

How a Dual-Audience Strategy Drove Enrollment Growth for a Regional Alternative Education Network

Industry: Education (Alternative / Non-Traditional)

Channels: Meta, TikTok, Snapchat, YouTube Shorts



Client Goal: Increase student enrollments by influencing both teens (students) and parents (decision-makers) through a coordinated, multi-channel strategy.



Through their partnership with AdMax Local (AML), a regional **alternative education network** was able to increase enrollment in various California markets.

AML built a strategy around **Meta, TikTok, Snapchat, and YouTube Shorts** for the client.



The Challenge

In contrast to more conventional campaigns, this one needed to win over **two separate demographics** at the same time:

- Teens for discovery, interest, and intent
- Parents for trust, validation, and ultimate decision-making

This introduced a unique set of challenges:



Inability to specifically target users under the age of 18 on important platforms



Increasing CPMs in less populous, more densely populated areas, such as Antelope Valley



Creative fatigue in highly competitive social environments



Disjointed messages across platforms that failed to portray the decision-making process inside families

Without a unified strategy, campaigns ran the danger of either attracting students without converting parents or targeting parents without generating student interest which lead to inconsistent conversions.



Our Strategy

To influence both sides of the enrollment decision and match each platform to its most effective role, we adopted a **dual-audience, full-funnel strategy**.

1. Student Demand Generation Through Creative-Led Discovery

We used **behavior-driven platforms** to reach teenagers on YouTube Shorts, Snapchat, and TikTok. We switched from traditional targeting to creative as the main lever because of platform limitations on targeting minors.

- 5+ creatives always live on TikTok
- Short-form video optimized for each platform (5-30 seconds)
- Messaging centered on independence, flexibility, and student experience

This made it possible for the algorithms to:

- Determine active users based on their actions
- Improve delivery without depending on specific demographic targeting

We let the system identify teens through content engagement rather than explicitly targeting them.

2. Parent-Focused Conversion Strategy

Parents of teens were targeted across Meta (Facebook & Instagram) and TikTok

(older audience segments).

Messaging and creativity changed to address:

- Academic results and legitimacy
- Adaptable educational settings
- Long-term success, safety, and structure

We made use of:

- Carousel ads to showcase the advantages of the program
- 10- to 15-second short videos with compelling hooks
- Clear calls-to-action focused on enrollment and sign-ups
- TikTok hashtags such as #AlternativeEducation, #AcademicSupport, #RaisingTeens, and #HighSchoolOptions amongst others targeted at parents to reach the right parents and layer in intent

3. Geo-Specific Execution Across Markets

Campaigns with **different audience sizes and dynamics** were implemented in dozens of California regions. Scale and efficiency were made possible by larger marketplaces, while Antelope Valley and other smaller markets needed more careful optimization.

We made the following adjustments:

- Rotating creatives more frequently in smaller geos
- Controlling frequency to prevent saturation of the audience
- Accepting higher CPMs when there were audience restrictions

This guaranteed that performance would not fluctuate despite market-specific constraints.

4. Structured Creative Testing Framework

The main factor influencing performance on all platforms was **creativity**.

- 5+ creatives running simultaneously on TikTok for continuous optimization
- 3-5 creatives to maintain efficiency on Snapchat
- 6-15 second videos with an emphasis on rapid interaction on YouTube Shorts

- A combination of short-form and carousel videos on Meta

Additionally, we found important performance insights:

- Videos that were shorter increased engagement and completion rates
- Creative variety decreased CPC and increased CTR
- Videos that were too long (30-40 seconds or more) caused drop-off



Results

The campaigns produced **significant enrollment growth in all markets** by matching platform responsibilities and message to each audience:



**+52% increase in
landing page sign-ups
YoY**



**+38% increase in total
enrollments YoY**



**-27% decrease in
blended CPC despite
rising CPMs YoY**

AML turned a difficult targeting problem into a **scalable growth model** by developing a plan that simultaneously addressed parents and students. The campaign produced significant **increases in engagement, sign-ups, and enrollments across all markets** by utilizing **conversion-focused messaging** to engage parents and creative-led discovery to reach youth.

This strategy increased productivity and maintained performance year over year despite platform constraints and growing media expenses. In the end, it demonstrated that education marketing effectiveness necessitates influencing the entire decision ecosystem rather than just one target.