



Case Study: All in One Curriculum

How Strategic Award Recognition Fueled Long-Term Growth and a 45% Increase in Conversions

About the Brand

All in One Curriculum is a digital homeschool program offering a full, flexible, and affordable education for families from preschool through 12th grade. Designed to support both new and experienced homeschoolers, the program emphasizes independent learning, hands-on activities, and a no-print-required format that makes it ideal for modern families.

Over the past decade, the brand has received multiple awards in categories such as:

- Preschool Education
- Elementary and Middle School Curriculum
- Overall Educational Products

This consistent recognition has helped position All in One Curriculum as a trusted and comprehensive solution for homeschooling families.

The Challenge

In 2021, All in One Curriculum completed a significant rebrand. While the refreshed identity aligned with their evolving mission, it presented a challenge: how to preserve the hard-earned trust and brand equity built over years of visibility and awards recognition.

To ensure continuity, the team worked to update their recognition across platforms and channels—allowing the brand to maintain momentum and reassure both returning and new customers during the transition.

Strategic Use of Awards

Rather than treating awards as one-time moments of validation, All in One Curriculum integrates them as a core part of their ongoing brand strategy.

They submit for award consideration annually, ensuring their recognition reflects the current year and signaling to families that they remain active, relevant, and committed to quality. They also choose award categories that allow them to showcase their full curriculum offering, rather than highlighting only one grade level or product.

Results

45% Increase in Conversions

By integrating award seals across their **website, landing pages, emails, social media, and onboarding**, All in One Curriculum saw a **45% increase in conversion rates**. This strategic use of third-party recognition helped move parents from interest to action, boosting purchase confidence across all channels.

Evergreen Visibility and Trust

Their collection of awards continues to deliver sustained value, helping the brand stand out in a crowded market and driving consistent organic traffic from families looking for trusted, proven options.

Reputation Reinforced During Rebrand

By proactively updating and promoting their recognitions following the rebrand, All in One Curriculum maintained visibility, reassured existing customers, and continued to grow through a potentially risky period of change.

Long-Term Marketing Value

Award recognition has become one of the most reliable and cost-effective tools in their marketing strategy—delivering greater long-term returns than many paid advertising campaigns.

Client Testimonial

“Awards have been a major driver of our growth—not just for recognition, but for the trust they build with families.

When parents see an award seal, they take notice. But when it’s current, it tells them we’re still relevant and still producing quality. That matters.

We include our awards everywhere—on our homepage, in ads, during onboarding—and since doing so, we’ve seen a **45% increase in conversions**. Parents’ Picks Awards has been a great partner for us as we try to reach engaged parents in our marketing efforts.

This isn’t just feel-good recognition—it’s one of the smartest marketing moves we’ve made.”
— *Kathy, Founder of All in One Curriculum*

Key Takeaway

For All in One Curriculum, awards are more than a symbol of quality—they're a strategic asset. By leveraging third-party recognition across their brand touchpoints, they've built trust, improved conversion rates, and reinforced their market position year after year.

For any company serving families or educators, **actively using awards as part of a visibility and trust strategy** can deliver long-lasting, measurable results far beyond the initial win.