



# CASE STUDY FOR A **EDUCATION** **INDUSTRY**

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To increase traffic for client's website and increase organic engagement and Facebook page likes.



# CHALLENGE

1. The main challenge was to lower the cost per result.
2. To Increase organic engagement on client's social accounts

## PROBLEM EARLIER

- The organic likes, reach and engagement was too low.

## REASON FOR LOW ENGAGEMENT

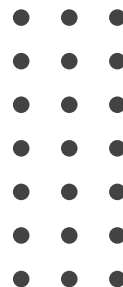
- No Consistency of social media posting
- No attractive social media posts
- No proper sharing of mix content (Motivational, Facts, humour and Business posts)
- No proper monitoring of Ad campaign
- No A/B testing for Ad

# RESULTS

After doing detailed study of the page, we shared images on regular basis which created organic engagement, reach and likes. We also shared good and variety of images and videos. Our turning point in increasing page likes and engagement was sharing interactive posts which connected audience with the page. Over a period of time we saw steady progress on page in terms of organic likes and engagement.

# SOLUTION AND PROCESS:

As earlier, the page was not getting good likes and engagement, we started with doing R&D on the website, their services and what they offer. We started to post Motivational posts, facts, trivia and fun facts, asked questions to the audience to increase the engagement so that the audience will connect to the page. We started to post images on daily basis. The more likes and engagement we got is through interactive posts.



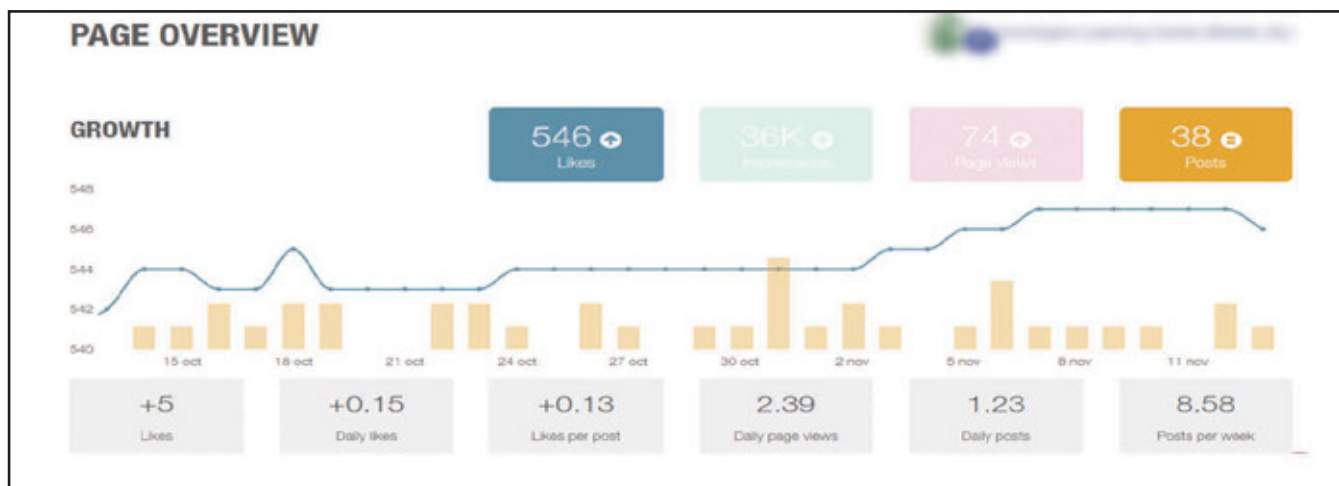
## Our objectives were

To increase traffic for client's website:

1. Created attractive Ad copies
2. Started doing A/B testing with different Images and text.
3. Did carousel ads which gave a good boost to the Facebook ads.
4. Narrow the target audience.

This helped us to increase website traffic and decrease the CPR.

# ORGANIC PAGE LIKE GROWTH



# EXAMPLES OF ENAGING CONTENT ON SOCIAL MEDIA FOR BETTER ENGAGEMENT. (ORGANIC ENGAGEMENT)

To increase organic engagement and Facebook page likes:

- We started with creating content that included 10 Business and 10 engaging content that is relevant to the business with attractive images.
- Know Your Optimal Times to Post on Facebook (when the fans are most online.)
- There was a proper content mix for eg: on monday we post #MondayMotivational posts.
- We also started sharing these posts on relevant groups
- Focusing on Posts with a proper CTA



## CAMPAIGN PERFORMANCE COMPARISON

### RESULT OF WEBSITE TRAFFIC AD CAMPAIGN

| Ad Name                    | Status   | Link Clicks | Impressions | Cost | CPA    | CPM    |
|----------------------------|----------|-------------|-------------|------|--------|--------|
| Website traffic - 11/10/18 | Inactive | 213         | 5,322       | 8.71 | \$1.31 | \$5.00 |
| Website traffic - 22/11/18 | Inactive | 195         | 14,604      | 2.93 | \$0.78 | \$5.00 |

