

CASE STUDY

DIGITAL MARKETING

PROBLEM

- The main problem of the organization was to that they are not able to generate revenue.
- They wanted to improve their institute ranking and branding of the institute.
- The wanted to promote their institute at broad level.
- Lead/Enquiry generation process was slow.
- Due to high prices of the course, the number of closed cases was very less.



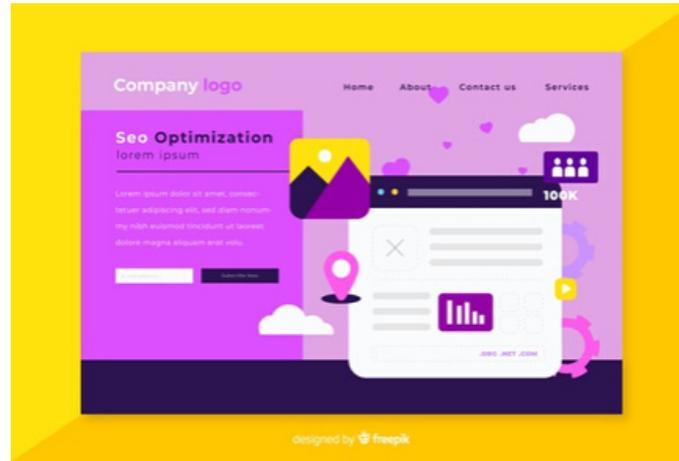
WE OFFERED

NOT JUST OUR TIME



SMM

Our DM team started face book and Instagram campaign to create awareness and engage the audience, our team generated regular posts over Face book and Instagram.



GOOGLE CAMPAIGNS

We designed Google ad words through which the number of enquiries got increased and their was a drastic increment in brand awareness as well.



SMS CAMPAIGNS

We started email and SMS campaigns for creating awareness among the audience. It reached out to wide demographic and increased the customer engagement.

PROMOTIONAL VIDEOS



Our team also started you tube campaign. They created promotional videos which was very beneficial for the institution. It increased the better visitor engagement.

DISCOUNT COUPON



Additional, discount coupons were also offered on the course price. It helped us in retaining the old customers and attracting the new ones.

LOWER COURSE PRICES



To tackle the high price of courses our team of experts suggested the organization to lower down the prices in order to compete in the market, the organization took it in a positive way and they came to the conclusive decision to lower down the course prices.



IMPACT

RESULT

They were quite satisfied with the services, in return they gave two other modules to handle that are franchise and their offline courses which they were handling earlier. The ranking of the institute got increased by SEO. Both the number of enquiries and the number of closed cases got increased. Their revenue jumped and increased drastically.



THANK YOU!