

**VICTORY ACADEMY FOR
BOYS**

THE CLIENT

- Victory Academy for Boys
 - Christian Boarding School for Teen Boys Struggling with Behavior Issues
 - Nestled Safely on 120 acres in north east Wisconsin
 - Established in 1983
 - Provides 10 month residential care, counseling, love and academics
 - Cost of Education and Residential Program is \$25,000/year.
 - Student acceptance is based on time tested criteria.



THE CHALLENGE

- Faced increased pressure to achieve funding based on tuition from students instead of donations.
- Finding enough students who met their acceptance criteria whose parents could also afford tuition.
- Increase credibility and awareness due to remote location.
- Narrow the leads to a smaller geographical region so parents did not feel too distant from their student.
- Generate quality and qualified leads up front to minimize the follow up efforts on an already very busy staff. Every lead took time to work through so qualified quality leads were very important.

THE PURPOSE LAUNCH STRATEGY HIGHLIGHTS

- **Ready**
 - Reevaluation and retooling of mission statement, purpose and brand identity.
- **Aim**
 - Crafting a brand position statement with important facets such as target market, brand position and proof points. This statement helped provide the backbone of all messaging and content.
 - Development of a sales funnel with four stages; Awareness, Appreciation, Authority, Acquisition.
 - Create a content and communication strategy for each level of the funnel .
 - Set goals, measure, evaluate and adjust as we executed the strategy.
- **Launch**
 - Regular posting of various types of content (articles, videos, audio, EBooks, and Guides) on Facebook.
 - Establish an online Health Advantage Video Library.
 - Coordinate local radio commentary with online strategy to maximize investment.
 - Establish and distributed a Parent Digest of curated parenting content.
 - Develop and publish content in the form of Ebooks and Guides which will help secure leads.
 - Manage and secure positive online reviews.
- **Soar**
 - Continue to execute, monitor results and adjust strategy as needed working with Dr. for new content.
 - Respond to current trends and controversies in medicine.



ACTION SNAPSHOTS

- Built a new website optimized for:
 - Great Search Engine results
 - Being a regularly updated authoritative helpful resource with articles, video, e-resources and more.
 - Multiple landing pages created to attract their ideal students with appealing calls to action which generated leads.



ACTION SNAPSHOTS



- Multi-Channel Social Media Campaigns to Promote and Distribute Content
 - Testing with YouTube, Twitter, Facebook and email to determine the best channels for messaging.
 - Published and promoted 2-3 articles each month to drive traffic to website.
 - Established the Victory Digest, a weekly digest of curated content from across the web beneficial to their target market with calls to action and directing traffic back to the website.
 - Established the Victory Encourager email.
 - Created multiple e-resources such as the Encouragement for Parents EBook, Is Your Son Ready for Victory Downloadable guide. Each of these resources were used as lead generation tools requiring contact information to download.

RESULTS

- Awareness funnel level increased to over 600,000 people in our target market. (1)
- Appreciation funnel level increased to over 20,000. (2)
- Authority funnel level where Victory was viewed as very credible subject matter increased to over 9,000. (3)
- Acquisition of leads increased 54%
- Yearly Enrollment has increased to the point of being full this year and needing to hire new staff before further efforts to increase enrollment.
- First page of Google for multiple key search phrases.
- Marketing ROI = over 300% if only half of the students came as a result of our efforts. The staff believes there were more than half.



Google Analytics Shows the increase after Purpose Launch

Sessions

400.83%

34,242 vs 6,837



Users

270.64%

20,637 vs 5,568



Pageviews

182.97%

53,077 vs 18,757



WHAT DOES THIS MEAN FOR YOUR BUSINESS?

- Do you need to reach a specific market in a certain income bracket, geographical location, age group, interest area and are tired of spending so much money reaching outside your target?
- Do you need to increase your credibility in your market space but desire to do so by helping people with content and not just promoting your business as “the best in town?”
- Do you need to increase qualified leads?
- Do you want your website and online footprint to be larger creating a greater awareness of your business in a positive helpful way to the population you serve?
- Do you want to rank on the first page of search engines for your key word phrases?
- Do you want experienced, friendly help with accomplishing your business' purpose?

WE WOULD LIKE AN OPPORTUNITY TO HELP YOU.

LET'S TALK SOON.



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- 1. – Facebook Unique Reach (The unique number of people who saw content)
- 2. - Based on Social Media Engagement (Click through, Likes, Shares, Comments etc.)
- 3. - Based on number of video views over 10 seconds, number of times articles were read (% of return users), number of followers on social media, number of subscribers to newsletter etc. We factor 25% less for assumption that some of these people are the same user.