



Rocking the Numbers:

School of Rock Achieves High Conversions with Enhanced Google Ads

School of Rock, a renowned music education franchise, faced challenges in increasing student enrollment through digital marketing channels.

They partnered with AdMax Local to optimize their Google Ads campaigns and achieve better results.



The Challenge

Before the changes implemented by AdMax Local, School of Rock experienced low spending and very low conversion rates from leads to enrollments.

The goal was to significantly improve the effectiveness of their Google Ads campaigns to drive higher enrollments and better utilize their marketing budget.



The Strategy

AdMax Local focused on increasing ad spending while optimizing campaign elements to improve lead quality and conversion rates.

The approach was data-driven, leveraging historical performance data and ongoing analysis to refine targeting, ad copy, and bidding strategies.



To achieve the desired outcomes, AdMax Local implemented several specific tactics:

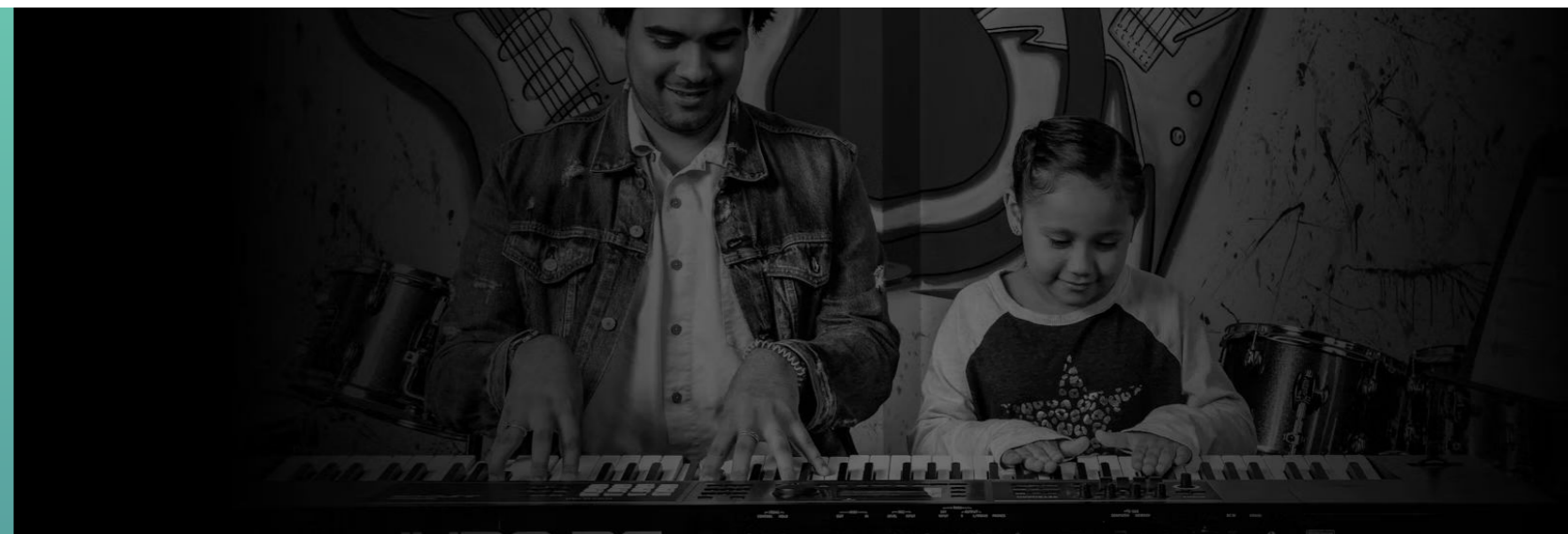
- **Increased Ad Spend:** A 117% increase in ad spend was approved to boost campaign visibility and reach a larger audience. This was a calculated decision based on expected returns.
- **Targeted Keyword Optimization:** Extensive keyword research was conducted to identify high-performing keywords related to music education and lessons. Negative keywords were also implemented to avoid irrelevant traffic.
- **Ad Copy and Creative Enhancements:** The ad copy was revamped to include compelling calls-to-action and highlight unique selling points of School of Rock, such as expert instructors and performance-based learning. Ad creatives were updated with engaging visuals of students and instructors.
- **Bid Strategy Adjustments:** AdMax Local shifted to a more aggressive bidding strategy for high-value keywords while using automated bidding tools to optimize for conversions. This included setting higher bids during peak times when parents are most likely to search for extracurricular activities for their children to match with landing page content created by AdMax Local.
- **Geographic Targeting:** The ads were geographically targeted to areas with higher concentrations of families and schools, ensuring that they reached the most relevant audience.
- **Continuous Monitoring and Optimization:** The campaign was closely monitored, with regular adjustments made based on performance data. A/B testing of ad variations helped identify the most effective combinations.



The Results

The Google Ads campaign for School of Rock yielded outstanding results. Over the campaign period from February 2017 to December 2022, there was a 117% increase in ad spend, which resulted in a 176% increase in leads. This significant improvement in lead generation was accompanied by a substantial increase in enrollments, demonstrating the effectiveness of the optimized campaign strategy.

The enhanced targeting and compelling ad creatives significantly boosted engagement, leading to a higher conversion rate from leads to enrollments. The success of this campaign not only increased the number of students enrolling in School of Rock but also reinforced the value of strategic investment in digital advertising.



The Conclusion

The Google Ads campaign executed by AdMax Local for School of Rock showcases the power of targeted and data-driven digital marketing strategies.

By increasing ad spend, optimizing keywords and ad copy, and continuously refining the campaign, School of Rock was able to achieve substantial growth in enrollments and better utilize their marketing budget.

This case study highlights the importance of strategic planning and execution in digital advertising to achieve business goals.