

CASE STUDY



SITUATION

8fold was asked to help an online educational service attract more high school students as customers.

ASSESSMENTS

8fold conducted in depth phone interviews with client customers, both Moms and high school students, to better understand:

- ➔ decision-making...
- ➔ vetting process...
- ➔ behavior and interaction with education courses.

Their interaction with different media type such as social and online advertising, in addition to pay per click and SEO, were also explored.

It was determined through the interviews that Moms were the biggest decision makers and were influenced both by price and their referral networks.

RECOMMENDATIONS

8fold recommended that the client test a 10-week blog campaign that would include sponsored posts by 10 female bloggers with “mom” followers upwards of 18,000 unique visitors each. Since bloggers carried a high level of credibility with their target audiences, this plan was recommended over advertising. The selected bloggers were from the targeted geographic region and had teenage children.

The bloggers would review the online course themselves and/or share it with their teenagers then write a sponsored post. They were also asked to share a link to a survey in order to help quantify the results that were uncovered during the phone interviews. In turn, their visitors who completed the survey would be entered into a gift card drawing. They were also asked to share the link to their blog post via their social networks.

RESULTS



TOTAL UNIQUE MONTHLY VISITORS REACHED

188,252

INSTAGRAM FOLLOWERS REACHED

6,757

FACEBOOK FANS REACHED

101,281

TOTAL NUMBER OF SURVEYS COMPLETED

662

TWITTER HASHTAG IMPRESSIONS

2,656,045

TWITTER FOLLOWERS REACHED

73,958

TWEETS

1,369

NUMBER OF CONTRIBUTORS

349



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