smoothly."**

-Fernando Fernandez, Director and Owner of Art22 Academy

K105, WOWO, and 92.3 The Bear (22,500 impressions for each digital station).

In addition to the radio spots, the sweepstakes was promoted through a Facebook advertising campaign, targeted at people in the Fort Wayne area who were most likely to be interested in the sweepstakes and attending Art22 Academy. The Facebook campaign ran for the duration of the sweepstakes entry period.

The creative team at Federated Digital Solutions also created graphics used in the sweepstakes entry form and thank you emails, in the targeted posts on Facebook, and in a web slider on the WMEE website. Fernandez gave a general direction for the team to go and then provided feedback to get it exactly where he wanted. The graphics matched his brand seamlessly.

The campaign ran during the summer to encourage fall enrollment.

"It was exciting to hear our campaign on the radio. We were scheduling tours and hearing from people who said they heard about us on the radio," Fernandez says. "People would tell us they heard us on WMEE, so we knew the awareness campaign was working."



## The Result:

**"Most companies that are new or struggling in the era that we're living in right now tend to cut marketing right away and I tend to think the opposite. Investing in marketing at the time that we did and not lessening the effect of that or the dollar we invested was a great decision on our part. Let the professionals do the professional part of it. Go to the professionals at Federated Media, they've been doing this a long time, they know what to do — they know how to do it."**

-Fernando Fernandez, Director and Owner of Art22 Academy

Fernandez says he started to hear from his clients almost immediately when they began to hear the radio spots.

"The amount of exposure we got on the radio during our campaign was just amazing. We had clients from our salon who heard it and passed it along to their friends," he says. "Everything was working together — the excitement of the scholarship, the radio, the social media — it really brought the awareness in the community that we really wanted to grab on to."

The campaign resulted in 5 students enrolling in classes. Fernandez was ecstatic — because Art22 is a small school he only needed 1.5 students to recover his marketing investment. The marketing was so successful overall that Fernandez decided to run it a second time for the fall semester.

Emails were sent to nearly 17,000 people for the first campaign and to 29,000 people for the second campaign. For the first campaign, 126 people entered to win the \$10,000 scholarship. The second campaign received 44 entries.

Thank you emails sent to the entrants of the campaigns contained the \$500 offer. The first campaign containing the coupon achieved a 16.7% click-through rate. The second campaign achieved a click-through rate of 18.2%.

As a result of the first campaign, 79 entrants opted-in to receive more information and marketing from Art22 and 22 people opted-in from the second campaign.

The Facebook Targeting campaign for the sweepstakes was also a success. The targeted ad reached 16,912 people, had 189 clicks and 7 shares and had a frequency of 3.1. A successful Facebook Targeting campaign has a frequency between 1 and 3.

"As soon as we started the campaign, we started receiving spreadsheets with the email addresses of people who signed up so that we could follow up with them. The number of contacts that produced for us to do callbacks and schedule tours was just amazing," Fernandez says. "Right off the bat, we had great results from those who signed up and wanted to be contacted by us."