



EDUCATION

# GRADUATING THIS MEDICAL SCHOOL'S MARKETING

 KANSAS CITY, MO



## GOAL

- This client understood the need to drive more students to their programs via paid search.
- The goal was to drive program applications for Medical Assistants and Massage Therapists.

## CHALLENGES

- Going into this campaign, the client wanted to focus on increasing applications for both Massage Therapists and Medical Assistants, but we were only seeing increased conversion for massage therapy.
- This was difficult because Medical Assistants are one of many similar professions (ex. physician assistants), but we were specifically to target users looking for Medical Assistant training.

## RESULTS

- We generated incredible results by identifying the highest performing keywords within the Medical Assistant campaign, and funneling more budget towards these while implementing a bidding strategy that aimed at driving a target cost-per-acquisition.
- This strategy was highly effective, driving a 10% increase in the conversions driven.
- The Medical Assistant strategy did not adversely affect the high-performing Massage Therapist campaign, which boasted a conversion rate of 12%.

# 10%

INCREASE IN CONVERSIONS  
(MEDICAL ASSISTANT CAMPAIGN)

# 175

APPLICATIONS DRIVEN

# 12%

INCREASE IN CONVERSIONS  
(MASSAGE THERAPIST CAMPAIGN)

# 246

PHONE CALLS DRIVEN

