



case study

READY, Set, Enroll: A Multi-Channel Success Story

The challenge

READY career
education
at your local community college

IEDRC needed to increase awareness and enrollment for its **READY Career Education programs** across 12 community colleges. While previous campaigns through a different agency had strong reach, our research revealed:

- Only 26% of community members felt knowledgeable about career education programs.
- Students and residents were highly engaged on platforms like Instagram, YouTube, and TikTok but needed more targeted, relevant messaging.
- Individual colleges wanted the ability to run college-specific campaigns while maintaining a unified READY brand.

The solutions

GradComm implemented a research-driven, multi-channel strategy designed to boost awareness, generate qualified leads, maximize cost efficiency and equip each college with actionable tactics and measurable results.

Key tactics included:

- **College-Specific Landing Pages** on the READY site to enable precision retargeting and track interests per college.
- **Search Engine Marketing (SEM)** optimized to reduce cost per lead and target high-intent keywords like “paramedic,” “nursing,” and “computer tech.”





Check out all the ways
we can help you!

The *solutions* cntd.

- **Display/OTT & Geofencing** at DMVs, large community events, targeted neighborhoods, and even nightclubs to reach potential adult learners.
- **Social Media Campaigns** on Facebook, Instagram, TikTok, YouTube, and Snapchat.
- **CRM Retargeting Campaigns** using Applied-Not-Registered and Stop-Out lists with matching email and display ads.
- **Expanded Community Presence** beyond digital by incorporating local radio and branded car wraps on high-traffic commuter routes.
- **Creative Content Development** including videos, photography, publications, and READY-branded newsletters.

Client *wins*

9-Month Digital Campaign

38.2M impressions | 382K website visits | 5,889 leads

- SEM: Cost per lead reduced from **\$55 → \$8**
- Social: **CTR 2-5%** (above 1% industry average)
- TikTok: **22M impressions, 227K visits**
- YouTube: **4.8M views at \$0.02-\$0.05 per view**
- Display: **CPM \$6-1, 10,894 walk-ins (geofence ads)**
- Snapchat: **2.40% swipe-ups**

Impact

- Strengthened positive brand perception.
- Improved efficiency and conversions across all channels.
- Provided actionable audience insights for future campaigns.
- Delivered each college qualified leads along with customized creative assets including a mailers, videos, and dedicated landing pages.



Hey, [STUDENT NAME], you're so close to launching a new, rewarding career at [COLLEGE NAME]. Keep going because knowledge is paycheck power:

- Career certificate earners can boost their earnings by about 14%.
- And with an associate degree in a technical program, make that more than just having your high school diploma!

We get it, you're juggling a lot. That's why you'll find affordable plenty of financial and academic support, and flexible class sch [STUDENT NAME].
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