Success Story: Gross Catholic High School

Products: Guided Marketing Platform • Coaching Package

The Challenge
Gross Catholic High School of Bellevue, Nebraska is a 400-student high school that incorporates a faith-based approach to everyday living and leadership. The school is one of many Catholic high schools in the area competing to stand out and attract students.

Two key players involved with overcoming this challenge for Gross Catholic are Michala Jacobson, Admissions and Marketing Director and Varsity Softball Coach, and Jim Horman, IMS Specialist, Girls Varsity Soccer Head Coach, and Student Council Moderator.

"Neither of us have marketing degrees," says Michala, "but we are both passionate about the school and want people to see how great it is. We wanted to try different things to get that edge, but didn't have any direction on what to do or guidance on if we were doing things right."

The Solution
After seeing a Facebook Ad for ThriveHive, Jim and Michala had a Marketing Specialist walk them through a demo. They felt like the ThriveHive's Guided Marketing Platform • Coaching Package would be just what they needed to get students in the door. The platform would help them to efficiently carry out email marketing, website improvements, and other initiatives, while the coaching would provide them with the guidance they were seeking.

In addition, the price point was affordable. "The other places I was pricing out were way more expensive," says Michala, "but ThriveHive was up front and incredibly affordable, which made them even more appealing."

The Results
Increase in Engagement
While the numbers have been trending down for Catholic schools, this was not the case for Gross Catholic in 2017. During monthly conference calls, their Marketing Coach provided suggestions to help them increase numbers for their annual open house, their student shadow program, and their placement exams.

Peace of Mind
In addition to seeing quantitative results, the peace of mind that comes from confidence in their marketing initiatives for the school is also a major plus for Michala and Jim. "Before ThriveHive, we kind of just did the same thing every year," Michala says. "It was like throwing darts, and we were hitting different walls. We didn't have direction or guidance on if we were doing things right."

Now, Jim and Michala feel like they have specific goals to work toward and are putting forth the proper resources for achieving them. "I really feel a lot more confident about marketing in general and the concepts that we need to follow," says Jim.

New Initiatives
While ThriveHive has helped Jim and Michala to improve their current efforts, the education from their Marketing Coach and the tracking capabilities of the Guided Marketing Platform equip them to try new initiatives for Gross Catholic High School. "It's really neat to track things through the platform. You can send out a postcard and actually see how well it's working. We've been wanting to go where we haven't gone before, to take risks and try new things, and ThriveHive enables us to do that."

81% increase in student shadow program participants
29% increase in open house attendance
40% increase in freshman registrants
26% increase in admissions exam completions

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The ThriveHive Experience

A Hands-On Education
While Michala and Jim have seen incredible results with the ThriveHive Guided Marketing Platform and their Marketing Coach, they don’t feel as though they are blindly following advice, but rather that they are getting a hands-on education in marketing.

“We look at things differently now,” says Michala. “We really feel we’ve gotten a crash course in marketing. [Our Marketing Coach] helps us learn. We’re growing and educating ourselves and he’s helped us with that tremendously.”

Jim agrees that their coach is constantly equipping and pushing him and Michala to identify new opportunities. “Sometimes we go into the calls wondering ‘What more can we do?’ But [our Marketing Coach] makes us think, and by the time the call is done we have our work cut out for us. We’re always blown away by what he shares with us.”

A Genuine Relationship
Jim and Michala appreciate that their ThriveHive Marketing Coach has helped them to achieve success specific to their leadership style and goals.

“[Our Marketing Coach] has been unbelievable and has built a great relationship with us. You can tell he invests in us as people, not just as clients. We feel that authenticity and genuineness, that he really cares about us and our success. We really appreciate the one-on-one time we get with him every month. We just love the guy.”

“We love our relationship with ThriveHive and will continue to use ThriveHive to help our school grow.”

- Michala Jacobson, Admissions, Marketing Director, Varsity Softball Coach