

# Sylvan Learning, Inc. Center

## Company Background

Sylvan Learning, Inc. (“Sylvan”) Center is a leading provider of in-center and live, online tutoring to students of all ages, grades and skill levels, through a network of independent franchises. Jumpcurve Online is the agency that’s been coordinating Sylvan’s national display advertising for the past three years. “Facebook has been part of the test phase of any buy with many of our clients,” says Jumpcurve’s Doug Weeks.

## Objective

Jumpcurve’s Facebook campaign for Sylvan focused on generating leads; the end goal was to get users to submit their details to Sylvan in order for the Center to follow up. According to Doug, the complexity of the product – “it’s not an impulse buy, like a diet pill” – meant that Facebook was quickly optimized out in the past, because it didn’t produce leads or sales; now, however, the ads are producing what Doug calls “highly qualified direct response leads.” He credits this to a change in Facebook’s user demographic and user interaction: “I think there is a more mature audience on Facebook now who feels it’s OK to interact with brands when they get a properly targeted ad. Also, the economics play well – you can do a lot of advertising and it’s not overpriced.”

## Facebook Executive Summary

### Client:



### Agencies Involved:



**Objective:** To generate leads for an online education franchise

**Solution:** Producing highly qualified direct response leads by using Facebook Ads targeting feature

### Key Lessons:

- Sylvan optimized conversion by running ads on days of the week most likely to have an impact
- The company used gender, age and location targeting to reach the right potential customers

*“Facebook has been part of the test phase of any buy with many of our clients.”*



*Doug Weeks, Jumpcurve Online*

## Approach

For Sylvan, Jumpcurve ran a selection of 25 display ads. The campaign used an external landing page, so the focus was simple: to get in front of the right demographic, make sure the economics worked, and concentrate on the ad copy and images. Jumpcurve took advantage of the specific targeting available on Facebook to tailor the ads based on Facebook users' gender and age. It then aligned that data with geographical information users disclose in their profiles to make sure potential customers were seeing ads that were the most relevant to them. Doug says he further maximized conversion and optimized his budget by running the ads during the days of the week that they were most likely to have an impact. Sylvan has mounted many previous online campaigns – “they know that Facebook is a big part of people’s lives now,” says Doug.

## Results

- Total impressions: Over 1 billion
- The campaign has met Jumpcurve’s cost-per-acquisition goals at a prospecting level, and it’s in their top 5 on the display side. “That’s great,” says Doug, “because it’s up against very content-savvy education sites, and it’s more than holding its own.”

## The future

In the light of the current campaign’s success, Jumpcurve is about to initiate a rebuild for future Sylvan campaigns on Facebook, featuring more integrated site features such as applications and sweepstakes arising out of Facebook’s enhanced and more effective targeting abilities. “We’ve brought a lot of ideas to Sylvan as to what they could be doing with Facebook,” says Doug. “It’s a good channel for them right now.”

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