



**Client:** Walden School is a K-12 independent private school located in St. Matthews, Kentucky. This college-preparatory school operates with small class sizes, high academic standards, and individualized educational instruction. Academic support programs are provided for students who learn differently but learn best in a diverse culture, an involved family partnership, and learning through nature.

## Challenge:

Even though the pandemic was still active, and quarantines were in force particularly in the educational industry, Walden School had to begin their recruitment process for next year.

## Solution:

HighNote developed a target audience list within three specific zip codes around the school, households with children between the ages of 4 and 17 years old. Average home value is \$250,000+. Addresses were deleted if they were outside the greater Louisville, Kentucky area. Previously interested prospects were included.

## Objective:

Attract 25-30 registrants for the virtual open house; recruit 35 new applications for admittance to the school from new families before Fall.

## Return on Highnote:

- 42 registered to attend the virtual open house. 26 registrants were attributed to HyprMail channels.
- **15.4% response rate.**
- **16 touches** to target audience across all HyprMail channels.
- **5,400 unique visitors** from Google ads and **2,500 unique visitors** from social media.
- 99.55% mail delivery with 22.9% having Informed Delivery.
- **60.7% opened email.**
- **4,269 leads with 2,172 total engagements.**
- HyprMail channels were responsible for 26 registrants.

## Next Steps:

Client has determined the campaign is a success and will continue with an increase in quantity.

*“Amidst a pandemic and hosting the event virtually, 42 registrants exceeded our expectations. I predicted for this virtual open house we’d get about half the amount.”*

## Tremain Farrar

Director of Marketing & Communications, Walden School



## Project Details:

- Timing—mailing every other month over an 8 month period.
- Utilizing LeadMatch, the school was able to re-target interested prospects as well as identify qualified households and mail to a total of 3,200 addresses of qualified prospects that included 872 purchased leads every other month.
- Online efforts to reach qualified prospects included matching social media accounts with addresses to reinforce messaging with videos and carousel ads through Google.



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HighNote, a division of The Marek Group, is a woman-owned marketing services company certified by the WBENC that specializes in high performance, data-driven multi-channel direct marketing campaigns and signage.