

# ASC English School

# ASC

ENGLISH

Founded in 1993, ASC English School teaches English as a second language to international students in Boston, MA, in order to prepare them for college in the United States.



INDUSTRY

**Education**

IN BUSINESS

**Since 1993**

CUSTOMER

**Since 2013**

BUSINESS TYPE

**Multi-Location**

## CHALLENGE

ASC English School's president, Carl Nelson, knows that location is important for success. And in this day and age, a good location means visibility online where people are spending so much of their time. He knew that in order to increase student registration, he needed to market his business online and on Facebook, but he wasn't sure where to start, so he turned to ReachLocal.

## GOALS

- ✓ **Grow online presence on Facebook, top search engines, and directory listings**
- ✓ **Get more new students registered**
- ✓ **Target international students through new strategies**

## SOLUTIONS

ASC English School is running a comprehensive digital marketing strategy powered by ReachLocal, with solutions including **ReachSocial Ads** for Facebook advertising, organic social media management with ReachLocal's social add-on, **ReachDisplay GeoFence** for local mobile advertising, **ReachSEO** for search engine optimization, **ReachEdge + ReachSite** for powerful lead management and a smart website, **TotalLiveChat** for website chat, **ReachSearch** for search advertising, and **ReachListings** for directory listings management.

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**Carl Nelson**  
President  
ASC English School



ReachSocial™ Ads Social Add-On



ReachEdge™

ReachDisplay  
GeoFence™

ReachSite™



ReachListings™



ReachSEO™



ReachSearch™



TotalLiveChat™

### FACEBOOK DAILY AVERAGE REACH OF ALMOST 1,100 FOR AD CAMPAIGNS



**GENERATED 8 LEADS**  
in the first 6 days  
from Lead Ads



**7% ORGANIC PAGE GROWTH**  
in 6 months



**1.4K ORGANIC ENGAGEMENTS**  
in 6 months



**MORE THAN 35K ORGANIC REACH**  
in 6 months

## RESULTS

Working with ReachLocal has allowed ASC English School to grow substantially over the last four years. Nelson attributes up to one-third of his students registering as a result of his comprehensive digital marketing approach powered by ReachLocal. In fact, they are so successful generating leads with digital marketing, that now one of his employees spends about 60% of her time reaching out to leads that come in from ReachLocal solutions alone.

Of the solutions ASC English School is running, the combination of Facebook advertising through ReachSocial Ads and organic social media management through ReachLocal's social add-on has been especially helpful in reaching prospective students and growing a community of current students.

Because ASC English School is targeting an international audience, Facebook advertising gives them the ability to reach prospects at a large scale where they're spending their time online. And, because ReachLocal manages every aspect of their Facebook advertising from creating the ad, to choosing the right campaign, to set up, setting the campaign live, and optimizing the campaign to improve performance, the team at ASC English doesn't have to spend valuable time dealing in the minutiae of the day-to-day management. Instead, they can focus on contacting those new leads and getting new students registered.

"We knew we needed to be more prominent on Facebook through Facebook advertising, so ReachLocal offering that solution allows us to reach the market we need to without it taking too much time for us," said Nelson.

The organic Facebook page management through ReachLocal has also helped ASC English School attract new students and cultivate a community of current students. Seeing a positive community of learners through Facebook is important for many prospective students who may be traveling away from family and friends for the first time. ReachLocal is constantly updating ASC English School's

page with fun student activities, helpful information about upcoming tests or college application deadlines, and highlights about current student successes.

"Facebook marketing through a paid and organic strategy has allowed ASC English School to be more visible, and we've seen more traffic and phone calls coming in as a result of our work with ReachLocal," said Nelson.

ASC English has been able to see the direct impact their ReachLocal-led Facebook marketing campaign has had on their business through robust reporting and a lead management system that allows them to track leads through the full marketing and sales funnel.

"ReachEdge lets us see who is contacting us because of Facebook, and I can easily categorize those leads so I know who to follow up with, who to send more information to, and who is ready to register now," said Meredith Robinson, Lead Intake at ASC English.

ReachEdge has been especially helpful in managing the leads that come in through Lead Ads. Prospects are able to submit their information directly through Facebook, and Robinson can easily follow up with them using ReachEdge's lead inbox and marketing automation features.

"Capturing leads' information directly from the Facebook platform is great, and ReachEdge helps me close those leads quickly," said Robinson

The combination of professionally managed advertising and social campaigns along with powerful lead management has made Facebook a cornerstone of ASC English's marketing strategy that has consistently helped them drive growth, register new students, and build a valuable online community.