

CASE STUDY:

Digital Marketing for Coaching Institute

Career Success Classes

Digital Marketing - New Way To Engage Your Audience

Facebook hyper targeted campaign over mobile and desktop helps in generation 3X enquiries in 10 days of campaign at low cost

Customer Profile

Institute: - Career Success Classes

Industry: - Education

City: - Gorakhpur



“I couldn’t believe that I have got 60 student leads within 10 days of campaign launch. SocialBloop used mobile missed call ads to target smartphone users in Gorakhpur”

Abhishek Shahi
Director (Career Success Classes)

Business Need

Career Success Classes wanted to build brand and increase footfall to the Institute. It finds difficult to reach to students through traditional channel of marketing.

Earlier Marketing Method

Print Media, Pamphlet distribution, Newspaper Ad, Hoardings.

Problem

Students are not active on the Newspaper;
Pamphlets & Hoardings are cluttered and create no difference among students

Solution

Career Success Classes roped SocialBloop- Digital Marketing Agency for its Internet Marketing Campaign to reach to its Audience



Outcome

Our Strong hyper targeted campaign over mobile and Desktop helps in generation 3X enquiries in 10 days of campaign at low cost



Marketing Strategy Adopted

- ✓ Strategies the campaign according to target audience
- ✓ Different Campaign for Mobile and Desktop
- ✓ Students Mapping on the basis of demography, Interest & Behavior
- ✓ Use Heat Map and Google Analytics to study Visitors behavior on the webpage
- ✓ Campaign Optimized for Lead Generation



Results

- ✓ Hyper targeted campaign over mobile and Desktop helps in generation of 60 + enquiries within 10 days of campaign Launch
- ✓ Total Enquires generated 60+
- ✓ 55 % leads through mobile campaign
- ✓ 35 % Leads through Desktop Version of Campaign
- ✓ 10 % Student Came Directly to Institute for Enquiry

Author:

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For more about SocialBloop, please visit www.socialbloop.com