

Online Continuing Ed Provider RocketCert Cuts Their Cost Per Lead By 31% AND FINDS FAST GROWTH

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IN 2022 BY CALLING US AT 800-755-8227



CONSTITUTIONAL MARKETING'S CASE STUDY

THE GOAL

As a small organization focused on growth, RocketCert needed more leads, but they didn't have the bandwidth internally to do the work. They wanted to free up internal resources while scaling up quickly, so we took over the management and optimization of their campaigns.

THE IMPACT

REDUCED COST PER LEAD

FOR OUR ONLINE EDUCATION COMPANY BY 31%

REDUCED COST PER CLICK

BY 25%

MORE THAN DOUBLED

THE CONVERSION RATE IN 2022

HERE'S WHAT WE FOCUSED ON:

- 1 LAUNCHED PAY-PER-CLICK CAMPAIGNS FOR MORE THAN 40 INDIVIDUAL CONTINUING ED RESOURCES
- 2 IMPROVED THE EFFICIENCY OF THESE CAMPAIGNS BY FOCUSING ON REDUCING CPC AND CPL
- 3 MANAGED A ROLLING LOCATION-BASED MODEL TO TARGET THE RIGHT AREA AT THE RIGHT TIME

THE RESULTS

When we first met the folks at RocketCert, they were the new kid on the block for online continuing ed and exam prep for professional licenses across the country. While their founder had decades of experience in the industry, RocketCert only had two years under their belt and the support of a small staff of 10 people. They were ready to grow, but with such limited resources, they'd hit the ceiling of what they could do internally. They knew that finding a partner who cared as much about their mission as they did was key to taking their growth to the next level.

By moving the management of their digital marketing campaigns to our team at Constitutional Marketing, they were able to immediately free up internal resources. But the real magic happened after the results started rolling in. In just 3 months of launching additional continuing ed campaigns, we reduced CPL by 31%. **In a single 60-day period, we helped them generate 258 sales.**

"Constitutional Marketing has been amazing to work with," said Tom Dorsey, Jr., President of RocketCert. **"They have taken a lot of stress off our plates by completely taking over our campaigns. It's made our job a lot easier, and we've seen a substantial increase in our ROI. We have monthly meetings, and the team goes above and beyond what they're obligated to do."** If you're ready for a partner for your company's growth, **Constitutional Marketing is the answer you've been looking for.**