

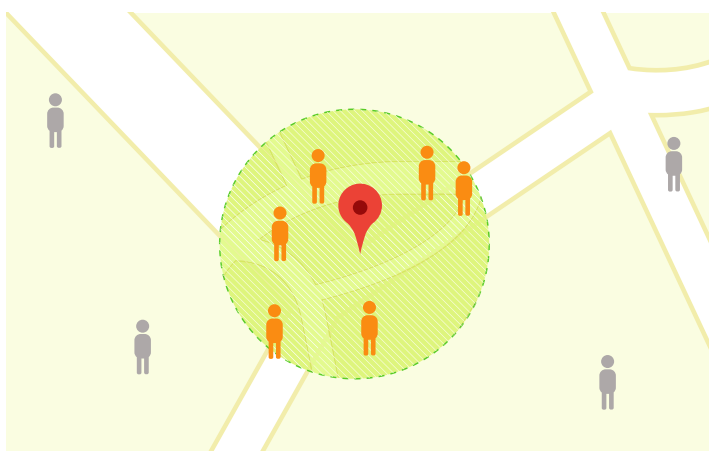
Black Hills State University Transfer to BHSU

– Case Study –

Narrative

In the winter of 2019 Black Hills State University partnered with Midwest Marketing on a digital campaign targeted to get students from other universities to transfer to BHSU for the Spring 2019 semester. The digital campaign drove the clicks to only one page, a specific landing page, that was only accessible by clicking the ads. The campaign ran for six weeks and generated the following results.

Results



287 Clicks

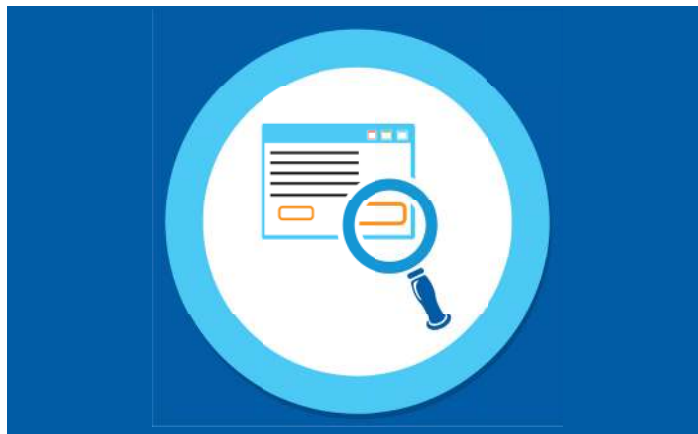
from mobile
Geo-Fencing
ads with a

0.09% Click Through Rate

812 Clicks

from Search Engine
Marketing with a

7.3% Click Through Rate (Over 3 times the average)



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LET'S WORK TOGETHER

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