

EDUCATION SCHOOL



Client Background

- **Industry:** Education (School)
- **Type:** American curriculum school for students from 5th to 12th grade, specializing in health sciences, engineering, business administration, and technology.

Challenges

- **Positioning:** Limited appeal as a medical-focused high school.
- **Retention:** Issues with high costs, lack of activities, and strictness.
- **Admissions:** Needed a significant boost for February 2023 enrollment.
- **Visual Consistency:** Maintain corporate identity.

Solutions

- **Lead Generation:** Targeted Facebook and Instagram campaigns.
- **SEO & SEM:** Enhanced online visibility and lead conversion.
- **Social Media:** Increased engagement with diverse content.
- **Communication:** Broadened messaging beyond the medical sector.



LEAD GENERATION

Generated a total of 509 leads.



COST EFFICIENCY

Reduced cost per lead 41%



CONVERSION RATE OPTIMIZATION

+35% increase in conversion rate



GROWTH

social media fans, 18.78% monthly growth rate.