OVERVIEW

COMPANY
Orinda Academy is a college preparatory school for grades 8 through 12 dedicated to enabling students to be successful, responsible and prepared for a bright future.

CHALLENGES
The team at Orinda Academy wanted to get involved in social media and digital marketing to reach prospective families and students online. They realized it was time to update their marketing plan to reach both these audiences.

SOLUTIONS
Orinda Academy started using ReachLocal’s search engine marketing solution then added ReachLocal’s web presence, website and lead conversion solutions to reach more prospects online, improve their website and track exactly where leads were coming from.

RESULTS
- Increased leads and calls from search engines and their website
- Connected with more than 300 alumni via social media and increased web presence
- Tracked calls and leads directly to online marketing efforts

"We found that after we started working with ReachLocal, enhanced our online marketing efforts and had a greater online presence that our inquiries increased, that people were responding online and we were getting calls that could be directly traced to our online presence."

Ron Graydon, Founder and Head of Orinda Academy
Orinda Academy is increasing their reach through ReachLocal’s digital marketing solutions.

Orinda Academy is a small, college preparatory school for grades 8 through 12 located in Orinda, California. Orinda Academy is a tuition-based school, which means enrollment needs to grow or remain consistent for the school to thrive. After using costly traditional marketing tactics and seeing few results, Ron Graydon, Founder and Head of Orinda Academy, knew it was time to look at online marketing to reach prospective students and families. Graydon wanted to grow enrollment, connect with alumni, and enhance the school’s web presence through social media and an updated website.

**Solutions**

Graydon and Laurel Evans, Director of Admissions, were approached by ReachLocal and offered an array of digital marketing solutions to help them meet their goals of reaching more prospective students and families. They began by using ReachSearch™ for search engine marketing and noticed an immediate increase in calls and website visits. Next, they wanted to work on their online presence, so they started using ReachCast™, ReachLocal’s web presence solution. Graydon and Evans then decided to redesign their website and used ReachSite™ and ReachEdge™, ReachLocal’s website and lead conversion software to make their website more user-friendly and optimized for mobile devices. They also wanted to make sure that their improved website could not only attract more prospective students and families, but also convert those prospects into students at Orinda Academy.

**Results**

After using ReachLocal’s suite of online marketing solutions, Graydon and Evans noticed more calls and leads coming from their search engine marketing, social media pages and their website. By using ReachLocal’s reporting and tracking features, Graydon and Evans were able to attribute calls and leads directly to their online marketing efforts.

Through Orinda’s social media sites, Graydon says he has been able to connect with over 300 alumni and share their success stories with current students to give them an idea of what they can achieve. “Having ReachLocal help us in the social media aspect has been immensely helpful because we know that when we send them any sort of content they’re reaching all the different avenues and making sure that we’re getting out there,” said Evans.

Graydon and Evans have been pleased with the level of service they’ve received from ReachLocal. “I enjoy being able to trust that they are able to provide a comprehensive program for us,” said Evans. They said they feel confident knowing they have a team of digital marketing experts behind them to optimize and improve their current marketing campaigns.