

LUC FLYNN



Marcus Sanford · 1st

Owner, Dad Jokes For Dad Bods

October 29, 2022, Marcus managed Luc directly

Luc is one of the best digital strategists I have ever had the opportunity to work with. I was grateful he joined our team at RNL to manage some of our most important campus partners. His experience and skill was evident in how quickly he jumped in to optimize campaigns and deliver excellent results for our clients.

Pay Per Click Campaign Advice and Optimization

★★★★★ 5.00 Jan 30, 2023 - Jan 31, 2023 

"Luc did an excellent job in explaining what was wrong and what was correct with my Ad campaign and helped with any correction that needed to be fixed. He is very knowledgeable, and you can tell he has the experience to be able to set up anyone on a path to success with a Google Ads account. I will be reaching out again if I ever need help, Luc will be my guy with all things Pay Per Click."

Case Study

PROJECT NAME:	Uni in DC
PROJECT DURATION:	24+ Months
Summary	Our partner was a university that had five graduate programs they wanted to grow. The campaigns were not performing due to mismanagement of the campaigns. I was brought in to increase the number of leads.

Within the time I've been managing their ads, I reduced their CPL by 80%, increasing lead flow by more than 2x.

Problem

- This partner's ad dollars were only generating leads at a \$250 CPL which is at the upper bounds for most competitive programs. Because of this, the Partner wanted to reduce their budget with us.
- Now their CPL is ~\$50 and they've increased their budget with us.

Action

- Other vendors and consultants look for cheap wins that bring quick results but those results never materialize down funnel.
- We looked for budget % put towards mismatched strategies such as: the Google Display Network, Search Partner Network, etc
- I analyzed the structure of their ad campaigns for optimization opportunities in targeting, keywords, audiences, and creative.
- Finally, I evaluated the marketing mix to find efficiencies we could use to get quick wins that would also materialize down the funnel.

Overall Results

We achieved the following results:

- **\$54** CPL
- **\$2,000** Cost per enrollment which is 2X better than the industry average.
- **20x** Return on Ad Spend.

Program Specific Results

MBA

Google Ads

Before	After
\$424 Cost Per Lead	\$215 Cost Per Lead

2.57% Conversion Rate

5.36% Conversion Rate

Facebook

Before	After
\$198 Cost Per Lead	\$80 Cost Per Lead
2.47% Conversion Rate	6.27% Conversion Rate

Masters in Psychology

Google Ads

Before	After
\$192 Cost Per Lead	\$120 Cost Per Lead
6.69% Conversion Rate	7.64% Conversion Rate

Facebook

Before	After
\$78 Cost Per Lead	\$12 Cost Per Lead
7.16% Conversion Rate	13.9% Conversion Rate

Traditional Undergrad Recruiting

Google Ads

Before	After
\$184 Cost Per Lead	\$37 Cost Per Lead
2.45% Conversion Rate	5.46% Conversion Rate

Facebook

Before	After
\$389 Cost Per Lead	\$59 Cost Per Lead
1.96% Conversion Rate	8.77% Conversion Rate

Adult Undergrad Recruiting

Google Ads

Before	After
\$223 Cost Per Lead	\$73 Cost Per Lead
2.69% Conversion Rate	4.59% Conversion Rate

Facebook

Before	After
\$113 Cost Per Lead	\$52 Cost Per Lead
10.36% Conversion Rate	17.01% Conversion Rate