

# EDUCATION SCHOOL



## Client Background

- **Industry Segment: Education**
- **Business Focus: Providing high-quality education for elementary-level students in Qatar.**

## Challenges

- **Generate leads and increase student enrollment.**
- **Improve brand awareness and visibility.**
- **Optimize the cost per lead for efficient use of marketing budgets.**

## Solutions

- **Launched lead-generation campaigns on Facebook and Instagram.**
- **Created engaging video content and static visuals.**
- **Monitored and optimized campaign performance.**
- **Analyzed audience demographics for better targeting.**



### LEAD GENERATION

Generated a total of 509 leads.



### REACH

Garnered 500K video plays.



### ENGAGEMENT

Achieved +400K page engagements



### COST EFFICIENCY

Reduced cost per lead 41%