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How A Non-Profit Increased Registrations by 138% with Social Media Advertising

a social media advertising case study

Philanthropy University

Nonprofit Learning Platform

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Introduction

Philanthropy U is a nonprofit global learning platform. They offer free courses on any topic a nonprofit could desire. But they needed to reach more small nonprofits.

WebMechanix and Philanthropy U set the goals of getting their cost per lead under $5 and cost per course registrant under $10. It wasn't going to be easy since the cost per lead was $20.46.

180%
increase in leads

67%
decrease in cost per lead

138%
increase in completed registrations

How We Did It

Our team restructured the account to streamline our advertising funnel, eliminating audiences that were too broad or un-affiliated with a nonprofit. We also reduced the budget of an audience taking up too much reach from other audiences. Additionally, we updated our messaging, reducing slang and jargon to make our content understandable for non-native English speakers.

The numbers trended in the right direction, but we still weren't on track to meet the client's goals for the quarter. With that in mind, we turned our focus to redesigning their course registration page, a key page where leads enter their email and get prompted to create an account via email.
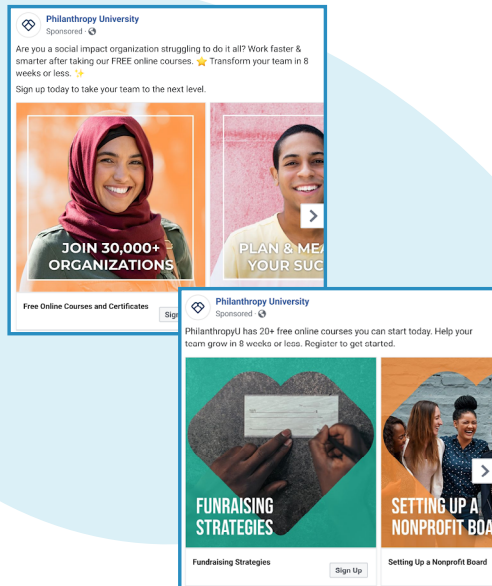
Their old registration flow had too many pages to fill out, no autofill functionality, tracking issues, and technical bugs. They turned the page into a bug-free pop-up modal, reducing user confusion.

Simultaneously, we launched an ad strategy to promote their courses by showcasing

testimonial videos to "top of funnel" prospects. After prospects see that, they're retargeted with a carousel ad.

The original ad beat the response of any new ad we threw at it for six months, but we kept testing until one succeeded in beating the reigning champion, which made a huge difference towards our goals.

before

after

Since people don't always act the first time they see something, we added remarketing as well. Initially, our client was unsure about remarketing because they saw it as spending more money on people they've already spent money on. We agreed to dip our toe into remarketing, demonstrated ROI, and gradually won them over. As they saw the data, the client let us add to our remarketing budget and strategy.

Discoveries

Our updated advertising strategy focused on the inclusion of qualifying copy designed to weed out less-qualified leads, and, when combined with tightly-focused targeting and brightly-colored imagery, our strategy delivered real results. Completed course registrations increased 138%, cost per completion decreased by 61%, leads increased by 180%, and cost per lead decreased by 67%.

The Bottom Line

Philanthropy U set out a challenging goal: Reducing the cost per lead while attracting more prospects. It was a tricky balance to scale and focus on lead quality. Ultimately, plenty of testing, retargeting, and data-backed decision-making helped us find the right mix to hit our goal.

As the client saw better results, we obtained more freedom to test what we wanted and bring even better results. Philanthropy U is very happy with WebMechanix and trusts our capabilities and service.

"Their talented team is extremely bright and knowledgeable about the latest in digital marketing. They are invested in building long-term relationships with their clients, and it shows. WebMechanix tops my list of high-performing digital marketing agencies and I seize any moment when I can recommend them."

– Paige Dearing, Director of Marketing

Contact us:

1.888.932.6861

or visit

webmechanix.com

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