

Case Study for a Education Industry

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, humor and Business posts)
- No proper monitoring of Ad campaign
- No A/B testing for Ad campaign

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 & Process

As earlier, the page is 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.

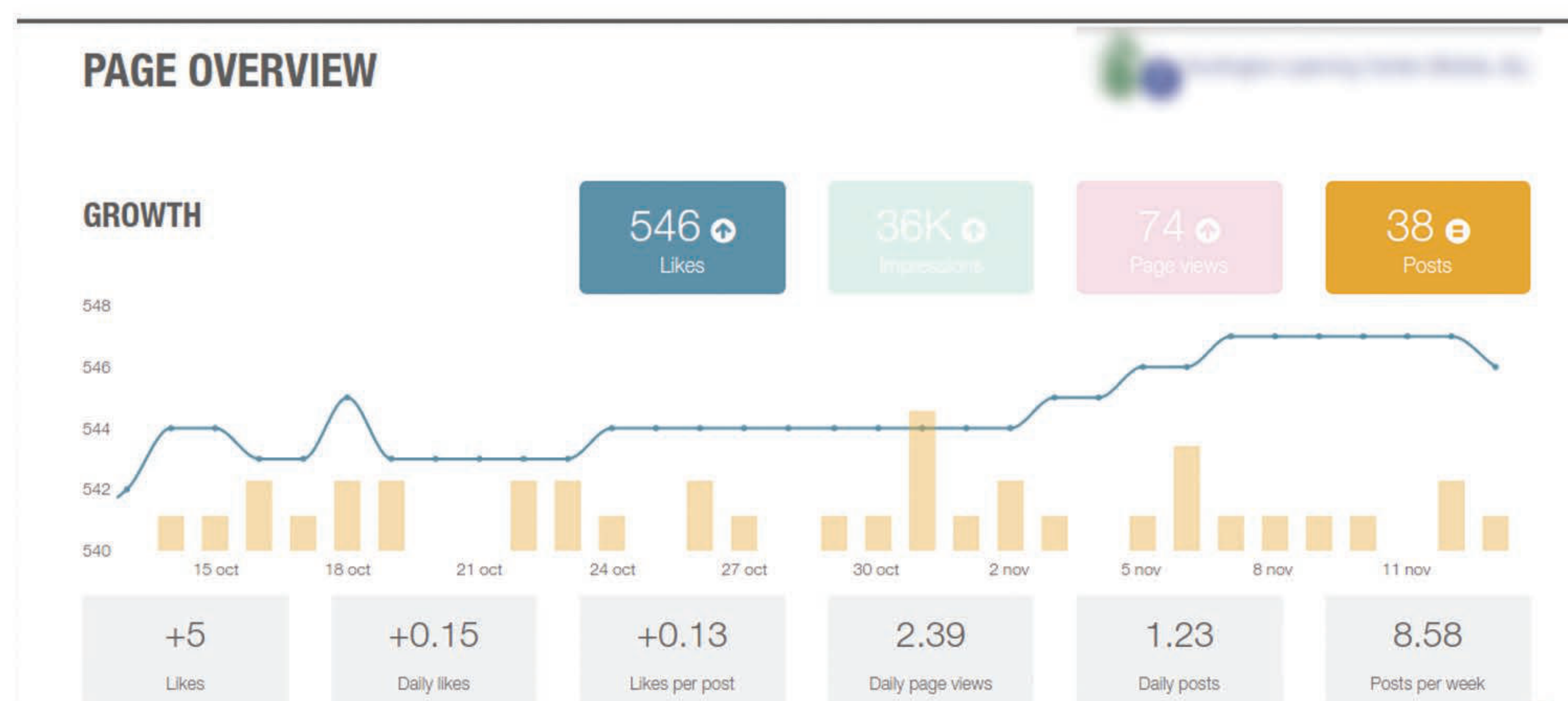
Our objectives were:

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 Engaging content on social media for better engagement. (Organic Engagement)



2. 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 for the month of October

HLC-Website traffic - 11/10/18	Inactive	213 Link Clicks	5,322	8.71	\$1.31 Per Link Click	\$5.00 Daily
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Result for the month of November

Website traffic - 22/11/18	Inactive	195 Link Clicks	14,604	2.93	\$0.78 Per Link Click	\$5.00 Daily
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