

Baldwin County Public Schools' Marketing Campaign to Connect With Local Families

Baldwin County Public Schools is the fastest-growing school system in the state, committed to academic excellence and community engagement. With award-winning programs, top-tier educators, and cutting-edge technology, the district continuously strives to provide outstanding opportunities for students.

Baldwin County Public Schools, recognized for its award-winning programs and dedication to student success, manages a dynamic network of 45 schools and 31,517 students. The district sought to optimize its digital communication strategies to effectively showcase its achievements and engage with its growing community. This case study details the collaborative effort to elevate their digital presence and amplify their message.

CAMPAIGN GOALS

BALDWIN COUNTY PUBLIC SCHOOLS SOUGHT TO:

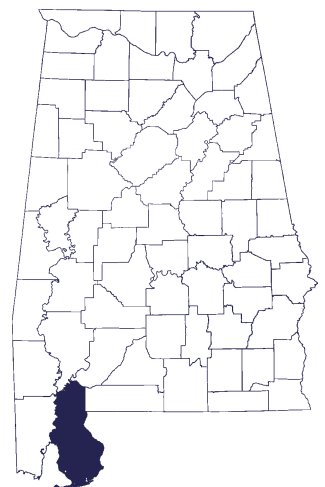
- Keep parents, students, and the community informed about school achievements and developments
- Showcase academic programs, advanced placement courses, and career-ready certifications
- Highlight state-of-the-art facilities, scholarships, and technology initiatives
- Strengthen the bond between the school system and local families

THE ADS PROMOTED:

- School safety/resource officers at every school
- Virtual school application deadlines and why to attend virtual school
- One Voice (a free, anonymous platform to report bullying)
- The number of students served every day
- The advanced technology available to students in this school district

PRODUCTS INCLUDED:

- Targeted Display
- META creative

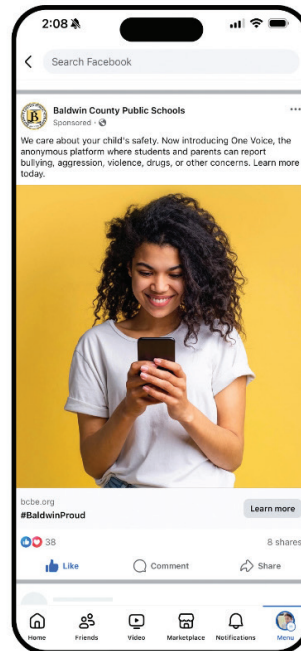


CAMPAIGN RESULTS: TARGETED DISPLAY



- 681,548 IMPRESSIONS**
served to parents of students in the school district
- 800 AD CLICKS**
for a 0.12% CTR
(above benchmark of 0.10%)
- 1,423 VIEW THROUGH CONVERSIONS**
people saw the ad and later visited the site

CAMPAIGN RESULTS: META CREATIVE



- 1.8M IMPRESSIONS**
served to parents of students in the school district
- 38,729 TOTAL AD CLICKS**
for a response rate of 2.12%,
above the goal of 1%
- 2,320 REACTIONS**
87 comments, 32 saves,
233 shares, 43 new page likes

YEAR OVER YEAR RESULTS

January 1 through December 11, 2024, compared to previous year



8.7% INCREASE
in website traffic



7.9% INCREASE
in new users



25.9% INCREASE
in key events
completed on-site



14.9% INCREASE
in all events
completed on-site



1 MIN, 52 SEC
average engagement
time by users on site

"Partnering with Advance Education has been a great addition to Baldwin County Public Schools. Their team has helped us effectively promote our district's achievements, positioning us as a top choice for families. Their strategic digital marketing efforts have amplified our presence in the community and strengthened our connection with parents."

Beyond branding, Advance Education has supported us in driving engagement for key initiatives and events like job fairs and virtual school enrollment, ensuring we reach the right people at the right time. Their expertise and collaboration have been a valuable extension of our team, helping us enhance our marketing efforts while allowing us to stay focused on serving our students and staff."

DANIELLE LUDLOW
BALDWIN COUNTY PUBLIC SCHOOLS COMMUNICATIONS DEPARTMENT