



ARION MEDIA CORP

## Generated 3x more leads - Facebook Ads Case Study

*One-Stop Place for Digital Marketing Solutions!!!*

### Introduction

*The Indian Public School (TIPS) is One of the best and most successful schools in Tamil Nadu, India. The goal of TIPS is to provide an excellent education for all students. They provide a curriculum that is dynamic, encompassing, balanced, rigorous, and relevant towards supporting children to be confident and well-rounded.*

### The Story of The Indian Public School (TIPS)

*TIPS facilitates a safe, friendly, and constructive school climate for its stakeholders, where they can be themselves and openly express their opinions, where they feel secure and learn to live virtuously. They believe every child is unique and that children learn better when they are in a happy state of mind.*



## Challenges to Overcome

*The digital marketing team at Arion Media Corp worked diligently to understand the client's needs. The end goal was to seek more admissions, but as a school, brand awareness was at the forefront of the marketing campaign. They had a great story to tell and wanted to ensure that the story reached the most relevant audience, ensuring the best Return On Ad Spend. The campaign faced the challenges of educating the consumer, building brand awareness, and finding an audience that is actually in the market for education.*

## Marketing Methodology

- *Strategy Planning*
- *Campaign Set-up*
- *Campaign Management*
- *Optimization*
- *Re-Marketing*
- *Return On Advertising Spend, (ROAS)*

## The Strategy

*We first figured out who TIPS's target audience was by utilizing data from their website and analyzing Google Analytics to get an idea of who is looking for school admissions, from their age to their gender and what kind of school there is looking out for.*

*This activity led us to establish a common set of interests amongst customers, which we used to create targeted content.*

*After collecting this data, we created a combination of high-value lookalike audiences as well as interest-based audiences that were close matches to their existing customers and also re-targeted the audiences.*

*The key was focusing on insights that led us to the most common interests and characteristics of TIPS' customer base.*

## The Results

*Overall, TIPS saw a 55% increase in admissions from Dec 2020 to Jan 2021 and then from Oct 2021 to now, with conversion rates ranging from 3% to 10%. Our strategy proved a tremendous success for TIPS as they received 8500+ conversion-based leads.*

## Testimonial

*Client was asked the one thing they did, as a business, to promote their brand that was successful. Their response:*

*"Hired a digital marketing company"*

*"I have more work than I know what to do with"*

*"The best thing I've done for my business is the way of investing" and "Return on investment is 5 times per academic year"*

*Increase in ROAS 7x times.*

*Ready to work together?*

Prefer to Talk - Call Us @ +91 99528 28633