

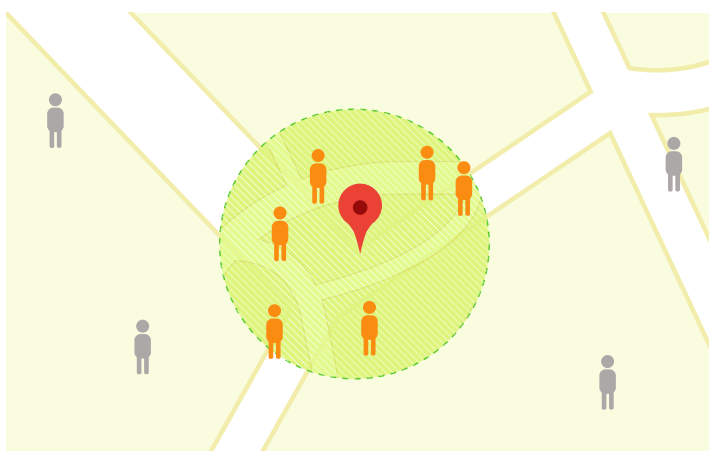
# Local University

– Case Study –

## Narrative

A local university partnered with Midwest Marketing on a digital campaign targeted to get students from other universities to transfer the upcoming 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)



125 Main St, Rapid City | 605.716.5666 | [MidwestMarketingLLC.com](http://MidwestMarketingLLC.com)

-  [midwest-marketing-llc](https://www.linkedin.com/company/midwest-marketing-llc)
-  [midwestmarketingllc](https://www.instagram.com/midwestmarketingllc)
-  [MidwestMarketingLLC](https://www.facebook.com/MidwestMarketingLLC)
-  [midwestmarketingllc.com/blog/](https://www.midwestmarketingllc.com/blog/)
-  [MidwestMarketingSD](https://www.youtube.com/channel/UCMidwestMarketingSD)
-  [midwestmarketingllc.com/home/podcast/](https://www.midwestmarketingllc.com/home/podcast/)

### LET'S WORK TOGETHER

Dawn Claymore  
Owner  
[dawn@mwmsd.com](mailto:dawn@mwmsd.com)  
605.716.5666

