



# PPC Case Study

International Higher Education

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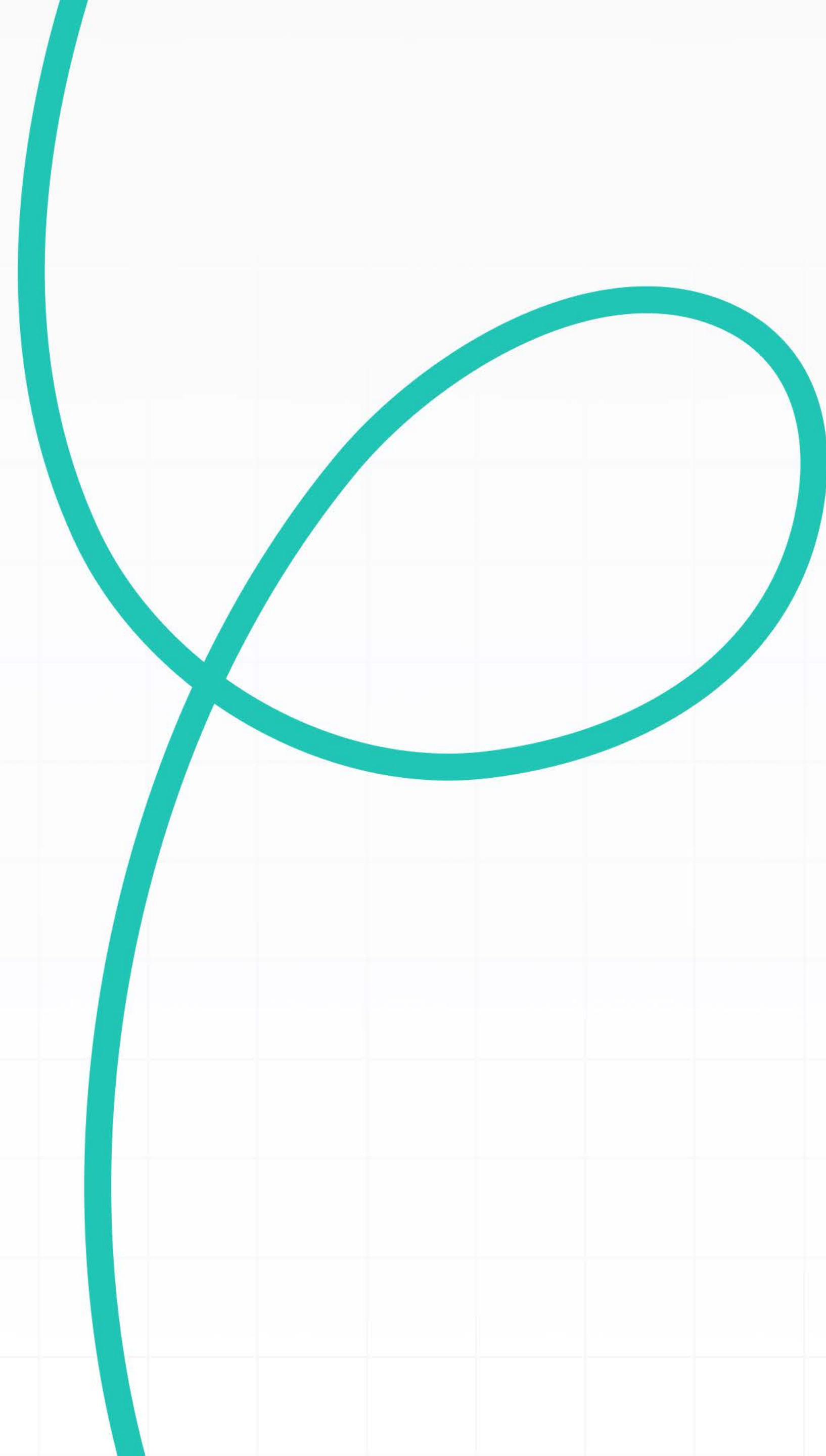
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# The challenge

When an international education institution partnered with a local Florida university to launch a new **Master's program in Sports Management**, the stakes were high. The program was new, the partnership was untested, and the state already had **five competing universities** offering similar degrees.

Together, they had just **90 days to fill the first intake**. Success would validate the partnership. Failure could jeopardize the program's future.





# Our Approach

We built a PPC strategy that told the right story to two very different audiences:

- **Local students:** positioned the program as an accessible, career-advancing opportunity close to home.
- **International students:** emphasized the credibility of the global partner, combined with the prestige of earning a U.S. degree.

To reach them, we launched an integrated strategy across:



**Google Ads**  
to capture high-intent  
searches



**Meta Ads**  
to scale awareness and  
engagement



**LinkedIn Ads**  
to target professionals and  
international applicants with  
precision

And because enrollment deadlines were tight, we activated the campaign in just **three weeks**, with messaging tailored to both local and international audiences.





# The Results

The results spoke for themselves:

**150**

Qualified leads  
in the first three weeks alone

**3,200**

Leads generated  
Over 3,200 leads generated in 90 days

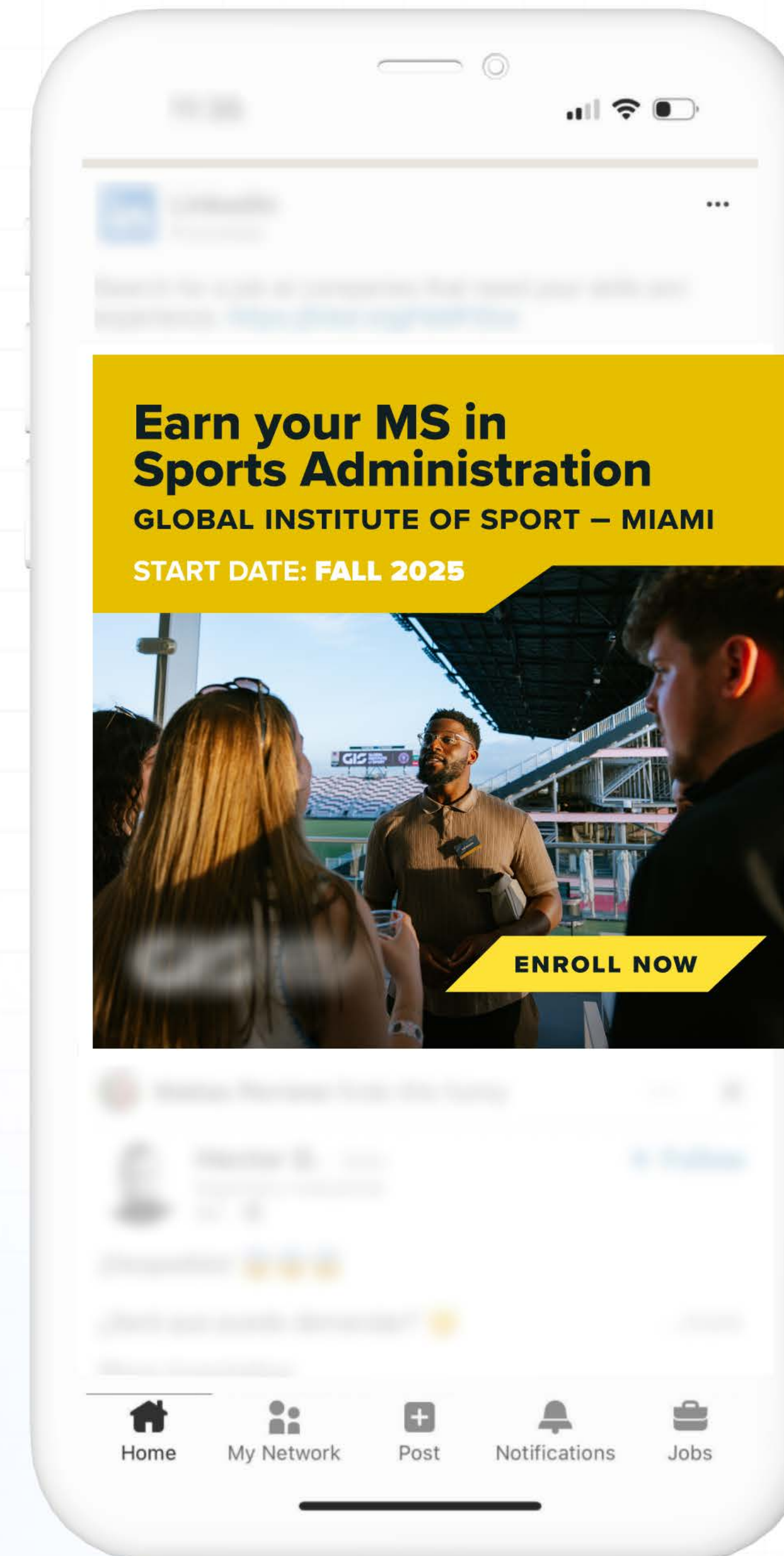
**-21%**

Cost per lead  
Reduced from launch to the end of the cycle

**+50%**

Applications from LinkedIn Ads  
Once underperforming, LinkedIn Ads became the #1 driver

Enrollment goals for August were surpassed, prompting the institutions to add an extra intake in October to meet demand.

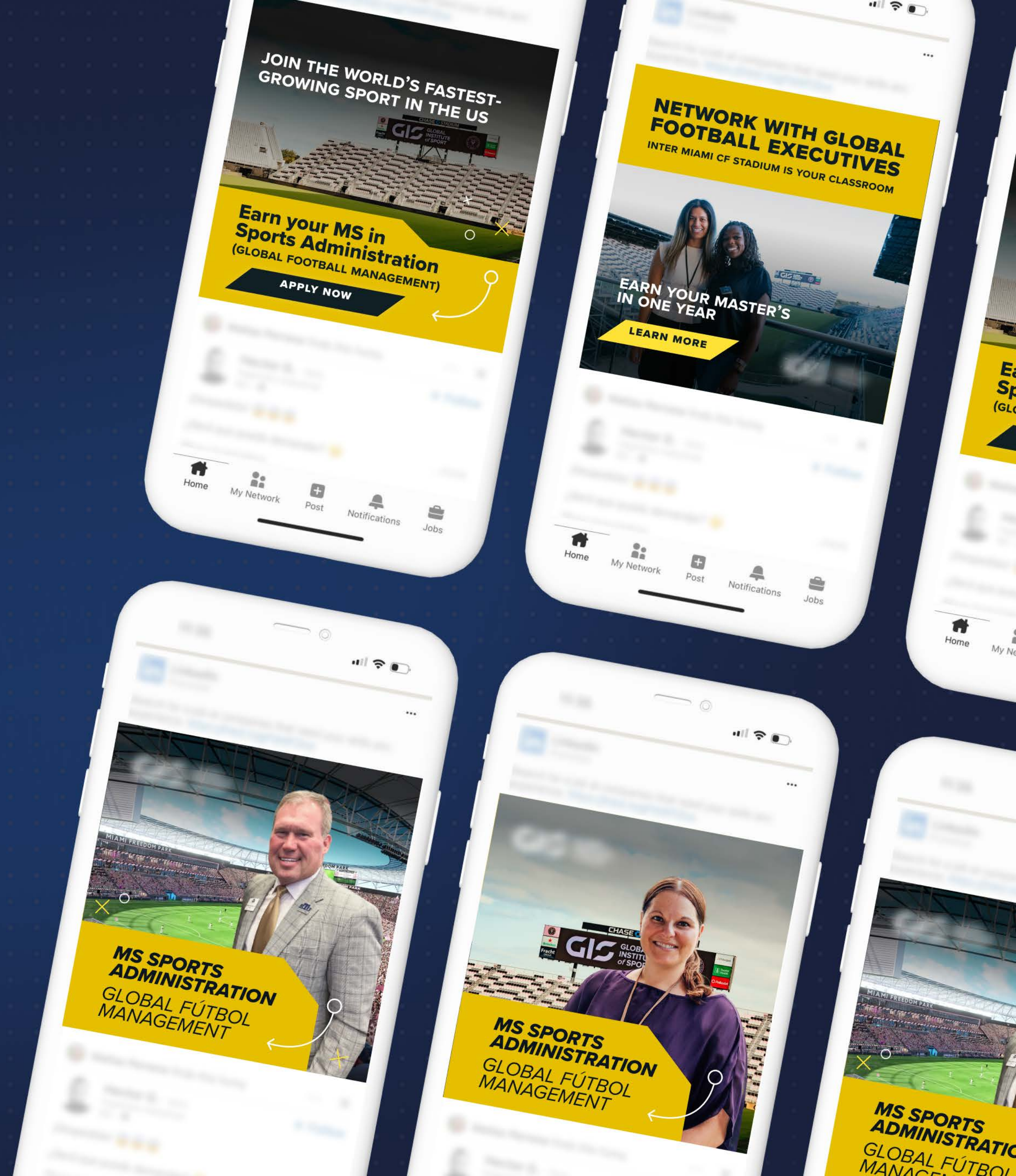




# The Outcome

For the institutions, this campaign did more than generate leads. It proved that the partnership had strong market demand, secured the viability of the new program, and created a **repeatable framework for future international launches**.

For us, it was another opportunity to demonstrate how the right mix of strategy, speed, and storytelling can transform a program launch from risky to remarkable.





# Your Next Launch

Whether you're expanding internationally or scaling locally, we can help you

**Tell your  
story**

**Capture  
the right  
students**

**Exceed  
your  
enrollment  
goals**