

Cases in Clarity

Social Media & Digital

OnTech Charter High School

Founded in 2018, OnTECH joins career and technical education with project-based learning in Syracuse, NY. Ever since, OnTECH has engaged Cowley to raise awareness; articulate its unique value proposition to underserved, economically challenged, and hard-to-reach urban young people; and drive prospective students (and their influencer parents and grandparents) to the school's enrollment form. Tactics include both paid and organic efforts on Facebook/Instagram/TikTok; geo-targeted digital advertising on local cable channels; radio on urban-focused stations; POP ads in convenient stores; outdoor billboards (digital and poster); bi-lingual literature and direct mail, an "apply2ontech" microsite, and more. Results from our most recent campaign (March-April, Spring 2023) are typical -- with 1,042 clicks to the microsite and 861,342 impressions across the Syracuse DMA. An analogous but more aggressively funded campaign (July-Aug, 2022) yielded 7,144 clicks and 1,857,108 impressions.

