

## THE DATA VISIBILITY THAT UNCAPPED GROWTH

# How International Beauty Institute Turned a Strong Foundation into a Multi-Campus Enrollment Engine and *Set its Sights on Growth.*

When Graham Anderson joined International Beauty Institute as COO 18 months ago, he came in with fresh eyes and an honest question: *where are the opportunities to streamline and scale what's already working?*

IBI had been operating successfully for over 15 years, with established campuses across the GTA and a strong foundation for growth. As the organization continued to expand, there was an opportunity to better align systems to support the next stage of growth.

“We had multiple systems, multiple forms, and an opportunity to better connect everything together,” Graham recalls. “And if you want to be successful in this sector, you need high-quality leads, and you need to respond to them fast. **Speed to lead is everything.**”

IBI needed a partner who could unify its marketing infrastructure, improve lead quality, and provide leadership with visibility into the data to make confident decisions.

### From One Tool to a Full Enrollment Engine

IBI was introduced to Enrollment Resources through a referral and started with Virtual Adviser's on-site lead funnels, giving prospective students a lower-pressure way to engage. The quality of admissions conversations changed almost immediately. Students arriving through these conversion points were more prepared, more qualified, and more likely to commit.

From there, the partnership expanded to include PPC campaigns, fortified landing pages, CRM integration, and the Virtual Adviser 6 analytics platform, which gave IBI something it had never had before: a single, trustworthy view of performance from first click to enrolled student.

For a school operating across multiple campuses with leads flowing in from paid, organic, and direct sources, fragmented data wasn't just an inconvenience, it was a strategic blind spot. There was no way to know which campus, which program, or which channel was actually driving enrollments. The CampusLogin integration with Virtual Adviser 6 changed that.

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*Virtual Adviser is the only tool I've seen that pulls everything together; our CRM, Google Analytics, our paid sources, and in one place we see exactly who's enrolling, what they're enrolling in, and what value that has to my school. I have one number I can trust to make real business decisions based on actual enrollments, not just leads.*”

There was another dimension Graham hadn't anticipated, access to a baseline of what 'good' looks like. “*What's a good cost per enrollment? I had no idea. When you're working with a partner with a partner who has served 500+ schools across North America, suddenly I know exactly where we stand and what we should be pushing toward.*”

That same data-driven confidence extended to every new tool ER brought to the table. IBI quickly adopted the AI Image Generator, with consistent, education-tailored visuals across every program page and blog.

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*Anytime you guys come to me with something new, I'm the first to put my hand up, because I've seen the power of your innovation.*”

**54%** paid lead growth  
in one quarter

**3x** organic lead volume

**3 → 4** campuses

## More Leads, Better Data, and Growth You Can See on Campus

The growth IBI has seen over the past 18 months isn't the result of any single change. Graham is candid about that. *"In anything marketing, it's always the sum of its parts,"* Graham says. *"It's rarely one thing."* What changed was that for the first time, IBI could see exactly which parts were pulling their weight and double down accordingly.

What Enrollment Resources provided was the connective tissue, a unified view of performance, higher-quality lead capture, and a paid strategy that compounded everything else already in motion.

Since launching paid advertising in January 2026, IBI's monthly **paid lead volume grew by 54%** in a single quarter. On the organic side, the transformation has been even more dramatic, **monthly leads have more than tripled** since the partnership began. Enrollments have followed the same trajectory, with consistent month-over-month growth that has fundamentally changed how the school operates.

The impact has been tangible on the ground too. Enrollment growth has triggered real operational change; expanded staffing, increased supply ordering, and campus infrastructure such as parking, that's had to scale to keep up. *"It's meaningfully enhanced how we run the organization."* Graham says.

## Built for Three Campuses. Ready for Four and Beyond.

With the Vaughan, Ontario campus now open, IBI has scaled its enrollment engine across four locations. What Graham describes as a *'lift and shift'* approach allows the organization to apply a proven framework across campuses while maintaining visibility into performance, lead quality, and enrollment outcomes. *"This enrollment engine has been built with scale in mind,"* Graham says. *"We see a lot of opportunities to continue building from here."*

The relationship that made it possible, he says, feels less like a vendor partnership and more like an extension of the team.



*There are agencies you dread meeting with. You guys are the ones we look forward to. We honestly view you as an extension of our team, not some agency."*

It's a mindset he'd pass on to any school still on the fence. *"In this industry, it's important to keep evolving and improving. Don't get comfortable doing it the old way, because it's not necessarily the best way. We certainly found that one out."*

### About International Beauty Institute

IBI is the highest rated beauty career college in Ontario\* with campuses in Hamilton, Mississauga/Etobicoke, Toronto/North York, and Vaughan.

\*Claim based on Google Reviews as of January 1st 2026, comparing beauty institutions with a minimum of three Ontario campuses, each having at least 200 reviews and an average star rating of 4.8 out of 5 per campus.



[intlbeautyinstitute.com](http://intlbeautyinstitute.com)

### About Enrollment Resources

Enrollment Resources helps schools increase enrollment by converting website visitors into high-quality student leads. Trusted by 500+ schools across North America over 20+ years.



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