

# 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.

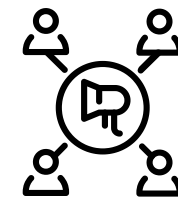
## Solutions

- **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.



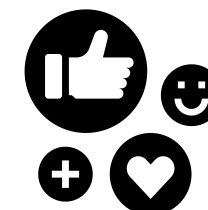
### LEAD GENERATION

**+35%** increase in  
conversion rate



### REACH

Garnered 500K video  
plays.



### ENGAGEMENT

social media fans, **18.78%**  
growth rate.



### COST EFFICIENCY

CPL reduced from  
**QAR 140 to QAR 45**