

## CASE STUDY

# Performance Marketing

CLIENT:



SECTOR: EDUCATION

## BACKGROUND STORY

The Arbor School, located in Al Furjan, Dubai, is an English National Curriculum School that opened in 2018. The school provides a high standard of education that focuses on environmental justice, compassion for the environment and sustainability.

The Arbor School is an ecological school delivering the National Curriculum for England focusing on ecoliteracy, sustainability and environmental justice. The Arbor School's educational vision focuses on project-based, experiential and outdoor learning. In support of this vision, the school offers modern, adaptive facilities, climate-controlled biodomes, ecological makerspace and learning gardens as key spaces to engage students in a deeper understanding of their ecology and environment.

## OBJECTIVES

- Develop a comprehensive strategy that encompasses all digital marketing channels, including website optimisation, social media, search and paid digital campaigns.
- Ensure that all these channels work together in a coordinated manner to achieve the desired results.
- Target international audiences and tourists to maximize the reach of the marketing campaign and increase the chances of generating leads.

## CHALLENGES

Our main challenge was that the school was still under construction, which made it impossible to take promotional pictures or organize events. As a result, it was challenging to accurately capture the essence of the school and represent it without actually seeing it.

## SOLUTIONS

- Aligning and integrating digital activity and measuring sales performance using HubSpot CRM and Marketing
- Creating numerous campaigns that utilize content marketing, such as blogs, e-brochures, and infographics
- Developing landing pages with audience nurturing to optimize campaign performance
- Building a website for the school to establish an online presence and attract potential students

## RESULTS

1,270

Marketing Qualified Leads  
Generated within 5 months

530

Leads from Nexa's Digital  
Campaigns

1:34

Return on Investment (Year 1  
Fees Only)