



Coomera Anglican College uses inbound marketing to attract new students and raise its profile on the Gold Coast.

Coomera Anglican College has a long and renowned history on the Gold Coast. The College has a history of innovation and academic excellence that has attracted students from all over the Gold Coast.

For years, the College had no vacancies and had built up a perennial wait list in case any openings came about.

As more schools started to open in the area, enrolment enquiries slowed. Competition increased and the wait list grew smaller until the school had its first vacancies in the Prep Year.

Coomera Anglican College uses Principal's Tours to connect with parents and future students. These events have been attended by a mix of currently enrolled students' parents curious to see the school, families already interested in applying for enrolment, and a smaller portion of new families and future students.

As the number of enquiries and applications dropped, the College decided it was time to change how they attract students and their parents. The College's marketing manager decided that inbound marketing was the right way to demonstrate the school's value.

The College signed up with Hubspot to bring their marketing and sales efforts onto one platform. Coomera Anglican, with the help of Localtag's Inbound Pod, ran its first successful inbound marketing campaign.

That first campaign attracted over 20 new families to the the first Principal's Tour of the school year, resulting in 7 applications for enrolment with a value over \$440,000 to the school.

Big Benefits

1. **20% increase in new leads attracted to the College.** In the past, Principal's Tours were largely attended by parents already interested in the College. The inbound campaign attracted new leads, increasing the potential for new applicants.
2. **The right message got to the right audience.** By understanding who was new and who was already enrolled at the College, the marketing department was able to

segment their messaging to drive more sign-ups while still providing big value to enrolled parents.

3. **Consistent and meaningful communication.** Automated follow-up sequences were built to nurture new leads as they made their decision on where to send their children to school.
4. **Transparent data.** For the first time, the College was able to see exactly who attended the Principal's Tour, how they found out about it, and what the return-on-investment is. The ability to analyze data from first contact through to sale, knowing where the marketing budget is working and not allowed for informed decision making by the administrators.

Testimonial

"The project has been incredible, fast paced and packed with activity. It was reassuring to have such professional and capable team by my side. I feel very fortunate to be working with you all."

Elda Koro, Marketing Manager for Coomera Anglican College

The challenge the College faced

The College had disjointed processes for marketing events like the Principal's Tour.

Many moving parts meant that it was a challenge to plan all of the effort needed to promote a Tour and an even bigger challenge to analyse results and maintain a consistent approach to each session.

The College was losing market share and recognised that a new approach was needed.

How Localtag helped

The inbound methodology and support from Localtag became an important element of the College's marketing strategy.

With Localtag's help, Hubspot was used combine all aspects of their internet marketing into one cohesive platform that was easy to manage and easy to demonstrate value through reporting.

Localtag built and managed a repeatable inbound campaign to attract and nurture new leads for the College. The campaign was built around repurposed content the College had and leveraged Facebook Ad campaigns to attract specific buyer personas to the school's landing pages.

The Principal's Tour campaign resulted in optimised landing pages, higher levels of engagement on social media, more new leads and greater lead engagement.

What were the results of the support

- 7 enrolments with a lifetime value estimated at over \$440,000 from a \$7,000 campaign spend
- 55% of Principal's Tour attendees were new leads, up from an estimated 35% on previous tours
- An additional 36 new contacts being nurtured through their decision journey

About Coomera Anglican College

Coomera Anglican College was founded in 1997 by the Honourable Ivan Gibbs, the former Attorney-General of Queensland, on 15 hectares in the rapidly growing northern end of the Gold Coast.

Since its early beginnings at a Coomera farmhouse, Coomera Anglican College has operated with an eye on the future. Built on a vision to inspire excellence in teaching, learning, service and the Anglican faith, the College provides students with a seamless transition from early learning to primary, secondary and into vocational or tertiary education.

Today the College has grown to become one of South East Queensland's most progressive educational institutions educating students from Kindergarten – Year 12. The College boasts premium multi-disciplinary facilities, showcase architect-designed Primary, Junior and Senior Secondary campuses and quality facilities including an Aquatic Centre with a 25m, eight-lane pool, gymnasium, Performing Arts Centre and a Visual Arts Studios and Gallery.