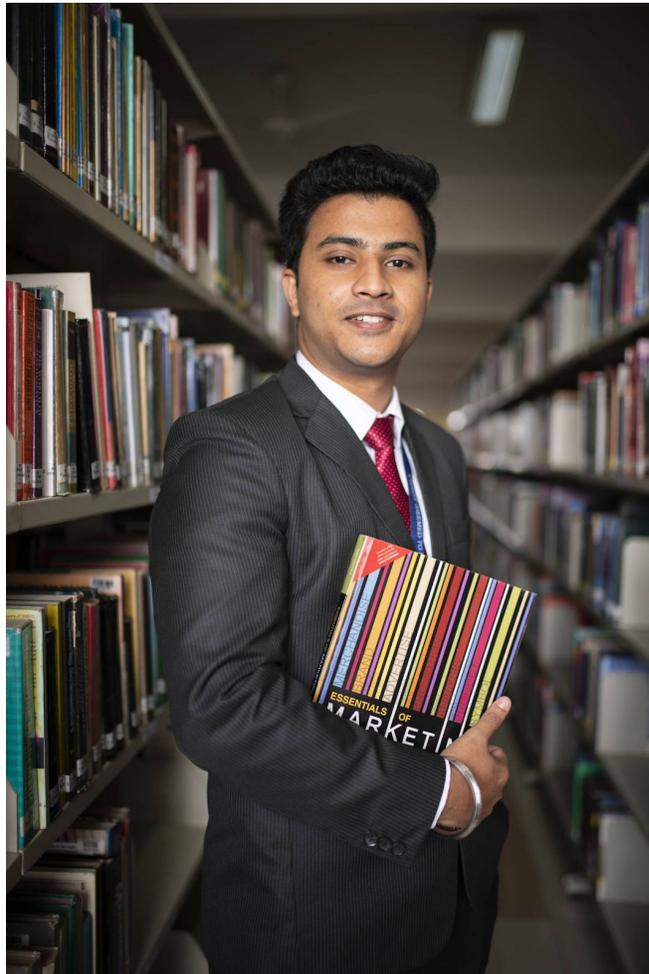


**CHRIST (Deemed to be University) is a nurturing ground for an individual's holistic development.**

# Christ University



## Project Details:

Project Name: Christ University

Application URL: Multiple Website

City/Country: Bangalore, India

Domain/Industry: Education, Collage, University

Client Name: Christ University

## Scope:

- Multiple Websites
- Digital Marketing/Advertising
- Social Media Management
- Photoshoot
- SEO
- Video Production
- Communication Development
- Lead Generation
- Branding
- Managing - 5 Locations

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[Watch video](#)

## 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 premium segment students in India & outside of India who aims for a Masters in Business Administration for the upcoming academic year, Christ has 5 different campuses across India. Challenge was: branding communication, Campus Life Showcase, Digital promotion, Social Media awareness, campaign management plan & websites.

## Goal:

To have multi location-based websites, landing pages, social media channels, google ads, 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 working on communication strategy, new websites, multiple landing pages, digital campaigns for different region globally, photoshoot, videos & paid ad campaign through Facebook, Google, 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.



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## 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%. Christ University is impressed with the suite of services provided by Nextwebi, now Christ University & Nextwebi is having a unique understanding and future goals.

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