

CASE STUDY

Performance Marketing

CLIENT: مدرسة اجنايت
Ignite School

SECTOR: EDUCATION

BACKGROUND STORY

Situated in Al Warqa'a 3, Ignite School is an American curriculum school established in 2018. At present, the school caters to students spanning kindergarten to Grade 8, with plans to further expand to Grade 12 in the coming years. As an independent school, Ignite had entered into a very competitive market, where other accredited and well-regarded schools already had an established presence throughout Dubai and the greater UAE.

In October 2019, the school director approached NEXA for assistance with acquiring a more data-driven approach to generating leads, due to a host of challenges that limited their ability to onboard and retain students.

These included the drastic, negative impact of Covid-19 on the educational sector, broken processes within the admissions system, a lack of traceability and general inaccuracies across leads, and a lack of transparency between the admissions team and higher staff. Moreover, the general consensus on the American curriculum, as opposed to the British curriculum, among local parents posed an additional problem when trying to secure enrolments.

OBJECTIVES

Student acquisition.

CHALLENGES

- Competitive market based on location, curriculum offering and facilities.
- Limited budget.
- Relatively small target audience and geo-location.

SOLUTIONS

- Implementing specific geo-targeting to make the most of limited budget.
- Bidding on high-volume school-related keywords.
- A/B testing of campaigns.
- Using specific key messaging in ads to cater for audience.
- Automating communication with prospects and creating tasks for staff-based on-parent activity on the site.

RESULTS

85K+ sessions generated between Jan-August

4 million+ impressions between Jan-August

3,508 leads generated between Jan-August

242 enrolments generating AED 7,932,000 in revenue

395K in ads spend ROI at 1,908%