

client: NSCAD (Nova Scotia College of Art and Design)
A world renowned University searching the world
for students.



RESULTS

30%

Boost to SEM
Performance

+62%

email marketing
leads

7X

ROAS (return
on ad spend)



Objectives

After a successful rebrand campaign done by Tag in the previous years, NSCAD returned to Tag and was in need of a digital marketing strategy and campaign to get more online enrolment, both nationally in Canada and across Seas to retain international students.



Challenges

There was no bigger challenge for any business than when Covid hit. While the world was shutdown, and Nova Scotia had 'stay at home' restrictions in place, Tag and NSCAD had to work closely to implement a way for enrolment and recruitment to keep momentum.

Previously, NSCAD's enrolment was heavily focused on 'in-person' and campus / local recruitment with online enrolment on their website only and no outbound marketing.



Solutions

Utilizing available online recruitment tools, Tag created a drip campaign to reach out to high school graduates and International students. This included a heavy reliance on email marketing campaigns.

Tag also strategized an SEM campaign for individuals searching both locally and across seas, creating a very detailed keyword planner. The SEM was linked to unique landing pages developed by Tag.

OUR SERVICES INCLUDED

Digital Marketing

Including strategy, SEM, Display, Remarketing, Email marketing, Landing pages



"They {tag} understand the importance of having a unique proposition and how to get that message to our audience.

SARAH M MCKINNON, PHD
NSCAD

