Santa Ana College in Orange County, CA provides academic programs and top-ranked student services to help its students prepare for their careers or advance their studies by getting their associates degree.

**Challenges**
The team at Santa Ana College was interested in using Facebook advertising to reach their target age group and attract more prospective students, but they were unsure how to set up their campaign and run it successfully.

**Solutions**
Santa Ana College was working with ReachLocal for their paid search advertising campaign and felt it was a natural fit for ReachLocal to run Facebook advertising for them. The ReachLocal team set up a Facebook advertising campaign for them to reach their target audience, increase page likes and drive enrollment applications.

**Results**
- Reached 113,422 prospects
- Received 2,807 ad clicks
- Generated 138 new page likes
- Recorded extremely high engagement by user experience

"Our ad program has been very successful, driving engagement and enrollment applications. Facebook is very important for higher education and reaching prospective students."

Judy Iannaccone, Director of Public Affairs and Publications, Santa Ana College
Santa Ana College provides students in the Orange County, CA area with the resources and education they need to reach their career or academic goals. Additionally, they are the one top associate degree producers nationally for minority students.

**CHALLENGES**

Santa Ana College in Orange County, CA helps students reach their academic and career goals through various academic programs and top-ranked student services. They are the one top associate degree producers nationally for minority students. Judy Iannaccone, Director of Public Affairs and Publications, said the school was looking for a way to reach their target audience through Facebook advertising, but they weren’t sure how to set up or run their campaign successfully and realized the ongoing management would be time consuming for them.

**SOLUTIONS**

After searching for an advertising agency to help them with Facebook advertising and provide the assistance they needed to be successful, ReachLocal contacted them about advertising on Facebook. They were already working with ReachLocal on their paid search campaign through ReachSearch™, so Iannaccone says it was a natural fit for ReachLocal to run this advertising program for them as well. The ReachLocal team set up Facebook advertising, provided creative direction as needed and answered questions so Iannaccone and her team could better understand Facebook advertising.

**RESULTS**

After running Facebook advertising, Iannaccone says they reached 113,422 prospects, received 2,807 clicks on their ad and generated 139 new page likes. She says Facebook advertising has been helpful in driving engagement and enrollment applications. Iannaccone also says they’ve been happy with the results they’ve seen through their Facebook advertising campaign and knows that the guidance, expertise and reporting ReachLocal has provided is invaluable for their program.

“I don’t have time to produce reports or understand them, so they keep our campaign on track and share the results,” Iannaccone says.

As a result of working with ReachLocal, Iannaccone says Facebook has also become easier for them to understand, which is important because Facebook advertising has provided a way for them to reach prospective students and will continue to be important for their marketing efforts in the future.

“We thought a long time about using Facebook to drive enrollment but haven’t had the time or expertise to manage it ourselves. The agency approach didn’t work for us, but ReachLocal has provided the right level of expertise and service to make this simple for us - and it’s delivering results,” says Iannaccone.