



stellar results

get more leads with digital marketing

a case study featuring

Arizona Autism Charter Schools

organization



ARIZONA AUTISM
CHARTER SCHOOLS

Arizona Autism Charter School (AZACS) is the first tuition-free, public charter school in Arizona focused on the educational needs of children with autism. Their mission is to educate students with autism and related disorders using evidence based strategies grounded in the principles of Applied Behavior Analysis (ABA). This model will be delivered by highly trained teachers and staff. The goal is to make this high quality, specialized education accessible to all students with autism in the Phoenix Metropolitan area and beyond.



challenges

Tight Deadline

Time posed one of the main challenges, with just one week to launch landing page and Facebook Ad Campaign.

Limited Brand Awareness

Adapting to a New Education Model Due to the Pandemic



objectives



Increase Enrollment

Enroll an additional 50 students in AZACS' virtual learning programs



Increase Awareness

Increase awareness of AZACS' online learning programs



Reputation

Position AZACS as Arizona's 1st tuition-free, autism-focused public charter school.



Promote

Promote AZACS parent information webinars about their Online K-8 and High School programs.



Is your marketing ready to take off?

solutions

1

Raise Awareness

Landing Page
Facebook Ad Campaign

2

Amplify Presence

Google Display
Instagram

3

Engage & Animate

Campaign Posts
Webinar GIF Posts

4

Convert

Google Search

Multiple ad channels, regular social media posts, webinars and PR contributed to an always-on, successful campaign!



results

In a post campaign recap, it became evident that our process was successful. Not only did AZACS reach their initial goal of 50 new students, but they had to pause the campaign after just 2 months in order to manage the influx of leads!



80+ LEADS

Form Submissions



\$66 Per Conversion

FACEBOOK & INSTAGRAM ADS

51.6K **128.8K**

Reach

Impressions

GOOGLE ADS

1.6K

Clicks

149K

Impressions

2.9K

Landing Page
Visits!



Based on the success of the campaign, AZACS continues to work with Pixa to develop innovative approaches to marketing.

oh, hey there!

We'd like to introduce ourself ... or should we say selves?
Pixa is actually split into two mini brands, Pixa Creative & Pixa Direct.

Two is better than one, right? We like to think so.



Our super skilled marketing team that combines talented design with innovation and execution.



STRATEGY



DESIGN



DIGITAL
MARKETING

thinkpixa.com



Our print and mailing house where we're known for direct mail marketing, variable data print and our web-to-print solutions.



PRINTING
PORTAL



DIRECT MAIL
MARKETING



CORPORATE
PRINT

pixadirect.com

Think Pixa, your local full-service marketing & print resource