



VALLEY FORGE MILITARY ACADEMY (VFMA)

Valley Forge Military Academy is a college prep boarding school & leadership institute for middle & high school boys.



Objectives

VFMA's goal was to increase enrollment in their academy. VFMA wanted to find & target key recruitment locations across the USA and reach parents of boys going into grades 7-12. After seeing inadequate performance with previous PPC management, VFMA came to us hoping to increase leads at the lowest cost possible.



Challenges

VFMA's previous PPC campaigns were generating thousands of impressions, but few leads. Irrelevant traffic & inefficient targeting caused exorbitant costs without conversions. Our PPC experts had to analyze data from these past campaigns to strategically pinpoint where things went wrong - so we could make it right.



Solutions

Analyze, Prioritize, Optimize. Our team performed in-depth keyword research & analyzed historic data to find high-intent search terms that would drive up leads, not costs. Our experts identified cost-efficient locations & peak-performing days to target, ensuring VFMA's Ads could reach the right audience at the right time (and the right price).

OUR STRATEGY

Identify High-Intent, Cost-Effective Keywords

To sift through irrelevant traffic and avoid high CPCs (cost-per-click), we strategically researched which keywords were more likely to drive leads & segmented these into ad groups based on customer intent. Our comprehensive approach to keyword research uses tools that register rising industry trends, estimated cost-per-click, search volume, and competitor interest. We successfully recognized optimal keywords throughout the sales funnel, allowing us to drive relevant traffic to VFMA that was likely to convert - because that's what really counts.

Dynamic Optimization Strategies

A huge hurdle to running successful Google Ads is keeping up with everything - daily campaign changes, volatile market trends, aggressive competitor bids, and constant Google updates can be overwhelming. Our team streamlines this process. We keep track of every detail, allowing us to continuously improve performance, even as the market oscillates. Through regular competitor analysis, keyword & targeting optimizations, and staying at the forefront of Google changes, we were able to continually increase CTR (click-through rate) and Conversion Rate for VFMA over the course of several years despite rising CPCs and market instability.

Get The Biggest Bang For Your Buck

We design for your bottom line. We know you want to gain affordable leads without sacrificing quality. Luckily, that's where we shine! VFMA's cost per lead had to stay under \$70 - our strategies got it under \$40. Our team optimizes each campaign to best utilize your budget while generating high-intent leads. We used customized bidding strategies for VFMA to keep costs low and performed ongoing optimizations that trimmed the fat on underperforming keywords and locations.





THE RESULTS

- + ~106% Increase In Conversions
- - ~39% Decrease in Cost-Per-Conversion
- + ~73% Increase In Conversion Rate
- + ~50% Increase in Click-Through Rate



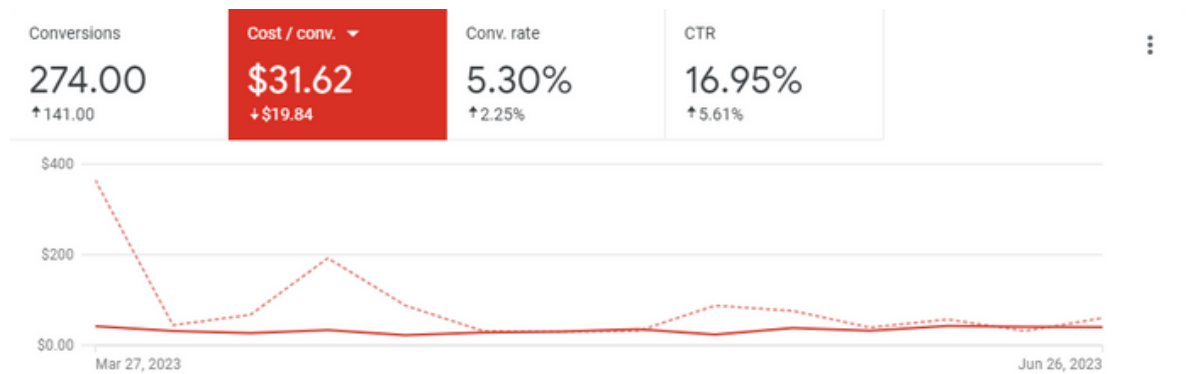
TOTAL CONVERSIONS

VFMA saw a **106% increase in Total Conversions** over the last quarter of our PPC Management compared to the first quarter, with a total of **274 Conversions**.



COST-PER-CONVERSION

VFMA saw a **~39% decrease in Cost-Per-Conversion** over the last quarter of our PPC Management compared to the first quarter.



CONVERSION RATE & CLICK-THROUGH RATE

VFMA saw a **~73% increase in Conversion Rate** and a **~50% increase in Click-Through Rate** over the last quarter of our PPC Management compared to the first quarter.

