Performance Marketing

BACKGROUND STORY

Ambassador International Academy partnered with NEXA for lead generation to increase school registration. The greatest challenge was that the academy was new to the region and entering a competitive market. As the school was new, it had no pre-existing credibility or trust. To reach the market effectively and build trust, NEXA built an informative and user-friendly website, focused the website and SEO efforts on highly searched keywords, implemented A/B testing campaigns, changed bidding to maximise conversions, and placed significant focus on branding and conversions together.

To better manage lead generation and conversion, a CRM System was implemented and used by the Admissions Team and Support in order to streamline and manage the entire student enrolment process, ensuring every lead was accounted for.

During this process, over 8,700 leads were generated, and 600+ student enrolments were made, resulting in an estimated revenue of over AED 17,466,000 for the academy. NEXA exceeded client expectations, and the school continues to thrive.

OBJECTIVES

Lead generation to increase school admissions.

CHALLENGES

- Competitive market with many competing schools.
- New school with no pre-existing credibility, trust, or data results available.

SOLUTIONS

- Focusing on highly searched keywords.
- Implementing A/B testing campaigns.
- Changing bidding to maximise conversions.
- Focusing on branding and conversions together.
- Optimising keywords regularly.

RESULTS

95 million+ impressions

8,700+ leads generated

600+ enrolments (student admissions)

AED 17.5 million estimated revenue in excess of

600% estimated return on initial investment in excess