

WiseChoice.com

WiseChoice is a new company founded to help high school students make better decisions about choosing a four year college and figuring out how to pay for the costs. To assist families with this complicated and stressful process, WiseChoice wanted to assess the personality of each college campus by asking current students about their experiences. WiseChoice used Facebook to recruit students from across the country to complete a survey, which they turned into a proprietary database capturing the unique environment at each school.

Objective

With a six month deadline, WiseChoice set out to get at least 50 upperclassmen or recent graduates from 1,300 4-year colleges in the U.S. to complete a 20 minute survey about life on campus.

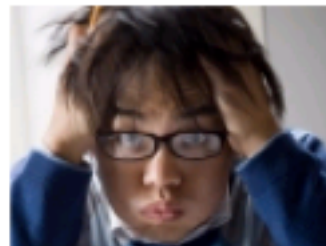
Solution

Targeting college, age and year in school, WiseChoice was able to find the respondents they needed, even at schools as small as 600 students.

“We never could have achieved our goal without Facebook. We could see results immediately and react quickly, so we didn’t waste any time or money.”

— Dawn Leijon, VP, Brand Strategy

College Juniors, Seniors



Need money? Tell us about your school for a chance to win \$10,000. Fun and easy survey. Pure research, no selling.

Results

80% of the students who came to the survey from Facebook were qualified versus only 46% from other marketing programs.

45% of the Facebook users who started the survey completed it versus only 28% from other marketing channels.