

# School for Health & Wellness Drives Hundreds of Leads Toward Enrollment

212  
CASE  
STUDY

As a small institution in northern Indiana, Trinity School of Natural Health needed a way to promote its online courses across the nation—not just in the local community. 212 Media Studios devised an engaging, affordable strategy that targeted Trinity’s exact audience in order to deliver almost 1,000 new leads in just six months.

## Client 01



**Trinity School of Natural Health** offers complete natural health education to enable people to pursue holistic wellness. To encourage healthy habits through the development of the physical, emotional, and spiritual aspects of the whole person, Trinity offers a wide variety of online courses and certifications for students.

## Problem



With its evolving enrollment schedule, Trinity was struggling to draw in new leads consistently. The communications team didn’t have the bandwidth to interact with current students or nurture new leads. Trinity’s database contained hundreds of contacts who had previously expressed interest, but the school lacked a sufficient follow-up process to move leads down the marketing funnel.

*“We knew we weren’t engaging our leads to their full potential,” says Katie Schaffer, marketing coordinator at Trinity. “We called 212 Media Studios because we’d heard of their success not only in our community, but also with other schools across the country.”*

Trinity needed an effective way to manage its current leads and garner interest from new contacts—and 212 could do both.

## Solution



Because Trinity’s target demographic could be anywhere in the United States, 212 designed an advertising strategy that would attract attention nationwide. The draw of online classes in natural health practices would be especially appealing to women who spent a lot of time interacting on social media, so an in-depth social media strategy was created to target the demographic’s key platforms, including both Facebook and Instagram.

212 also designed an email campaign to engage potential students with interesting, relevant content. Using the list cultivated from the ad campaigns and Trinity's collection of previously interested contacts, 212 served emails directly to leads who were most likely to be interested in learning more, which enabled Trinity's team to focus on following up to discuss enrollment.

*"212 took the pressure off of our marketing staff by handling all our lead generation," says Schaffer. "We didn't have to worry about running ads or engaging new prospects because we had a consistent flow of leads coming in from 212's campaigns."*



## 04 Results



Because of 212's detailed targeting strategy, Trinity received almost a thousand new leads within just six months of partnership. As various enrollment deadlines approached, Trinity had a wealth of potential students to fill the gaps—and their marketing team's sole focus was on interacting with students.



# 212 CASE STUDY

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Managing all the moving pieces of a marketing campaign is hard work—and our team can ease that burden for you. While you focus on engaging with your prospective customers, we'll design an effective strategy to provide a consistent stream of leads. Let us work behind the scenes while you handle your most important responsibilities. [Contact us](#) to get started.

*“Before 212 created our strategy, they took the time to get to know our ideal audience—which means we didn’t have to worry about whether or not the leads they provided would be valid,” says Schaffer. “Thanks to 212, interested prospective students reached out to us, rather than us having to reach out to them.”*

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