



# Digital Marketing for Military School

## PROJECT DETAILS

 Digital Marketing

 Sep. 2020 - Ongoing

 \$50,000 to \$199,999



*"We are very impressed with the level of service provided by Ignite Visibility."*

## PROJECT SUMMARY

To improve the enrollment rate, a military school hired Ignite Visibility for their digital marketing services. The team works on SEO, PPC, web design, PR, content development, and more.

## PROJECT FEEDBACK

Thanks to Ignite Visibility's help, the client has seen a significant increase in enrollees and applications and an improvement in website visitors. The team works closely with the client, providing updates, feedback, and constant support. They're also friendly, flexible, and knowledgeable.



## The Client

Please describe your company and your position there.

Army & Navy Academy is an College prep military school for boys grades 7-12.

## The Challenge

For what projects/services did your company hire Ignite Visibility, and what were your goals?

To increase enrollments, build web presence, digital PR, SEO, Google analytics, paid media, display remarketing, assistance with blogs web design infographics etc.



Director of Admission, Army & Navy Academy



Education



51-200 Employees



Carlsbad, California

### CLIENT RATING

5.0

Overall Score

Quality: 5.0

Schedule: 4.5

Cost: 4.0

Would Refer: 5.0



## The Approach

How did you select this vendor and what were the deciding factors?

We searched for similar companies throughout the country. We met with Ignite and were impressed with them from the start. We also considered that they were a local company.

Describe the scope of work in detail, including the project steps, key deliverables, and marking tools used.

Ignite analyzed how we were approaching digital marketing/SEO/Google Analytics etc. and clearly laid out how they would assist us.

How many resources from the vendor's team worked with you, and what were their positions?

Although we have two main points of contact, two specialist that specialize in Google analytics, SEO, paid media, digital PR. It is not uncommon for several other ignite representatives to join our weekly meetings and to assist in managing our needs.

## The Outcome

Can you share any measurable outcomes of the project or general feedback about the deliverables?

We have seen an increase in visits to our website, application submissions and request for information.

How effective was the workflow between your team and theirs?

We have weekly meetings with Ignite. The working relationship has been outstanding. The Ignite team is friendly, knowledgeable and easy to work with. We all enjoy the partnership. We are very impressed with the level of service provided by Ignite Visibility.





What did you find most impressive or unique about this company?

Ignite is always ready to help. Even as we explore new ideas and change directions.

Are there any areas for improvement or something they could have done differently?

None at this time

