

ANGLES & INSIGHTS

CASE STUDY

Rhode Island Tutorial &
Educational Services





ABOUT THE COMPANY

RHODE ISLAND TUTORIAL & EDUCATIONAL SERVICES

Rhode Island Tutorial & Educational Services (RITES) brings together dedicated educators and persistent students, from kindergarten to adult learners, to help transform their learning outcomes. They offer 1-to-1 personalized tutoring and small-group classes that truly enhance the students' ability to learn and improves their outcomes.

RITES provides the tools and strategies for success, whether a student struggles with a language-based disorder, wants to master the content of a particular subject, or is looking to improve grades. The RITES approach ensures tailored instruction, tracked progress, close parent communication, and ongoing resources for families throughout Rhode Island, southeastern Massachusetts, and beyond.

THE PROBLEM

RITES wanted to establish a more prominent online presence to reach a wider audience. However, with only a small team running a large-scale business of 50+ part-time employees, they had no time to deal with the tedious marketing tasks it takes to reach success. RITES's goal was to increase the enrollment of their summer tutoring program and develop a marketing plan that was both efficient and effective.

OUR ROLE

HOW CAN A&I HELP?

Digital Strategy

Email Campaign

Outreach

Content Strategy

Social Media

ANGLES & INSIGHTS

OUR SOLUTION

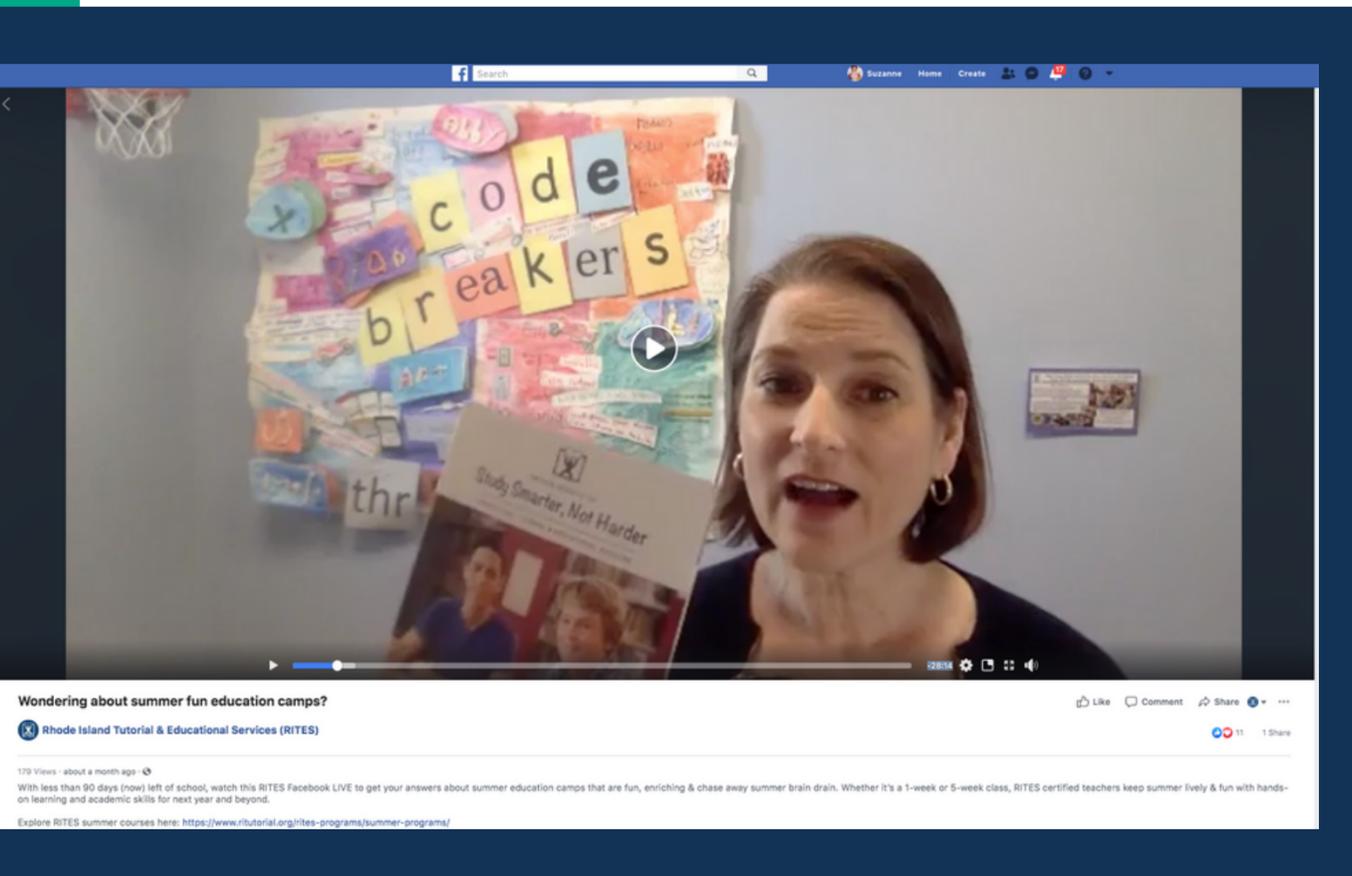


Angles & Insights acted as a chief marketing officer to assist RITES in creating a marketing strategy that is both easy to implement and works towards reaching the goal of increasing enrollment. By actively sharing information regarding their summer program opportunities via social media, specifically Facebook Live and email newsletters, RITES would achieve top-of-mind awareness among their target audience of families and students. Through this digital campaign, RITES would not only see an improvement in their online presence, but also increase the amount of families and students registering for summer programs.

ANGLES & INSIGHTS

THE IMPACT

RITES was able to fill their impactful summer courses months in advance. This was due to constant outreach to families and a campaign centered around the 100 days left of school. The campaign included a Facebook Live event which attracted numerous families who tuned in to ask questions and find out more information about what RITES has to offer. By focusing attention via a Facebook Live event on the dwindling days until summer and the reason why parents should apply early, RITES camps filled in record time in their 20 years of existence.



ANGLES & INSIGHTS



With busy families and a lengthy application process, enrollment can be rigorous. Angles & Insights helped us to fill our summer programs two months ahead of time!

LISA BIGNEY
CO-DIRECTOR AT RITES

FIND OUT HOW WE CAN PUT SOLUTIONS LIKE THESE TO WORK FOR YOU



EMAIL ADDRESS

Sue@AnglesAndInsights.com



PHONE NUMBER

(617)-697-6563

ANGLES & INSIGHTS