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Richard McKenna
case study

Richard McKenna Online Charter High School

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Richard McKenna
Online Charter High School
Serving Online Students in Idaho Grades 9-12
Register Now

Client Overview

Richard McKenna Online High School provides flexible, accessible education for students nationwide, focusing on academic excellence and student success. As a fully online institution, they face unique challenges in attracting and engaging students in a competitive market.

Objectives

Before partnering with Kreative Webworks, Richard McKenna Online High School struggled to grow its enrollment consistently. The school sought to:

- Increase enrollment for summer school and the 2023-2024 and 2024-2025 academic year.
- Enhance its online presence and lead generation capabilities.
- Improve communication with prospective students and families.

RESULTS

Enrollment Growth
- October 2023: 265 students → October 2024: 445 students (68% increase)
- December 2023: 295 students → December 2024: 461 students (56% increase)

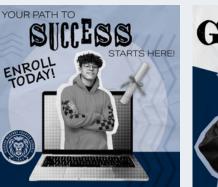**Lead Generation Metrics (June–October 2024)**
- Pre-Registration Form Fills: 153
- Inquiry Form Fills (Aug–Sept): 115
- Total Registrations Through Form Fills: 69

Summer School Campaign
- 56 new summer school registrations
- 23.8% conversion rate from pre-registration form fills

Key Sources of Enrollment
- Google Ads: 40 inquiries, 21 enrolled.
- Facebook Ads: 15 inquiries, 8 enrolled.

Solution

Over the past year, Kreative Webworks implemented a strategic, data-driven approach to boost enrollment and engagement:

Targeted Digital Advertising
- Google search ads targeted students and parents.
- Social media campaigns on Facebook and Instagram drove engagement and registrations.
- Retargeting ads re-engaged website visitors.

Website Design & Development
- Created new district and Online High School websites with user-friendly designs.
- Designed landing pages to support campaigns and capture leads effectively.

Website Optimization
- Added pre-registration, inquiry, and enrollment forms to boost lead capture.
- Enhanced SEO and ensured mobile-friendly functionality.

Data Analytics & Reporting
- Monitored performance metrics and enrollment trends.
- Delivered monthly reports with actionable insights.

Collaborative Strategy
- Worked monthly with the school to refine strategies and adapt plans as needed.
- Supported virtual events and referral programs to boost engagement.

Conclusion

Through its partnership with Kreative Webworks, Richard McKenna Online High School grew enrollment by 56%, from 295 students in December 2023 to 461 students in December 2024. This growth was driven by targeted digital marketing, a redesigned district and high school website, and optimized landing pages.

Kreative Webworks collaborated closely with the school on a monthly basis to strategize, plan, and execute tailored marketing initiatives. This partnership emphasized creativity and flexibility, allowing for adjustments and continuous optimization to meet the school's evolving needs.

With these comprehensive efforts, Richard McKenna Online High School is now well-positioned for sustained growth, enhanced student engagement, and continued success in serving its community.

YOUR PATH TO SUCCESS STARTS HERE!
ENROLL TODAY!

It's time for you to Graduate!
Register by December 16th for maximum credits!

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