

# Day of Prayer

Association of Christian Schools International

magneti  
CASE   
STUDIES

## EXECUTIVE SUMMARY

With approximately 24,000 member schools, the Association of Christian Schools International (ACSI) is the largest protestant Christian school association in the world. Magneti's work for ACSI has included research, strategy, and various marketing and promotional activities.

Magneti assisted with ACSI's Day of Prayer campaign, producing lasting audience engagement through the following month via social media, email and landing pages.

## ABOUT THE CLIENT

The Association of Christian Schools International (ACSI) exists to strengthen Christian schools and equip Christian educators worldwide as they prepare students academically and inspire them to become devoted followers of Jesus Christ, serving 24,000 schools in over 100 countries. ACSI was established as a conjunction of regional school associations that united in order to advance excellence in Christian education. The association came together in La Habra, California, in 1978, before moving to Colorado Springs, Colorado in 1994.



## CHALLENGE

On Maundy Thursday (the Thursday before Easter), ACSI encouraged Christian schools to engage in a unified spiritual movement called the Day of Prayer. ACSI's main challenge was creating a worldwide movement and building a broad, engaged audience through the Day of Prayer.

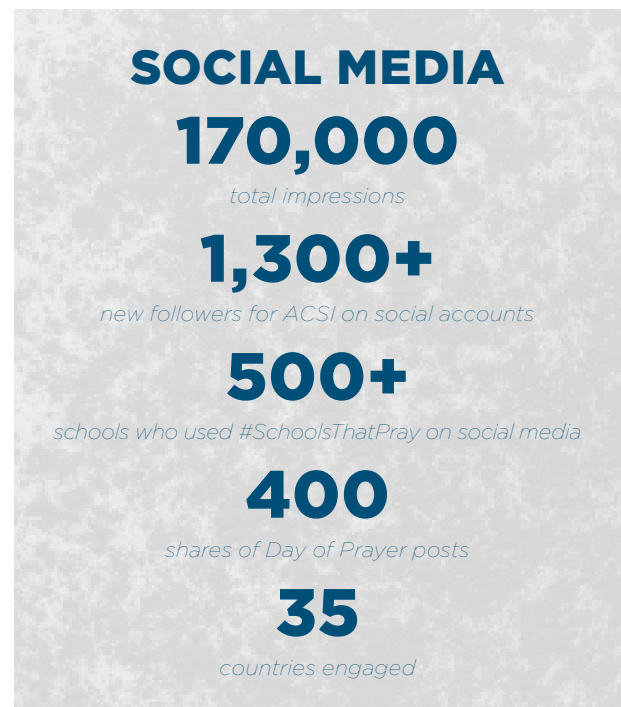
## SOLUTION



Magneti addressed this challenge with a five-prong campaign approach that emphasized social media but also included an email campaign, the ACSI website, a package of promotional resources for key influencers to spread the word and a landing page. The social media campaign was driven by both organic and paid reach, while the email campaign included a series of six emails focused on recruiting participation from ACSI's established audience.

## RESULTS

The social media campaign was successful, greatly widening ACSI's reach by garnering over 170,000 impressions from the Day of Prayer posts. These impressions led to over 1,300 new followers as schools from all over the world engaged with ACSI's posts. The overall result of the social media campaign was an expanded social audience that remained engaged with ACSI's channels well beyond the Day of Prayer campaign. The email campaign also had a worldwide reach, with responses from nearly 50 countries and an email open rate above industry average.



## ABOUT MAGNETI

Magneti is a digital marketing agency based in Colorado. Our team of experienced and innovative marketers develop custom marketing strategies designed to grow organizations and tell their stories online. Our end-to-end digital marketing services include SEO, PPC, user experience strategy, content strategy + development, email marketing and more. [Contact us](#) to learn how we can put our solutions to work for you.

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