



CASE STUDY

We did our homework and helped this college consultant get *millions* of hits on social.

+ 26% revenue
+ 139% email signups

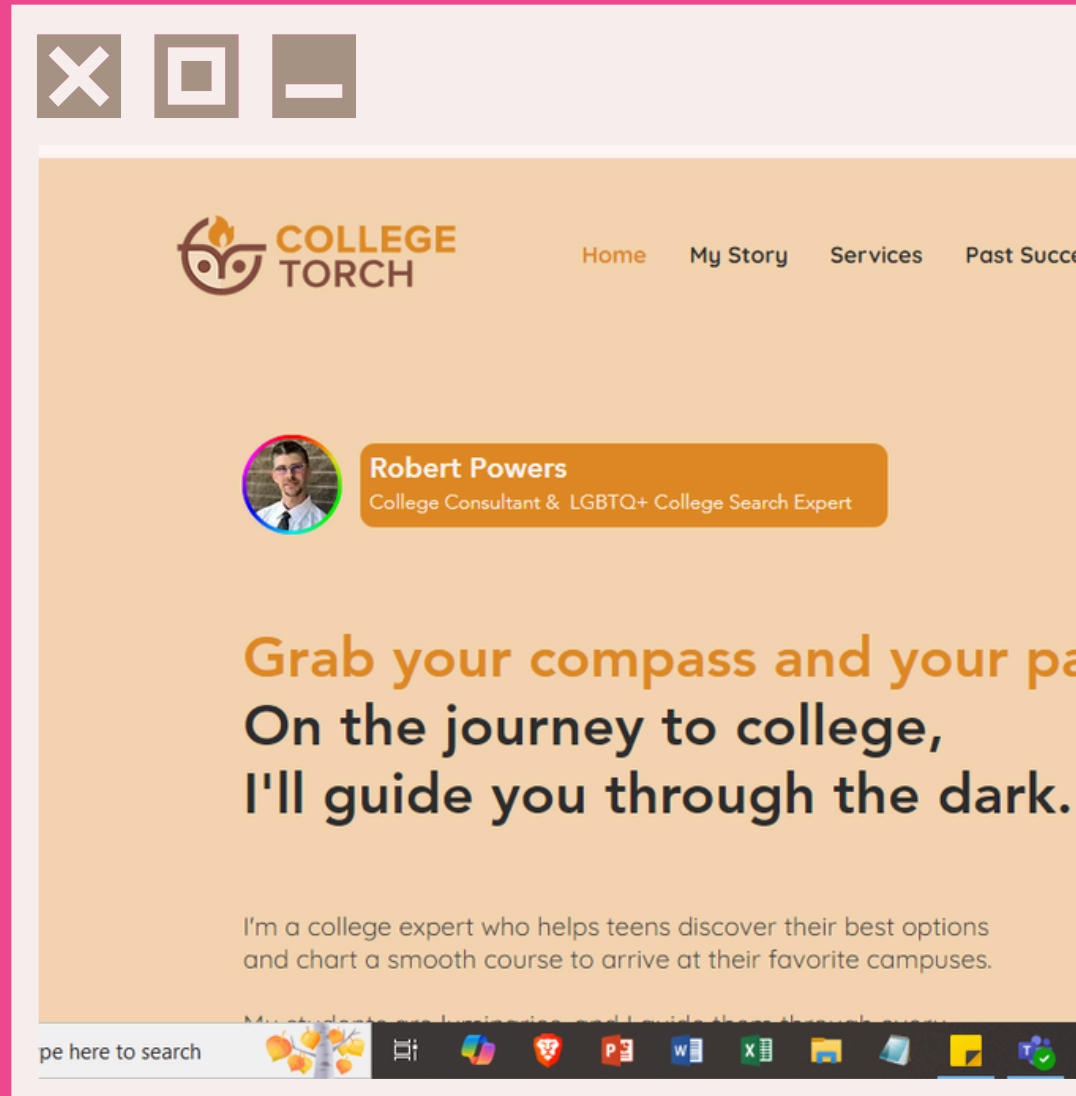


The Nightmare

This college admissions consultant was having trouble finding new clients.

College Torch helps students get into their dream schools. Everything was going great, but the business had trouble bringing in new clients.

It's hard to bring in new clients for any business. But this business had to bring in clients that were willing to spend thousands of dollars on just a chance of getting what they ultimately wanted... which was to get their kid into a good college.



The Dream

The Dream

We hit the books and bounced some ideas. When you're trying to get clients for a pricey service, you need to cast the net wide at first and funnel qualified prospects into the next step.

If we can reach teens and their parents on social media, get them to warm up to us with our newsletter, and invite them to webinars, then they'll eventually feel confident enough to buy.



The Reality

COLLEGE ADMISSIONS CONSULTING



+ 26%
Revenue

+139%
*Email
Sign Ups*



collegetorch College Torch 🎓🔥 Team

Friends

Mess

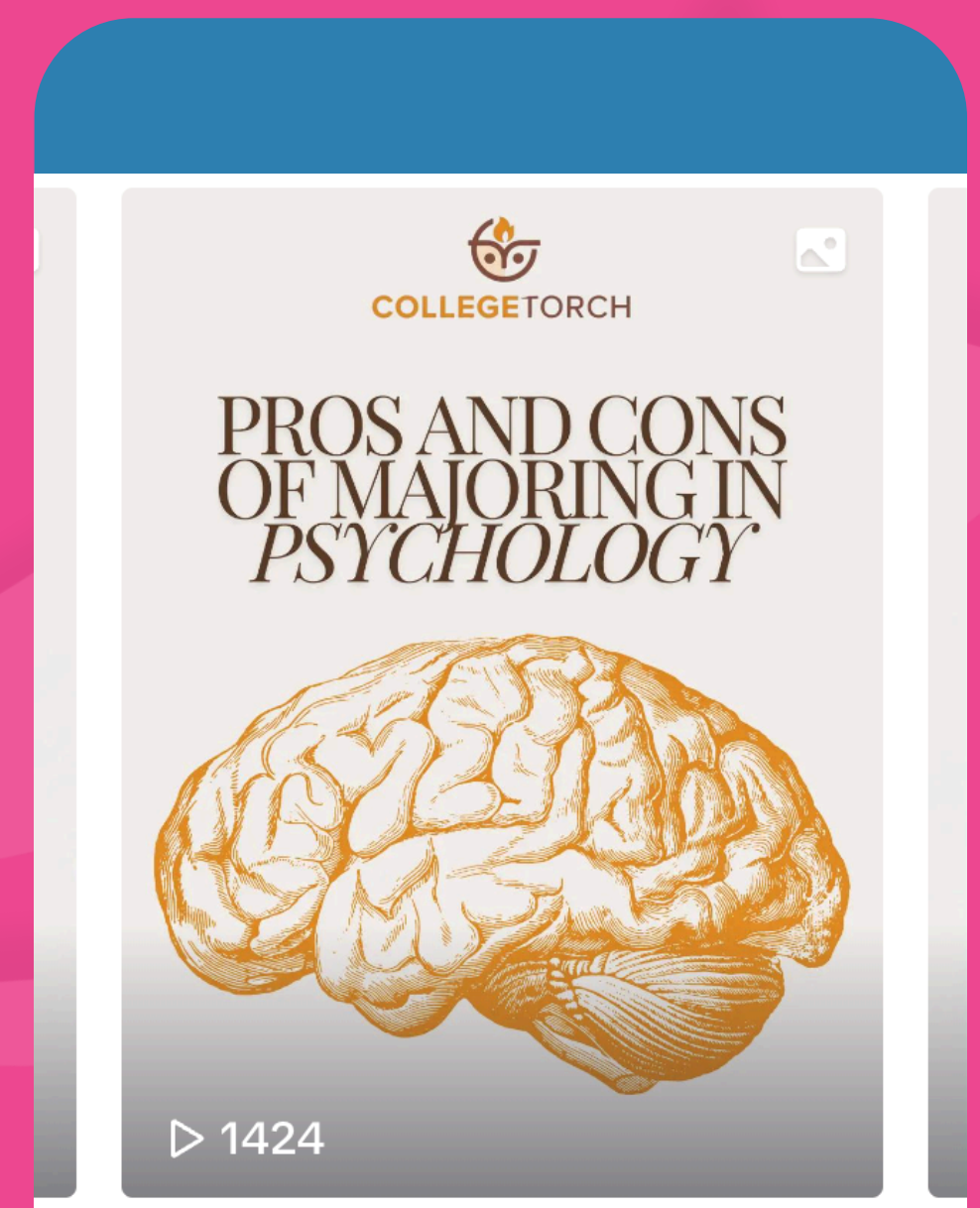
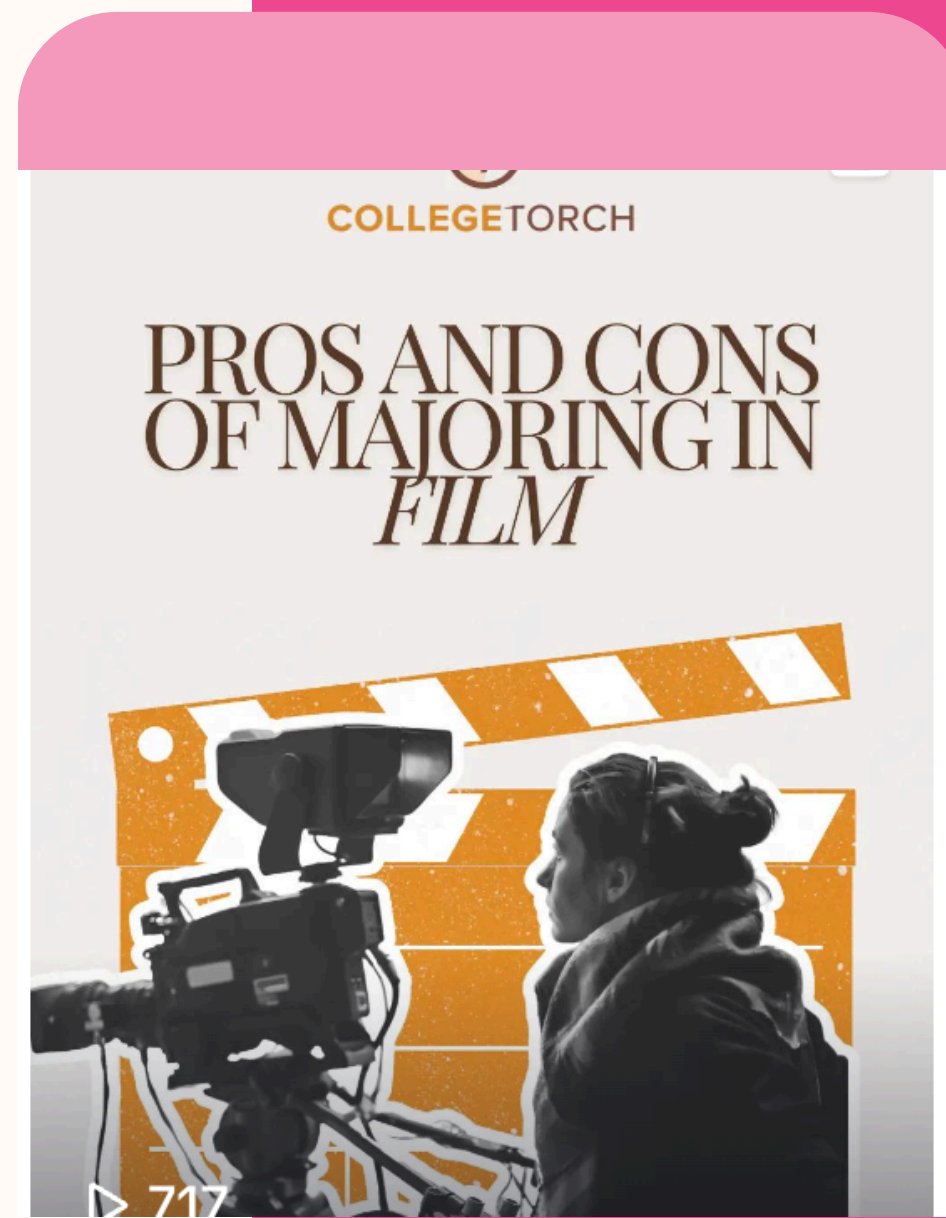


58 Following **2382** Followers **719.1K** Likes

college admissions advice and info

collegetorch.com

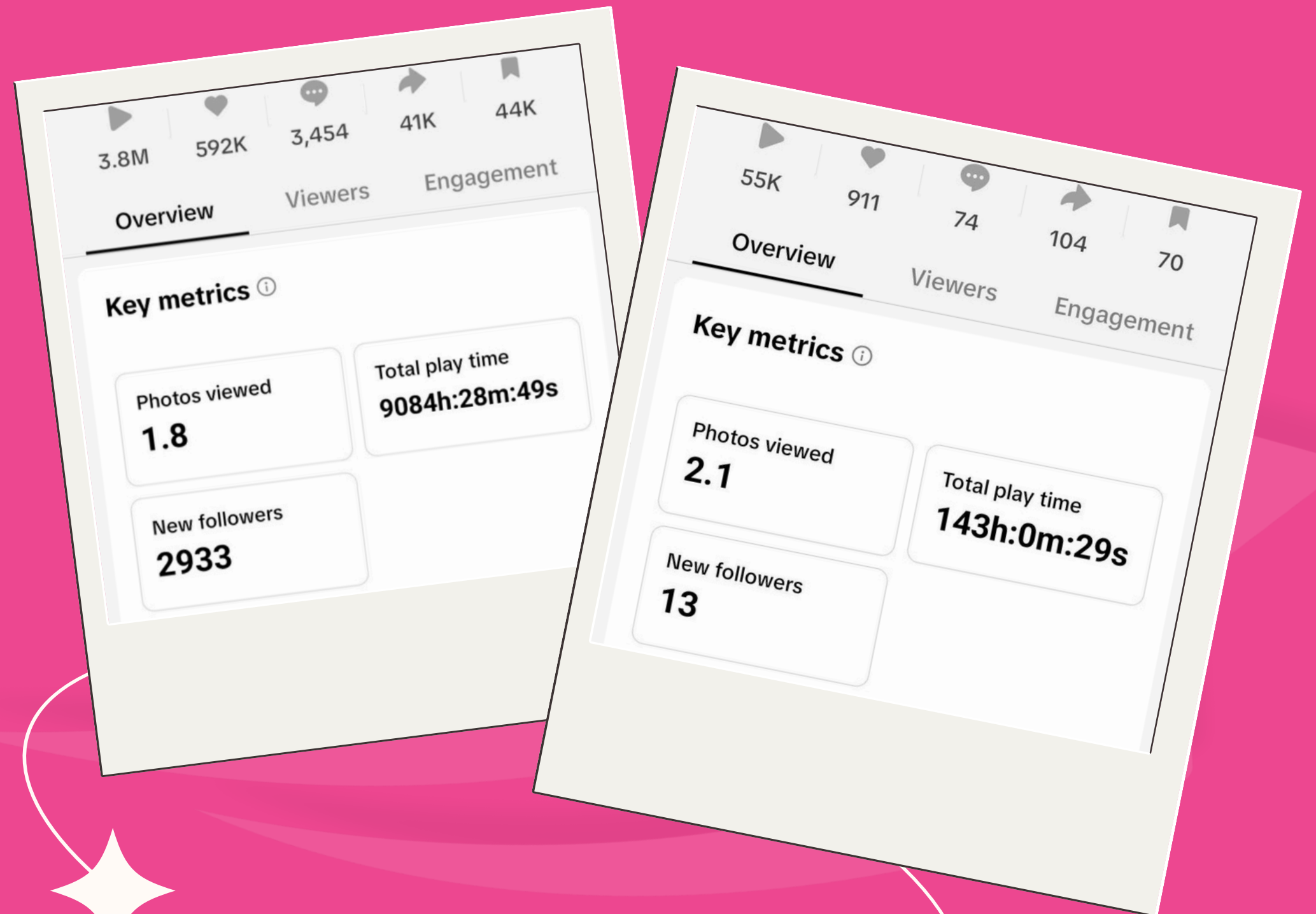
The Reality



Looks like all that studying paid off.

If we were actually graded on this then we'd get an A+.

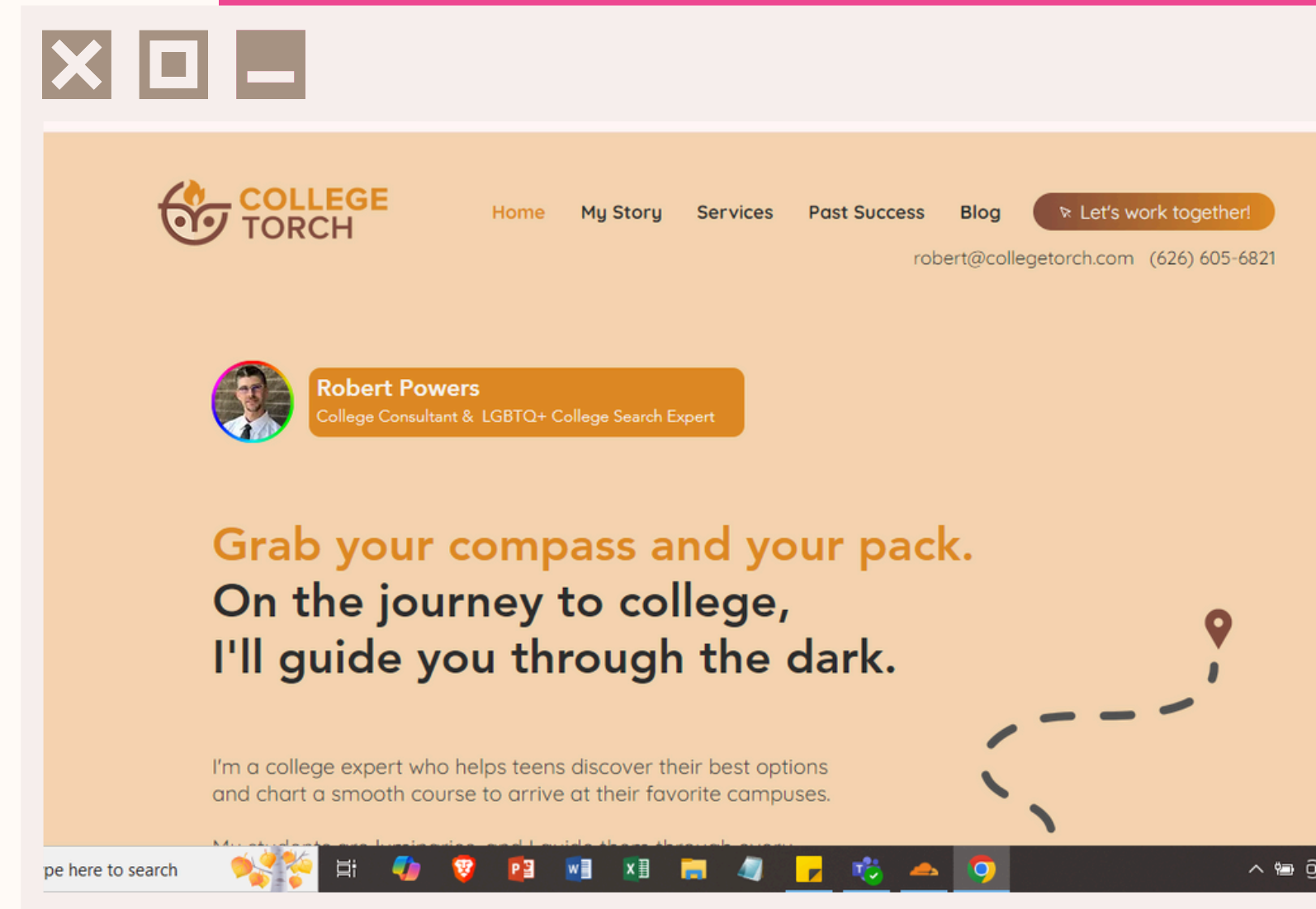
The Reality



Recap

We made relevant, engaging content for College Torch's TikTok account. By providing entertainment and value, we were able to build trust with our target audience while making them smile and laugh along the way.

Social media agencies typically struggle with creating organic content that doesn't feel corporate. We get it. That's why our client is able to enjoy millions of impressions and *TONS* of leads from social.



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Revenue

+139%
Email Sign Ups