

Penn Woods Classical Academy

Case Study

Our Mission: To help Penn Woods Classical Academy establish a strong, authentic online presence that clearly communicates their unique Christ-centered, classical education. Through strategic branding and multi-channel marketing efforts, we aimed to drive enrollment, build community trust, and position the school as a leading educational institution in Pennsylvania.





The Challenge

Penn Woods Classical Academy, the first Classical Christian Hillsdale College Candidate Member School in Pennsylvania, faced a unique challenge as a brand-new institution. With the school set to open in Fall 2025, they came to us with a primary goal to increase enrollment to meet the required number of students (100) before the opening date.

In order to do this, they needed a strong online presence to communicate their distinct value proposition, which included a Christ-centered, classical education, moral formation, and a rigorous, proven academic model. To meet their enrollment goals and establish themselves as a pillar in the local community, Penn Woods turned to brandiD for support in developing a more elevated and effective web + branding strategy.

Penn Woods needed to clearly communicate what made them different —how their classical Christian approach to education would provide an academically rigorous and spiritually enriching experience for families. brandiD's expertise was essential in ensuring that their brand stood out and resonated with the right audience.



Goals

Develop a strong online presence to enroll 100 students in the inaugural 2025–26 school year.

Increase student enrollment to

100 students

School set to open in Fall

2025

The Process

We met with Penn Woods Classical Academy to discuss their goals and assess the work they had already done, including their social media efforts and Squarespace website. While they had a solid foundation, it was time for us to elevate and refine their brand.

Through our conversations, we gained a deeper understanding of their brand identity, core virtues, and the principles of classical education, as well as insights into their target audience. Using this information, we created a comprehensive dashboard that outlined key performance indicators (KPIs), content themes, target audience insights, key messaging, brand values, and more to provide a clear strategic direction.

With this strategic foundation in place, we systematically rolled out each component of the marketing plan, prioritizing initiatives based on immediacy and impact. This ensured that the most critical elements were addressed first, creating a strong and cohesive brand presence while aligning with Penn Woods Classical Academy's goals.



The Solution



To drive enrollment and elevate Penn Woods' online presence, we implemented a multi-channel marketing strategy tailored to their goals:

1. New Logo

Designed a logo that adheres to PWCA's classical virtues and represents their tried-and-true educational framework.

3. Landing Page

Designed a high-converting landing page specifically for parents interested in enrolling their children at Penn Woods Classical Academy. The page was strategically crafted to highlight the school's unique classical education approach, its commitment to virtue formation, and the benefits of a Hillsdale-supported curriculum. With clear and compelling messaging, it encouraged parents to sign up for Open House events, making it easy for them to take the next step in learning more about the school.

2. New Website

Transformed Penn Woods Classical Academy's existing Squarespace website into a visually appealing, highly functional platform that effectively communicates their mission, values, and educational approach. While their original site provided a solid start, we elevated its design with a more polished, professional aesthetic, improved navigation, and a layout that better engaged their target audience. Additionally, we migrated their website to WordPress, giving them a more scalable and flexible platform that can grow alongside their academy, offering enhanced customization, SEO capabilities, and long-term sustainability.

4. Email Campaign

Designed to drive attendance for Open Houses and nurture prospective families, the email campaign showcased the school's core virtues, classical teaching methods, and personalized approach to education. Each email was thoughtfully structured to educate parents on what makes Penn Woods unique, address common questions, and provide clear calls to action for Open House registration. By delivering engaging, value-driven content directly to prospective families, the campaign strengthened interest and guided them toward enrollment.

5. Style Guide

Designed a comprehensive style guide to ensure consistent and professional branding across all communications. A cohesive brand identity is essential for building trust and recognition, so we outlined key elements such as logo usage, color palettes, typography, and tone of voice. This guide serves as a foundation for maintaining visual and messaging consistency across the PWCA's website, social media, email campaigns, and print materials, reinforcing a strong and unified brand presence.

6. Branded Social Media Posts

Elevated their existing approach by creating a cohesive brand presence across all platforms. We crafted high-quality, visually engaging posts that reflected the school's core virtues and resonated with their target audience. By adhering to the newly developed style guide, we ensured consistency in messaging, tone, and design. This included using professional images, compelling copy, and clear calls to action, all of which helped to strengthen their online presence and foster deeper connections with prospective families.

7. Digital Billboards

Created eye-catching digital billboards to attract local families and increase visibility in the community.

8. Printed Mailers/Yard Signs

Designed and distributed mailers and yard signs to drive local awareness.

9. Magazine Ads

Placed ads in local magazines to target the broader community and families seeking an educational alternative, and also took a hands-on approach in writing, designing, and strategizing the content. Each ad was carefully crafted to align with Penn Woods Classical Academy's brand message, showcasing the school's unique virtues and classical education approach.

10. Flyers and Open House Materials

Created printed materials for events like open houses to inform and engage potential students and parents.

12. School Location on Google and Apple Maps

Ensured the school's location was correctly listed on key platforms for easy access and visibility.

11. Press Releases

Issued press releases to announce the school's opening and its mission to the local media.

Through a carefully crafted combination of digital and traditional marketing materials, we worked to introduce Penn Woods Classical Academy to the local community, educate families about its unique mission, and drive enrollment.

The Result

After implementing these strategies, Penn Woods saw a significant increase in engagement across their digital platforms



Website Traffic

Visitors grew by

↑ **238 %**

Page views rose by

↑ **50.38 %**

Bounce rate decreased by

↓ **5 %**



Email Campaign

Website visitors grew by

↑ **11.39 %**

Website page views rose by

↑ **10.28 %**

Website bounce rate remained at

40 %



Social Media

On days with brandiD created social media posts

Visitors grew by

↑ **238 %**

Page views rose by

↑ **2.77 %**

Bounce rate remained at

38 %

These metrics demonstrate a steady increase in engagement, indicating that the targeted marketing efforts were effective in raising awareness and driving action. With enrollments beginning to roll in, the digital presence we established is laying a solid foundation for Penn Woods Classical Academy to achieve its goal of 100 students before opening day.

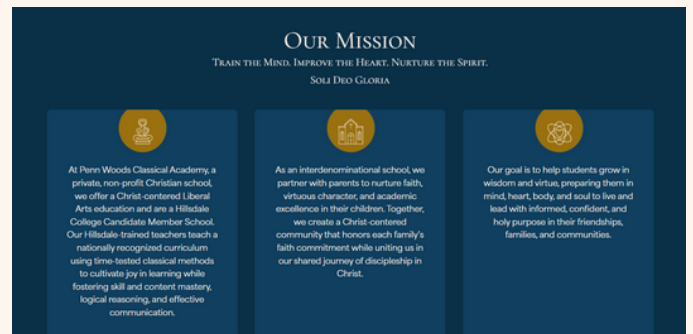
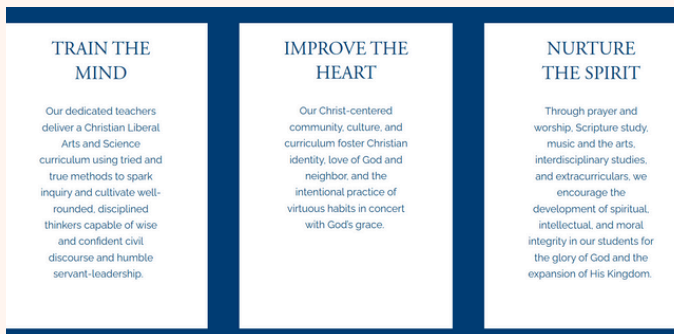
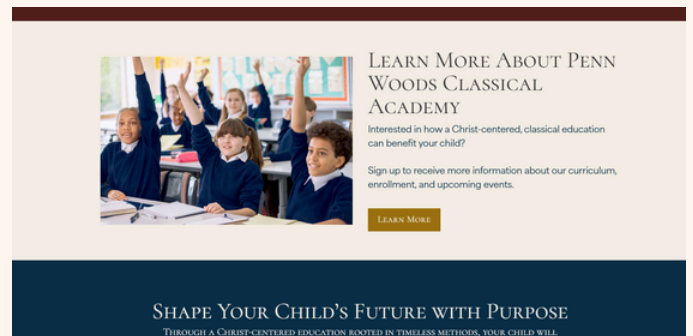
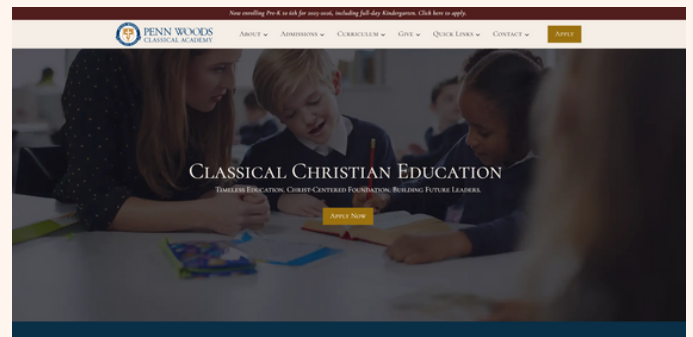
The strategic work we did, from the new website to the branded content, has set a strong marketing framework in place that will continue to support the academy's growth and attract new families for years to come.

Website Transformation

Before



After





Social Media Transformation

Before



After

