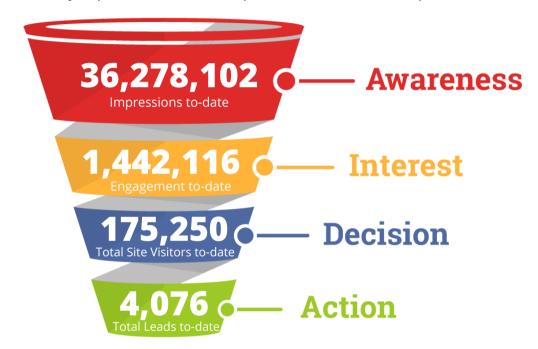With CCLA we are focused on raising the awareness and perception of our 19 community colleges, while also communicating key benefits of our programs and driving urgency to grow enrollment.

Our key performance indicators originate from a marketing funnel that begins with harnessing attention and creating awareness, then guiding prospective students to the final conversion- a qualified lead.
While leads are most directly impactful to CCLA, all aspects of the funnel are important to deliver that success.

36,278,102
Impressions to-date — **Awareness**

1,442,116
Engagement to-date — **Interest**

175,250
Total Site Visitors to-date — **Decision**

4,076
Total Leads to-date — **Action**

PERFORMANCE BREAKDOWN OF MARKETING FUNNEL

AWARENESS

Impressions of our advertisements raises initial brand awareness and presents our 19 Community Colleges as top-of-mind choices for potential students.

INTEREST

We can see active interest through post engagement such as Likes, Comments etc. More often than not, ads with higher engagement lead to higher site visits.

DECISION

While the decision process is not limited to clicks from an ad, a good indicator of consideration is the total visits to our site.

ACTION

The final action is the conversion from a visit to a lead. This action takes place once a user fills out the RFI form on the CCLA site.