

## St. Anselm's Abbey School

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**Situation** St. Anselm's Abbey School is a Catholic all-boys school in Washington, DC serving families and students in grades 6–12, and is operated by the Benedictine monks of nearby St. Anselm's Abbey. In recent years, St. Anselm's has been lauded by the *Washington Post* as the most challenging private school in DC and one of the most challenging private high schools in the U.S.

Since its founding in 1942, the school has been highly respected by graduates, parents, and the DC education community. However, the school recently recognized that it needed a stronger effort to grow awareness among families seeking a rigorous college preparatory program for their sons and to build and maintain momentum for enrollment. Accordingly, it brought The Design Channel on board to help achieve these goals.

**Solution** We created a digital marketing strategy for St. Anselm's to help draw attention to the school's unique academic environment. In conjunction with the school's marketing and admissions offices, we established a multi-pronged program comprised of search engine marketing (SEM), content marketing, social media engagement, website search optimization, and email marketing support. The focus of the content marketing effort was a weekly blog (both written and video) that featured insights into the school's traditions, Benedictine values, monastic presence, as well as profiles of past graduates, their post-graduation pursuits, and fondest memories.

**Results** Our program provided significant lift to St. Anselm's outreach efforts. The following are results from our five-month engagement:

### SEM

- 34,052 impressions
- 2,305 visits to the website
- 44 connected calls with 7 interested parents
- 4 emails and 12 web events

### Blog Posts

- 856 total clicks
- Most viewed blog post ("Lifelong Lessons and Community") had 149 views

### Social Media

- Facebook gained 75 new Likes
- Twitter garnered 3,916 impressions and 27 new followers

### Eblast

- 12% open rate (53% via pc; 47% via mobile device)
- 996 opens
- 24 click-throughs (2.5%)

- positioning statement
- tag line
- message platform

**Research Modes Used:**

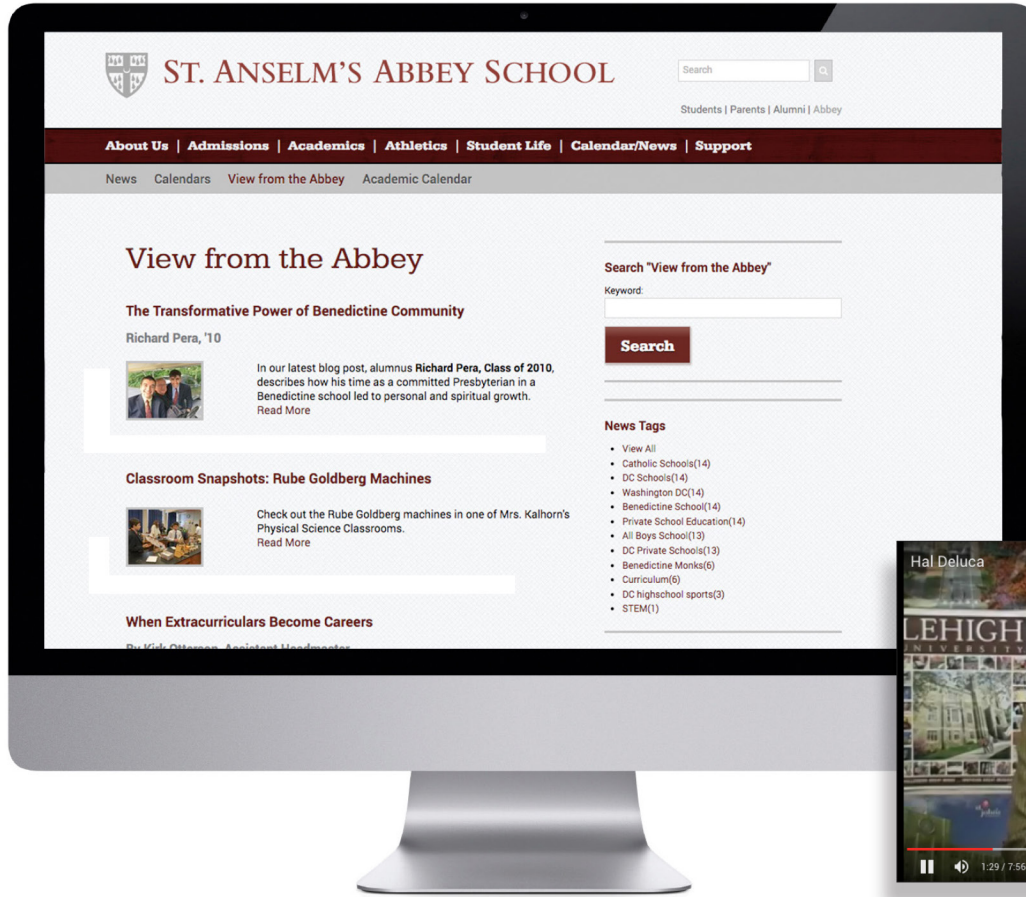
- Stakeholder Interviews
- Alumni Interviews
- Faculty Focus Group

St. Anselm's Abbey School provides families in the Washington DC metro area with academically gifted boys a classical liberal arts education that challenges and nurtures individuals to grow intellectually, socially, and spiritually. Its environment is steeped in the Benedictine ethos which emphasizes discipline, humility, stewardship, and other hallmarks that enable young men to lead purposeful and fulfilling lives. The curriculum and influence of the faculty, administration, and monks of St. Anselm's Abbey create a strong foundation for graduates to succeed in the next stage of their education and beyond.

**WHERE BRIGHT BOYS BECOME EXCEPTIONAL MEN**

<b>Our Brand Promise</b> <small>(Positioning Statement)</small>	St. Anselm's Abbey School provides families in the Washington DC metro area with academically gifted boys a classical liberal arts education that challenges and nurtures individuals to grow intellectually, socially, and spiritually. Its environment is steeped in the Benedictine ethos which emphasizes discipline, humility, stewardship, and other hallmarks that enable young men to lead purposeful and fulfilling lives. The curriculum and influence of the faculty, administration, and monks of St. Anselm's Abbey create a strong foundation for graduates to succeed in the next stage of their education and beyond.					
<b>Our Tagline</b>	<b>Where Bright Boys Become Exceptional Men</b>					
<b>What St. Anselm's Abbey School Stands For</b>	<b>Rigorous Academics</b> Our curriculum demands effort and commitment from students and pushes them to learn how to think instead of simply what to think.	<b>Humility</b> We value all relationships and conduct ourselves accordingly--with knowledge of our limitations and without arrogance.	<b>Community</b> We acknowledge and celebrate our shared experiences and support the well-being of the school and its stakeholders.	<b>Diversity</b> We welcome qualified students who represent a broad range of ethnic, socio-economic, and religious backgrounds.	<b>Love of Learning</b> The St. Anselm's experience instills a lifelong desire to seek knowledge and understanding in any pursuit.	<b>Individuality</b> Within the parameters of our rules and traditions, students are allowed and encouraged to express themselves.
<b>Our Character</b> <small>(Values and brand attributes expressed in human characteristics and personality traits)</small>	<b>Joyful</b> We have a collegial, fun atmosphere that helps build positive relationships between students, faculty, and monks.	<b>Fearless</b> Students are encouraged to be true to their authentic selves and to seize opportunities to further their interests and passions.	<b>Unpretentious</b> We value the seeking of knowledge and development of character over the pursuit or demonstration of status.	<b>Supportive/Inclusive</b> We provide a safe and caring environment that fosters connection and a sense of belonging among all students.	<b>Principled</b> The Benedictine Hallmarks guide students to understand what is truly valuable and meaningful, and to work for the greater good.	<b>Fair</b> We seek reasonable and just solutions that provide consideration and benefit to all involved parties.
<b>Our Differentiators</b> <small>(Qualities that are credible, ownable, unique, and telegraphic)</small>	<b>Benedictine Education</b> The Benedictine ethos provides a platform for character development that is as impactful and relevant as the school's academic program.	<b>All Boys</b> The all-boys environment enables the accommodation of boys' learning needs and styles, and fosters greater camaraderie and sense of brotherhood.	<b>Small Size</b> Small classes enable greater individual attention and engagement in the classroom and the small student body results in a tightly-knit, supportive community.	<b>Flexibility</b> St. Anselm's allows teachers to guide and mentor students in subjects and interests beyond the standard curriculum.	<b>House System</b> The House system cultivates leadership, service, teamwork, and fellowship across all grade and age levels.	<b>Monastic Presence</b> The presence of the monks and their counsel provides direct engagement with matters of faith, self-reflection, and personal development.
<b>Our Benefits to Families</b> <small>(Aspirations)</small>	<b>Empowerment</b> Graduates are well-equipped academically, socially, and spiritually for the next steps in their education and personal endeavors.	<b>Confidence</b> Graduates are poised to think through problems, persevere, and overcome challenges.	<b>Maturity</b> Graduates are well-rounded and leave the school with social and leadership skills to positively affect the world around them.	<b>Opportunities</b> Graduates have many educational choices after graduation in which they are prepared to succeed.	<b>Lasting Relationships</b> Students form lifelong bonds with students, teachers, staff, and monks while at St. Anselm's.	<b>Home</b> Students as well as parents see St. Anselm's as a safe and supportive place/sanctuary.
<b>Our Vision</b>						
<b>Our Mission</b>	St. Anselm's Abbey School promotes the development of mind, body, and spirit in the Catholic, Benedictine tradition for young men with demonstrated academic ability. Serving grades 6 through 12, the school's rigorous, challenging, and balanced classical curriculum encourages today's students to achieve their highest potential as exceptional men while preparing them for the demands of college and fostering a lifelong commitment to learning and service to others.					

- blog
- social media
- analytics



**Bitly Click Report (Facebook, Twitter, and Digg)**

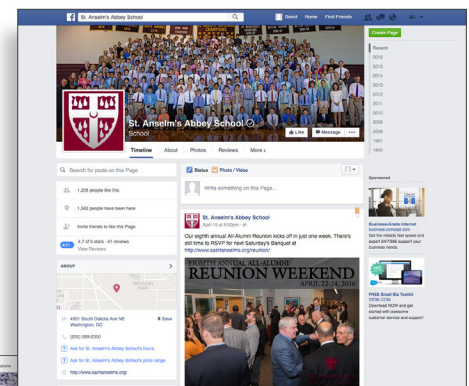
Blog Post	Clicks	Posted	Day of Week
What Makes Abbey Boys Uncommonly Well-Rounded	141	18-Dec	Friday
Stewardship in Action	41	22-Dec	Tuesday
The Inside View	28	5-Jan	Tuesday
The Right Fit	46	12-Jan	Tuesday
My St. Anselm's Experience Still Serves me Today	48	21-Jan	Thursday
A Small Setting for Big Opportunities	36	4-Feb	Thursday
Dress Code at St. Anselm's: Imperfect, But Ours	30	8-Feb	Monday
A Day in the Life of a Benedictine Monk	40	12-Feb	Friday
Lifelong Lessons and Community	149	18-Feb	Thursday
St. Anselm's Had Houses Before Hogwarts	41	25-Feb	Thursday

**Facebook - Pay Per Click Campaign**

Website clicks: 3,004  
 Reach: 27,944  
 Likes: 90  
 Shares: 2  
 Comments: 6



ge likes before starting 10/19/2016: 1,120  
 ge likes 3/31/16: 1,195



**Sponsored post (featured right)**

The event generated 219 likes and multiple comments on the open house post, plus over 18,500 people were reached. There were 250 post engagements total (likes, comments, shares, etc.)

**Organic business page posts**

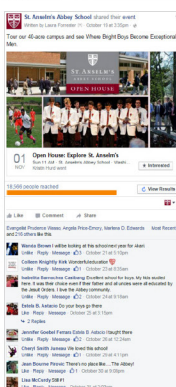
Posts to the business page were scattered among the 13 day campaign. In total, there were 81 Likes on the posts and 1 share. The business page posts reached 2,283 people organically.

**Organic event page posts**

Posts to the event page were directed towards potential new Abbey parents. Facebook Likes on the event page posts totaled 61, and 2 comments were made on the House crest post.

**Moving Forward**

From a new lead generation tool the effort generated one person that came to the event, and two inquiries. However, 18 existing parents and students responded to the Facebook page and were at the event and helped out. That said, we still recommend using Facebook events for future open houses because of the sheer number of impressions and people reached, as well as gaining 34 new likes on the Facebook page itself during that time.



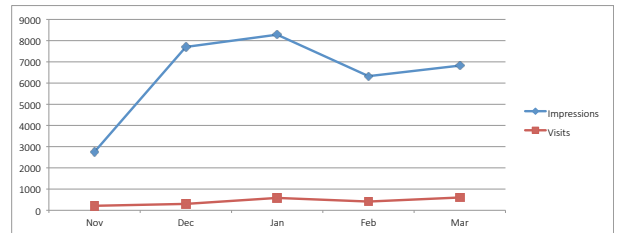
- search engine marketing and analytics

Search results for St. Anselm's Abbey School. The top result is from <https://www.saintanselms.org/>. The snippet describes it as a Catholic school for young men in grades 6 through 12, founded by the monks of St. Anselm's Abbey, a Benedictine monastery. Below the snippet is a navigation menu with links for Students, Tuition & Financial Aid, Faculty/Staff Directory, Admissions, Abbey Athletics, and Location. To the right is a map showing the school's location in Washington, D.C., with a street view of the building. Below the map is the school's name, 'St. Anselm's Abbey School', and a star rating. Further down, there is a brief description of the school as an all-boys preparatory school for grades six through twelve in Washington D.C., its location in the Roman Catholic Archdiocese of Washington, and its address: 4501 South Dakota Ave NE, Washington, DC 20017. Other details include hours (Open today - 7:30AM-4PM), mascot (Black panther), phone number ((202) 269-2350), founding year (1942), president (Peter Weigand), and color (Silver).

### SEM Reporting

Impressions	Visits	Calls	Emails	Web Events	CTR
34,052	2,305	93	4	12	8.86%

Month	Impressions	Visits
Nov	2754	212
Dec	7703	303
Jan	8279	584
Feb	6327	414
Mar	6825	605



### Call Tracking - Pay Per Click Campaign

Caller Phone	Duration	Caller Name	Caller Address	Caller City	Caller State	Description
(215) 740-6350	11s	Y ERA INC NA	Jenkintown	PA		Wrong number
(215) 207-5469	1m 21s	Colleen L Gledhill	12055 Covert Rd	Philadelphia	PA	called for the Abbey
(202) 812-9642	1m 57s	Private Caller		Washington	DC	wanted to make sure son got to school
(301) 656-3803	56s	Leonard Murphy	Chevy Chase	MD		tried to reach Larry Hamm of alumni dept
(866) 615-3453	26s	Private Caller				dead
(866) 615-3453	49s	Private Caller				spam
(866) 615-3453	30s	Private Caller				spam
(866) 615-3453	22s	Private Caller				spam
	32s	Private Caller				spam
	33s	Private Caller				spam
	42s	Private Caller				spam
(866) 615-3453	26s	Private Caller				buzzing sound, hang up
(301) 367-7308	2m 32s	Liz Richardson				John's mom, wanted to know what time exams end
(202) 635-0410	57s	Natasha Linzo		Washington	DC	Son is applying to school; Jan 16 will take entrance exam - what time will the exam occur?
(703) 351-7602	1m 58s	current parent		Arlington	VA	Wants to know when spring is student won't be in
(703) 901-0089	26s	current parent				student won't be in
(202) 674-1767		current parent				called to report absence
(703) 533-7990	1m 32 s	Lisa McCain				Current parent picking son up
(301) 520-8420	2m 8s	Jean				wanted to pick up son's pictures
(571) 224-5175	1m 48s	current parent				called and is interested in schooling for her 13 year old son,
(202) 390-5125	1m 46s	Felicia Wallace				calling about someone who passed
(301) 758-5521	3m 15s	Olive				Man called to get information but forgot his phone number to leave it for a call back.
(301) 523-5608	52s					coming to pick up son
(301) 523-1843	40s	current parent				called for her son, Christian Turner, about the financial aid process.
(202) 316-1662	3m 31s	Keisha Turner				

### Email Tracking - Pay Per Click Campaign

Received	Name	City	State	Email
12/8/15	*Form submitted	Silver Spring	MD	
11/20/15	*Form submitted	Philadelphia	PA	
11/12/15	*Form submitted	Bethesda	MD	
12/7/15	Christopher Duke	Washington	DC	cdkemd@hotmail.com
12/8/15	*Form submitted	Silver Spring	MD	
12/20/15	*Form submitted	Washington	DC	
1/28/16	Tina Jin, MD	Washington	DC	tinajinmd@gmail.com
1/15/16	*Form submitted	Rockville	MD	
1/22/16	*Form submitted	Rockville	MD	
2/8/16	*Form submitted	Falls Church	VA	
2/16/16	John Pynn			jtpgobucks@gmail.com
2/17/16	*Form submitted	Laurel	MD	
2/29/16	Robert Rinehart	Washington	DC	r.rinehart1@verizon.net
2/29/16	*Form submitted	Washington	DC	
3/8/16	*Form submitted	Arlington	VA	
3/28/16	*Form submitted	Washington	DC	

(301) 595-2909	31s	Dr. Rubenstein				left message for Stacy
(215) 789-0065	2m 46s	William Thompson				looking for dean of students
(215) 789-0065	23s	William Thompson				realized called wrong school
(301) 692-4902	2m	Marilyn Davis				Calling from Jewish day school- asking about class policy
(202) 321-0699	3m 36s	Stephanie Russell				Calling to schedule entrance exam
(714) 323-3975	3m 10s	Johanna C				Andre wants to wait for highschool
(202) 269-2350	15s	Bernadine Clark				son will not be in today
(202) 452-3317	3m 41s	potential parent				called to make sure application was sent in
	4m 3s	potential parent				son applied for admission; wondering when admissions going out
(301) 593-0717	18m 58s	Debra Reddy				wants to speak to Stacy M.
(202) 616-9928	1m 1s	Melanie Finn				admissions portal question; how to access
(202) 290-5551	4m 46s	potential parent				questions about application process; son is in 4th grade
(410) 905-9470		Felix Olopade				Jimmy's dad, missed conference
(301) 332-9259		Nina				Speak to Stacy
(202) 452-3317	9m 36s					Speak to Stacy
(434) 603-0348	2m 3s	David Marian				Caller for Mr. Deluca from Hamden Sydney College
(202) 473-1303	1m 17s	Filmer				Wife & Him scheduled for tour; will be late
(301) 674-7763	1m 35s					Confirming lacrosse game
(301) 520-8420	4m 22s	Provick				Tiger Lyn doesn't feel well
(703) 356-1508	8m 1s	Louis Silvano				Called for Peter



## St. Anselm's Abbey School Spring Campus Tours

March 16<sup>th</sup> and April 13<sup>th</sup> • 9:30–11:30 AM

You're invited to take a tour of St. Anselm's Abbey School and see why we've been named the most challenging school in the Washington, DC Metro area. Learn how our rigorous program for grades 6–12, small size, diverse community, Benedictine ethos, and inclusive environment could be an ideal fit for your son.

- Parents and students welcome
- Coffee and refreshments
- Experience in-session classes
- Q&A session with admissions and administration
- Optional lunch following the tour

[Click Here To Register](#)

To reserve your place or arrange for a personal visit, contact us at [admissions@saintanselms.org](mailto:admissions@saintanselms.org) or 202-269-2379.

WHERE BRIGHT BOYS BECOME EXCEPTIONAL MEN

### Eblast Reporting

**12%** open rate  
(53% via desktop; 47% via mobile device)

**996** opens  
24 click-throughs (2.5%)