

CASE STUDY

# 2020 CHRISTCHURCH SCHOOL ADMISSIONS

At this writing, **140 private schools** have closed due to the stressor of the pandemic nationwide. 2020 posed specific challenges to enrollment at boarding schools.

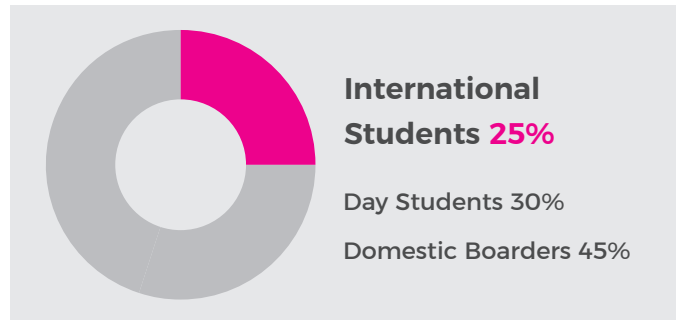
## 2020 Concerns of Independent School Parents

Fear of COVID-19 exposure	Dubious perception of the value of distance learning	Unease with personal financial future	Actual income loss
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## Additional Concerns of Boarding Parents

State-based stay-at-home orders	Cautions against interstate travel	Restrictions against international travel	Damage to the international reputation of the US
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Christchurch School, like many boarding schools, banks on a certain number of international students that the events of 2020 discouraged.



### Let's talk about the good news!

While 2020 started off weak for the school, Raison's advertising efforts found new students, adding students beyond the numbers lost from the previous year.



## How we did it:

### Strategy

- Broaden targeting to reach potential new domestic borders
- Simplify forms to increase lead harvesting
- Stay on-mission while acknowledging parent pain points
- Strategic retargeting
- Leverage Facebook bots

### Top Performing Tactics

- Broadening advertising efforts outside of the school's usual geographies
- Facebook & Instagram lead form ads—the school's leads came from these in high numbers
- Video—we edited existing school videos into short ads for social media ad placement
- Carousel ads
- Retargeting off visits to the website's tuition assistance page

### Top Performing Ads

Christchurch School  
January 11 · 🌐

Ask about our campus pods and get back to in-class learning!

**TOP 15%**  
Best College Prep  
High Schools in US

CHRISTCHURCHSCHOOL.ORG  
**Rolling Enrollment Open!**  
Limited Spaces Available.

Learn More

Christchurch School  
January 11 · 🌐

We've created a world-class distance learning program along with an innovative strategy for on-campus learning pods.

**CCS innovates**


CHRISTCHURCHSCHOOL.ORG  
**Rolling Enrollment Open!**  
Limited Spaces Available.

✓ Sign Up

## Top Performing Ads

**Christchurch School**  
February 18 · 🌐

Rather be on-campus, in-class, hands-on? Reset at the River!



**Rolling Enrollment Open!**  
Limited Spaces Avail... [✓ Learn More](#)

**Rolling Enrollment Open!**  
Limited Spaces Avail... [✓ Learn More](#)

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**Christchurch School**  
Published by Division-D · February 19 at 12:06 PM · 🌐

Christchurch is offering additional tuition assistance to help families in this time of great need.



**COVID-19**

**Tuition Assistance Available Now!**

**2021**

WWW.CHRISTCHURCHSCHOOL.ORG  
**Contact us quickly!**  
Limited Spaces Available. [Learn More](#)

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