

NOBEL LEARNING COMMUNITIES, INC

Overview

COMPANY

Nobel Learning Communities is a network of more than 180 private preschools, elementary schools, middle schools, and high schools. Nobel Learning schools are characterized by high quality, well-rounded curriculum, caring and skilled teachers, and personalized attention for each student. Nobel Learning schools also offer before- and after-school programs and the Camp Zone® summer program.

CHALLENGES

Nobel Learning Communities wanted to increase marketing ROI and needed a way to track advertising across its 19 brands in different markets around the country.

SOLUTIONS

ReachSearch™ search engine advertising
ReachRemarketing™ remarketing advertising

RESULTS

- Improved tracking of ad responses
- Increased advertising ROI
- Simplified multibrand, multilocation online advertising management
- Enhanced flexibility to tailor local ads



"ReachLocal is the embodiment of a company that is both high-tech and high-touch. Their technology platform frees the account team to focus on us. They attend our annual conference, taking time to talk with our principals and immersing themselves in our business. They are passionate about understanding our strategy and culture so that they can better support school marketing efforts."

Shari Anisman, Vice President Marketing

Nobel Learning Communities Increases advertising ROI with ReachLocal SEM

Nobel Learning Communities is a network of more than 180 private schools, with a commitment to outstanding preschools, K-8 schools and private high schools.

CHALLENGES

The marketing team at Nobel Learning Communities recognized that parents were increasingly looking online for information about private schools and childcare programs. They also knew that managing search advertising across 19 different brands in more than 15 states presented inherent challenges. Each school required a unique approach targeted to its local market. In addition, it was difficult for Nobel Learning Communities to track the return on their advertising investment.

“We wanted a way to handle the complexity of advertising many brands in multiple markets from a centralized corporate office,” Shari Anisman, Vice President of Marketing, explains. “We were looking for a partner that could provide search engine marketing, in-depth analysis, and the business acumen to help us achieve a healthy ROI.”

SOLUTIONS

Nobel Learning Communities found the right solution with ReachLocal. ReachSearch™ search engine advertising helps Nobel Learning Communities schools appear in the sponsored listings of the search results when parents look for schools or childcare programs near their neighborhoods. And ReachRemarketing™ advertising draws return visits to the schools’ websites to encourage higher enrollment numbers.

ReachLocal’s technology platform provides exceptional tracking capabilities. Anisman and her team can see which ads are receiving responses. They can track and listen to calls that result from phone numbers strategically assigned to ads.

RESULTS

ReachLocal’s knowledgeable team, backed by advanced technology, helps Nobel Learning Communities implement local online advertising campaigns efficiently from the corporate office. ReachLocal’s sophisticated tracking and detailed reporting give Nobel Learning Communities information that they can use to tailor search advertising efforts and maximize ROI. They can continuously recalibrate search advertising strategies for each school and brand across different markets. They can quickly spot trends such as popular search terms or the peak periods for inquiry phone calls, which in turn enables Nobel Learning Communities to adjust ad wording and admissions call center schedules, for instance.

The ability to better track online advertising has given Nobel Learning Communities valuable insight into the services and programs customers are seeking and the search terms they are using to find them. “We can better understand what the parents in each of our communities are looking for,” says Anisman. “Then we can prioritize and tailor our communications to better represent the ways in which we are able to meet their needs, which helps us get more of a return on our advertising dollars.”

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