

Case Study

Overview:

The following case study will provide in-depth knowledge about the challenges faced by my client on the digital front, steps taken to overcome, and the results obtained.

The Client:

Edwise International (Overseas education consultant)

Established in 1991, the core activity lies in assisting students to make the right choice with regard to pursuing education in overseas educational institution

The Problem:

Increase the walk-in rate, collect qualified leads and increase the number of student in the seminar. Increasing the on spot admission numbers.

With many similar businesses opening, this segment saw a cut throat competition. We had our brand credibility, now it was time to cash-in the goodwill generated over years, but with many similar small and large competition it was difficult to grab attention and take a potential customer until the end of the sales funnel

The Solution:

Lead Generation ads on Facebook, Instagram, YouTube, Google and OTT platforms. Along with Email & SMS marketing with multiple touch points.

Lead Generation Campaigns:

I assisted the company in building engaging ad creatives ad copy to improve the quality score, SMS & Email content and planning and executing the sales funnel. It positively affected the average ad positions and generate quality leads.

Quality Leads & Ad Campaign:

One of the primary objectives was driving quality leads also targeting the decision makers/the financier (the one who pays). To further strengthen our position, we designed a landing page following the AIDA strategy



Google Display & Search

The screenshot shows a Google search result for 'study in new zealand'. The search result includes the following information:

- Search query: study in new zealand
- Results: About 92,50,00,000 results (0.70 seconds)
- Result 1: [Admission in Top NZ University | in Mumbai on 3rd February](#)
- Result 2: [www.study-newzealand.in/StudyAbroad](#)
- Result 3: Admissions Open-July/20/Feb/21. Free Entry. Register Now! Simple Visa Process. Free Services. Study Visa Guidance. Rejected Visa Case Assat. Destinations: Australia, USA, UK, Dubai, Malaysia, New Zealand, India, Singapore, Canada, Switzerland.

Three display ads are shown:

- Ad 1:** 'Want to Study in NEW ZEALAND? Get ON-THE-SPOT Admission. Attend NEW ZEALAND Admission Day. Mumbai - 3rd Feb, 2020'.
- Ad 2:** 'Want to Study in NEW ZEALAND? Get ON-THE-SPOT Admission. Attend NEW ZEALAND Admissions Day. Mumbai. 3rd Feb 2020'.
- Ad 3:** 'Attend NEW ZEALAND Admissions Day. Get ON-THE-SPOT Admission. Mumbai. 3rd Feb 2020'.

Facebook & Instagram

The carousel consists of three promotional cards. The top-left card is for New Zealand, featuring a group of four students walking on a campus. The top-right card is for New Zealand, featuring a young woman with glasses holding a red folder, with the Sky Tower in the background. The bottom card is for Australia, featuring a young woman with a red backpack holding yellow folders. Each card includes the Edwise logo and a date badge.

Want to Study in NEW ZEALAND ?
Get **ON-THE-SPOT Admission**
Attend NEW ZEALAND Admission Day
Mumbai - 3rd Feb, 2020

Looking for study in AUSTRALIA?
Top Australian Universities coming to MUMBAI
Get **ON-THE-SPOT Scholarships**
Attend AUSTRALIA Admissions Day
12th Jan, 2020

WANT TO STUDY IN NEW ZEALAND ?
Attend Admission Day in Mumbai
Monday, 03rd Feb, 2020
SWIPE UP

YouTube

The YouTube player shows a video titled 'New Zealand Admissions Day February '20 By Edwise International'. The video thumbnail features a young woman in a red and black plaid shirt holding books. The video player interface includes a search bar, a play button, a progress bar at 0:05 / 1:02, and various control icons.

NEW ZEALAND ADMISSIONS DAY
India's Leading Overseas Education Consultants
3rd Feb to 24th Feb
FREE ENTRY
FREE COUNSELING Since 1991

New Zealand Admissions Day February '20 By Edwise International

Ad Copy - strategy used

Do you want to Study in NEW ZEALAND ?

Here come Once in a Life time Opportunity in Mumbai

Edwise Overseas is organizing an NEW ZEALAND admission day in your city - MUMBAI

And you can get ON-THE-SPOT Admissions & Scholarships at this fair by delegates. Amazing...right

What can you expect on Admission Day?

- 2 to 3 Years Post Study Work Permit Available
- Meet with internationally renowned University Representatives
- University Delegates will be presenting ON - THE - SPOT Offers
- Get Interaction, admissions and will offer scholarships
- Get application fee waiver for complete applications
- Scholarships will be given to Meritorious applicants

So, Don't MISS this Opportunity!

Check your NEW ZEALAND Admission day in your City & Click here to book your spot at the event.

Details of the venue:

MUMBAI

Monday, 3rd February 2011 11 - 3 pm

Venue: Edwise Office - 512, Dheeraj Heritage, S, V Road, Near Milan Subway (Junction), Santacruz (W), Mumbai - 400054, Maharashtra, India.

See you soon at the event in your City

Want to Study in NEW ZEALAND ?

Get ON-THE-SPOT Admission

World NEW ZEALAND Admission Day

15th March - 17th Feb, 2019

Get ON-THE-SPOT ADMISSION to Study in NEW ZEALAND

Edwise Overseas is arranging an NEW ZEALAND admission day in your own city. Get On the Spot Admissions and Scholarships at this day. Book your slot now by...

HTTP://NZ.STUDYABROAD-FAIR.IN/ Learn More

Attention

Interest

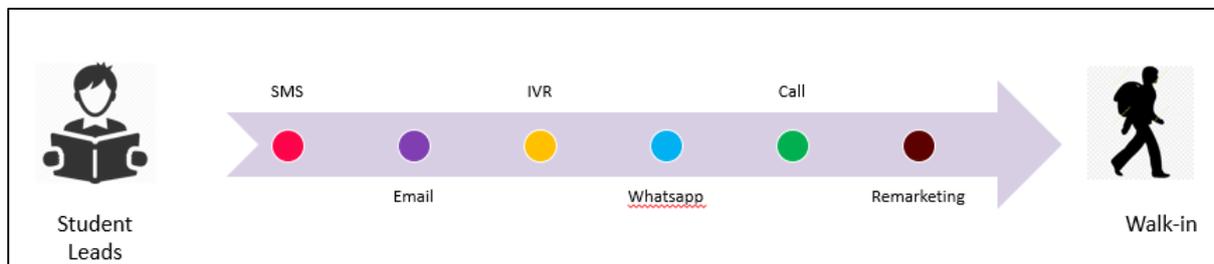
Desire

Action

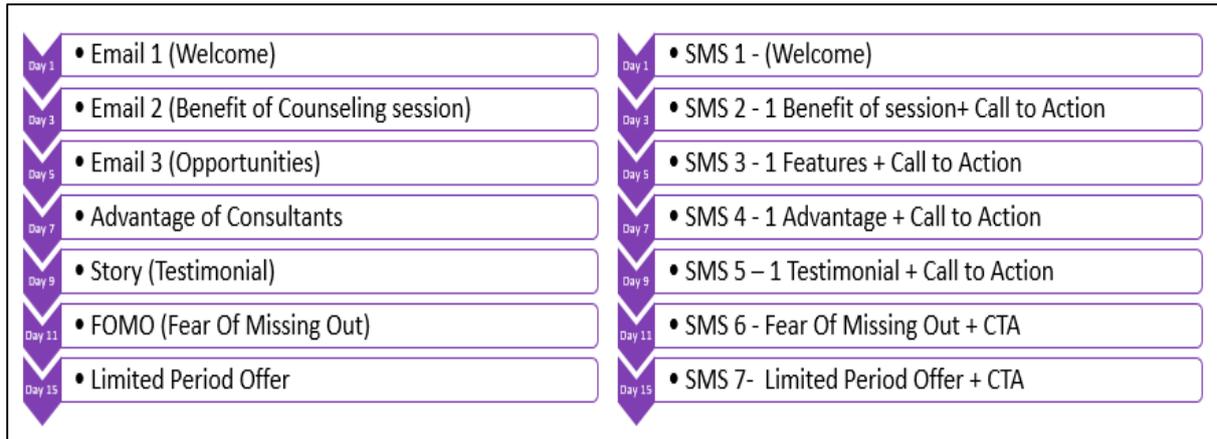
Thumb stopping Ad Creative

Click worthy Title

Lead Nurturing



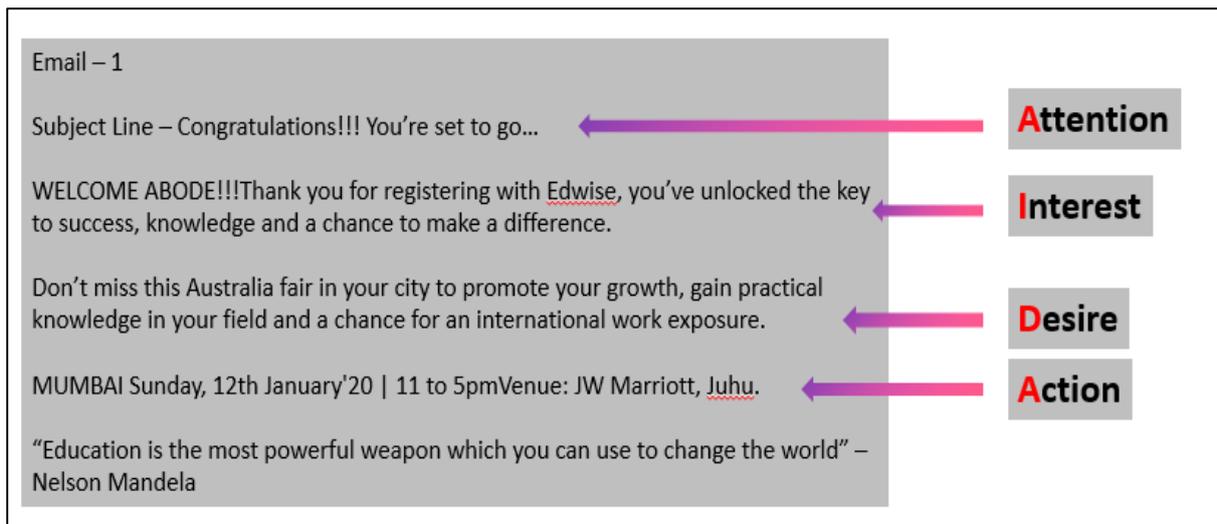
Lead Nurturing Drip Setup



SMS Trails



Email Trails



The Result:

We were able to generate the following results over a 3 months long campaign

- ✓ 10,000 + qualified leads
- ✓ Increase in website visits by 11%
- ✓ More than (average) 200 students attaining the seminar compared to 100 – 125 in previous campaigns
- ✓ Facebook & Instagram following increased ~ 25% - 30% (organic)

Takeaways:

To gain qualified leads, multiple touch points across various channels and medium generates better results. Equally important is to follow the strategy and curate compelling content along with visuals.

Lead attribution is crucial giving marketer's ability the "virality" of the ads and how it translates to conversion.