

EVERYTHING YOU NEED TO CONVERT MORE STUDENTS ONLINE

Randolph-Macon Academy exceeds lead generation and enrollment growth goals in the midst of pandemic disruption



RANDOLPH-MACON ACADEMY *THE POWER OF RISE.*

About Randolph-Macon Academy

Established: 1892

Location: Front Royal, Virginia

Private co-ed military school for grades 6-12

100% of graduates are accepted into universities globally

A leading private school in the state;
Ranked #4 Best Boarding, and Most Diverse Private High School in Virginia by 2022 Niche Best School

rma.edu

CHALLENGE

Randolph-Macon Academy (R-MA), a Virginia-based private military school that serves day and boarding students in grades 6-12, initially approached HEM in May 2020 to help drive and increase their student recruitment results. Additionally, as a military school, it found itself pigeon-holed by its past. The institution felt pre-defined by its audience it was trying to reach and found it difficult to break free of stereotypes and misconceptions of what it means to be a private military school. There was a unique timing opportunity before R-MA as this was in Spring 2020 during the early phase of the COVID-19 pandemic and parents across the state were re-evaluating their school selection.

OBJECTIVES

- 1 Increase lead generation and brand building as part of student recruitment strategy.
- 2 Position school as an attractive choice for families of academic achievers.
- 3 Position R-MA's value proposition as an academics-driven private school option for parents and exploit the exodus of students enrolled in public schools looking for stronger academic foundations during the Covid-19 disruptions affecting the public school sector.

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SOLUTIONS

HEM strategized, planned and released an aggressive digital ad campaign launching several categorized & targeted ad communications via Google Search Engine Console. HEM recommended and launched a robust Inbound Marketing campaign to help tell R-MA's story of building high-achieving academic students and helping them to realize their leadership potential. This involved the development of content and ad creation to support the inbound strategy.

Responding to the pandemic's disruption impacting the Virginia Public School system, HEM and the client worked collaboratively to position R-MA to be highly visible amongst competitive schools by ensuring increased ad reach, social media posts, and blog content to address emerging issues. Additionally this required reiterating compelling and defined message points about R-MA's value proposition as an academics-driven private school and character/leader -building institution that offers a flexible day or boarding setting.

HEM also supported the launch of a series of six high production value videos using a digital promotion and distribution strategy. Additionally we were asked to lead the Advancement Content Communications strategy to support Fundraising, community involvement, and alumni engagement. While all this outgoing messaging was reaching their target audience, much of it was driving users to their website, which R-MA realized needed a redesign. HEM took on that project as well, updating its design and simplifying its user experience. HEM design involved a customized new site, improved user experience and mobile design, along with opportunities for engagement with site traffic using storytelling to engage prospective parents and decision makers.

RESULTS

The video series distribution strategy exceeded expectations of views on Youtube. These were well beyond the initial goal that was set and ended up exceeding their goal of 100K views within 12 months.



July 1, 2020 - July 1, 2021

Audience Grew 28%
Ad Views: 1,080,000

Additionally, lead-generation campaigns met R-MA's enrolment objectives for Fall 2020, Summer 2021, and are positioned for success this fall, 2021.

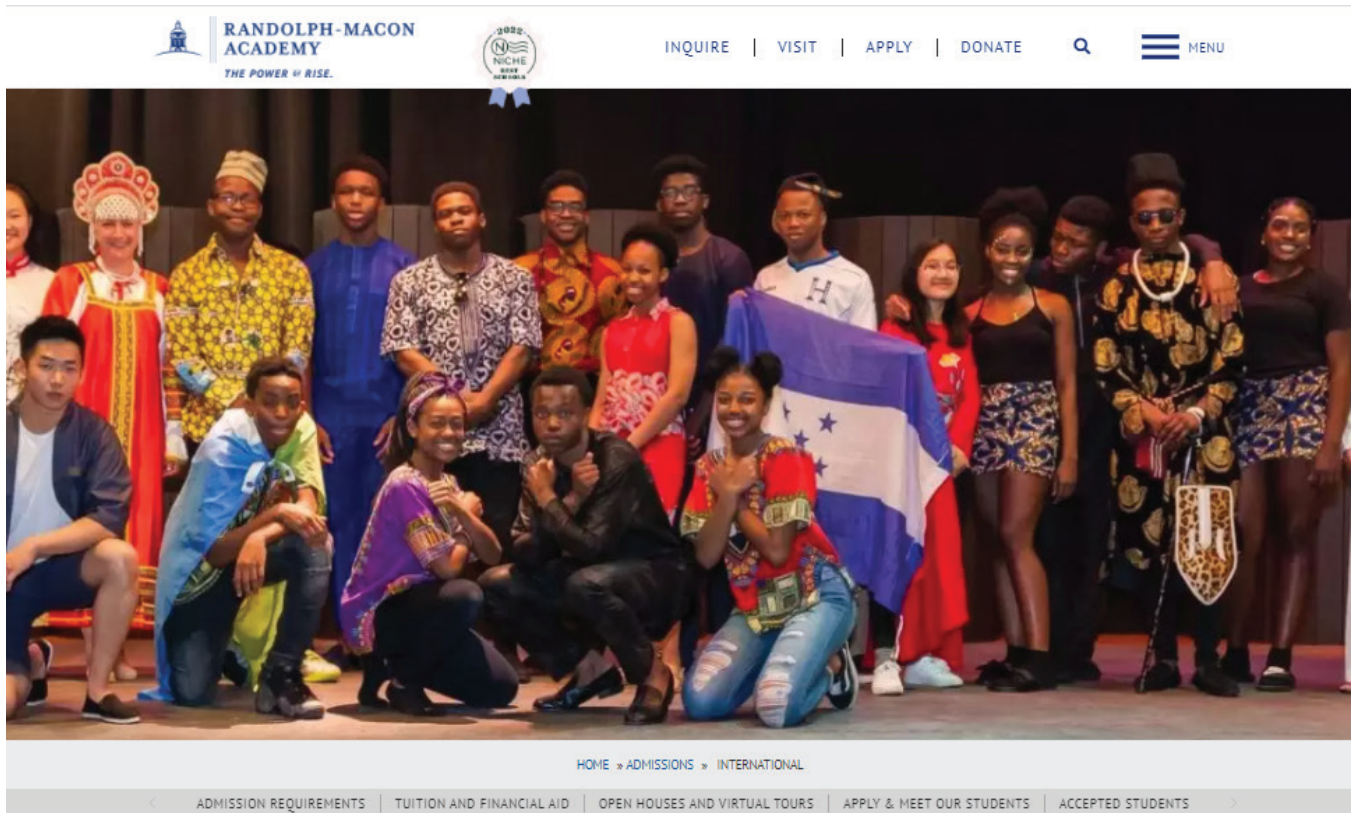


July 1, 2020 - July 1, 2021

Leads: 1,769

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Overall, R-MA's expectations were exceeded through a close collaborative partnership, effective on-point strategy that addressed their specific business problem, and enabled the delivery of successful results in lead generation and brand building. Key ingredients to this success story were based on active listening, gathering insights, building a plan to meet their objectives, and the effective delivery of a tailored solution. By listening to the client's evolving needs, and providing ongoing counsel, we were able to ensure the solutions that were proposed and implemented fully addressed the problem to meet their needs and objectives.



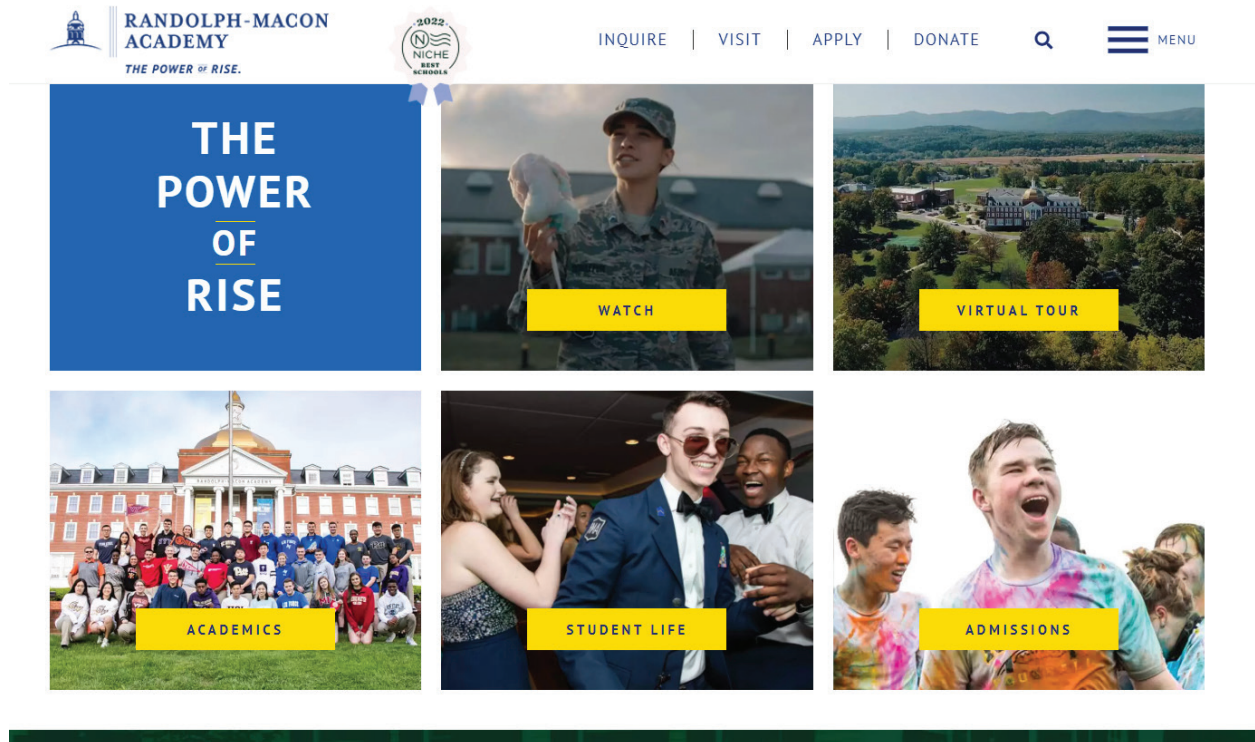
INTERNATIONAL ADMISSIONS

Randolph-Macon Academy welcomes International Students. For several years, 800+ students from 20+ countries have called the R-MA campus their home during the school year. We are incredibly proud of our student body which undoubtedly contributes to our school culture.

Meet our International Students below!

 CHINA: SIBO YANG	 LIBERIA: GODFREY DELANEY	 MEXICO: INAKI SANUDO MALDONADO	 NEW ZEALAND: JEFF YAN
 SOUTH KOREA: ETHAN PARK	 SAUDI ARABIA: SULAIMAN ALHARBI	 VIETNAM: DANG KHOA LE	 MEET OUR DOMESTIC STUDENTS

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IMPLEMENTED SERVICES

- » Inbound Marketing (social media and blog content creation)
- » Website Development
- » Paid Advertising (Google Ads and Facebook Ads)
- » Content Strategy
- » Analytics

IN THEIR OWN WORDS

“R-MA began conversations with HEM during the height of the pandemic with global anxiety, especially in education. At R-MA, this was also a time of great uncertainty as enrollment was declining after several years of increases. During this time, HEM & R-MA had candid conversations about R-MA’s strengths and weaknesses, and how HEM can provide digital services to truly tell R-MA’s story.

HEM’s ability to take media collateral and transform the message into a visibly appealing package is of high standard. However, what makes HEM truly stand out is their ability to make sure messages reach key audiences. HEM works to increase the odds of the message being seen by your target audience. This, by far, is HEM’s greatest asset. The results have been tremendous. From May until August 2020, we enrolled over 115 new students leading to an increase in enrollment. We’re pleased to have the same number of contracts signed (with deposits) for the Fall 2021 semester as we did for the previous Fall 2020 semester. We also now have twice the number of Summer School students this year. ”

~ Sung Chu, Director of Enrollment Management