

Paid Search | Social Media Marketing

Tagline:

Generating leads for Christ University through a paid search campaign.

Project Details:

Project Name: Christ University

Application URL: <https://christuniversity.in/>

Country: India

Domain/Industry: Education

Client Name: Carmelites of Mary Immaculate (CMI)

Client Profile:

Having started its educational vision with innovative and modern curricula in 1969, Christ University benchmarked the education industry. The multi-disciplinary university offers Bachelors to Doctoral programs humanities, social sciences, science, commerce, management, engineering, education, and law.

The Problem:

As a leading higher education academy, Christ University wanted to target students who aim for a Masters in Business Administration for the upcoming academic year.

Goal:

To generate leads through a Facebook ad campaign with a lower cost per acquisition and aim for a high return on advertising spend.

Our Approach & Solution:

Having the goal in mind, Nextwebi started building a paid ad campaign through Facebook that targets students who recently completed under graduation wrote competitive examinations for a Masters's degree in Business Administration. With a deep understanding of the trends, we focused on a very specific demographic. We optimized the ad clicks to identify the target audience and create a lookalike audience. We identified a best-performing ad copy with our target audience after testing multiple variations of ad copy.

Result:

With the intense, research and strategy we could increase the return on advertising spend by 1000% and could lower the cost per acquisition by 50%.