

# TuitionBids.com

## Objectives

College and High School Students, Ages: 16 - 24; and their Parents, Ages 40+  
Create buzz and awareness and drive sales leads for this startup website which helps students consolidate loans or get new loans from competing financial institutions.

## Creative Strategy

### Surround and Deliver Target Audience with Valuable Information

Fanscape worked with its partners and used their below-the-line marketing expertise to 1) locate targeted niche websites and social media destinations to reach the target audience and 2) execute powerful messaging focused on transparency and consumer education. To overcome the increasing fragmentation of the online marketing world, Fanscape fused online Content and Promotional Integration programs, Social Media techniques, dedicated emails from Fanscape's proprietary database, a pay-per-click (PPC) campaign, and display ad buys to create as many relevant touch points with the target audience as possible.

## Execution

### Smart, Relevant and Transparent Marketing

Fanscape's Social Media team used knowledge marketplace (user-generated Q&A) sites as well as social networking groups, pages and blogs to great effect. These efforts were complemented by branded contests on niche but well-trafficked blogs, editorial placements and branding impressions from a large media buy (keywords, contextual, blog ads, display ads) and a dedicated email to 100,000 16-24 year olds from Fanscape's database.

## Results

### Great Coverage and Quality Traffic

32 million branding impressions with over 40,000 clicks, 150 WOM placements, 26 editorial placements for over 2 million unique views, 8 contests adding another 3 million unique views, a 25% open rate on the Fanscape email (well above industry averages).

## ROI

### Relevant Message to a Targeted Audience Generates Superlative Conversion Rates

The traffic generated by Fanscape's effort was very high-quality, averaging multiple page views and several minutes on TuitionBids.com while delivering a 6.3% conversion rate about 3x the industry average, which was complemented by exceptional branding that will generate ongoing ROI.

# Case Study Library



**Client:** TuitionBids.com

**Agency:** Fanscape

**Budget:** 150,000

**Date of Campaign:** August 2007

**Case Study URL:** <http://www2.fanscape.com/tuitionbids/omma0808.html>