

# William & Mary Experiences +300% Conversions from Creative Swap

The William & Mary School of Education illuminates a path towards transformative teaching and learning in the education sector. Steeped in history and known for academic rigor, the institution offers a blend of tradition and innovation, in a historic US city that adds to the deep legacy of the environment. Future educators are meticulously crafted into visionary leaders who will shape the minds of tomorrow.

## THE CHALLENGE

The School is a cornerstone of William & Mary, producing countless influential educators who have made significant contributions to the field. Throughout their partnership with Advance Education, it became clear that their visual identity needed to match its stature visually. The ads served were in-market long enough that they were experiencing diminishing returns, evidenced by fewer clicks, less interaction, and just satisfactory conversions. Recognizing the delta between the current creative collection and the authentic identity, we recommended a retooling of the creative collection to match the uniqueness of the experience with the university and School of Education's authentic vision.



William & Mary  
School of Education

## CREATIVE/VISUAL IDENTITY AND BRANDING

Because William & Mary is a prestigious public institution with a long and storied history, it possesses a valuable brand equity. The university's identity, characterized by a timeless aesthetic and a focus on tradition and excellence, plays a crucial role in communicating its distinct character and values. This identity, exemplified by the university's seal, its distinctive colors, and its classic typography, conveys a sense of history, prestige, and intellectual rigor.

## Products Included:

- Search
- Paid Social Media
- Display and Remessaging
- Email Marketing
- Creative



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**BRITNEY DOUGLASS,  
DIGITAL STRATEGIST**



BEFORE REFRESH



AFTER REFRESH




In today's competitive higher education landscape, a strong brand is more critical than ever. It serves as a powerful tool for attracting prospective students, faculty, and staff, while also cultivating a strong sense of community among the university's alumni and supporters. A well-defined brand identity helps to differentiate the William & Mary School of Education from its competitors, communicate its unique value proposition, and build a strong reputation within the academic and broader communities.

## THE OUTCOMES

The response to a creative refresh and swap was immediately realized in website traffic, conversion rates, and engagement with prospective students. "In my almost decade of working in digital, I have never seen conversions increase by 300% MoM from just a change in display creative. I was beyond excited to see how the power of an inspired creative refresh could impact this campaign so significantly while ultimately driving results for our friends at William & Mary," said Britney Douglass, Digital Strategist for Advance Education.

  
**FROM  
 .05 TO .16% CTR  
 FOR SPONSOR**

  
**+132%  
 IN NEW PROSPECTS  
 TO THE SITE**

  
**+300%  
 IN KEY EVENTS  
 MONTH OVER MONTH  
 FROM DISPLAY**

 **DISPLAY BECAME THE #4 DRIVING OF NEW PROSPECTS TO THE SITE, UP FROM #6 THE PREVIOUS MONTH**

The success of the William & Mary School of Education's creative refresh underscores the power of visual storytelling in higher education marketing. By aligning its visual identity with the school's prestige and values, and by creating compelling and engaging content, the school has effectively captured the attention of prospective students and driven significant growth in website traffic and conversions. This demonstrates that a strong brand and a well-executed creative strategy are essential for institutions seeking to thrive in today's competitive higher education landscape.