



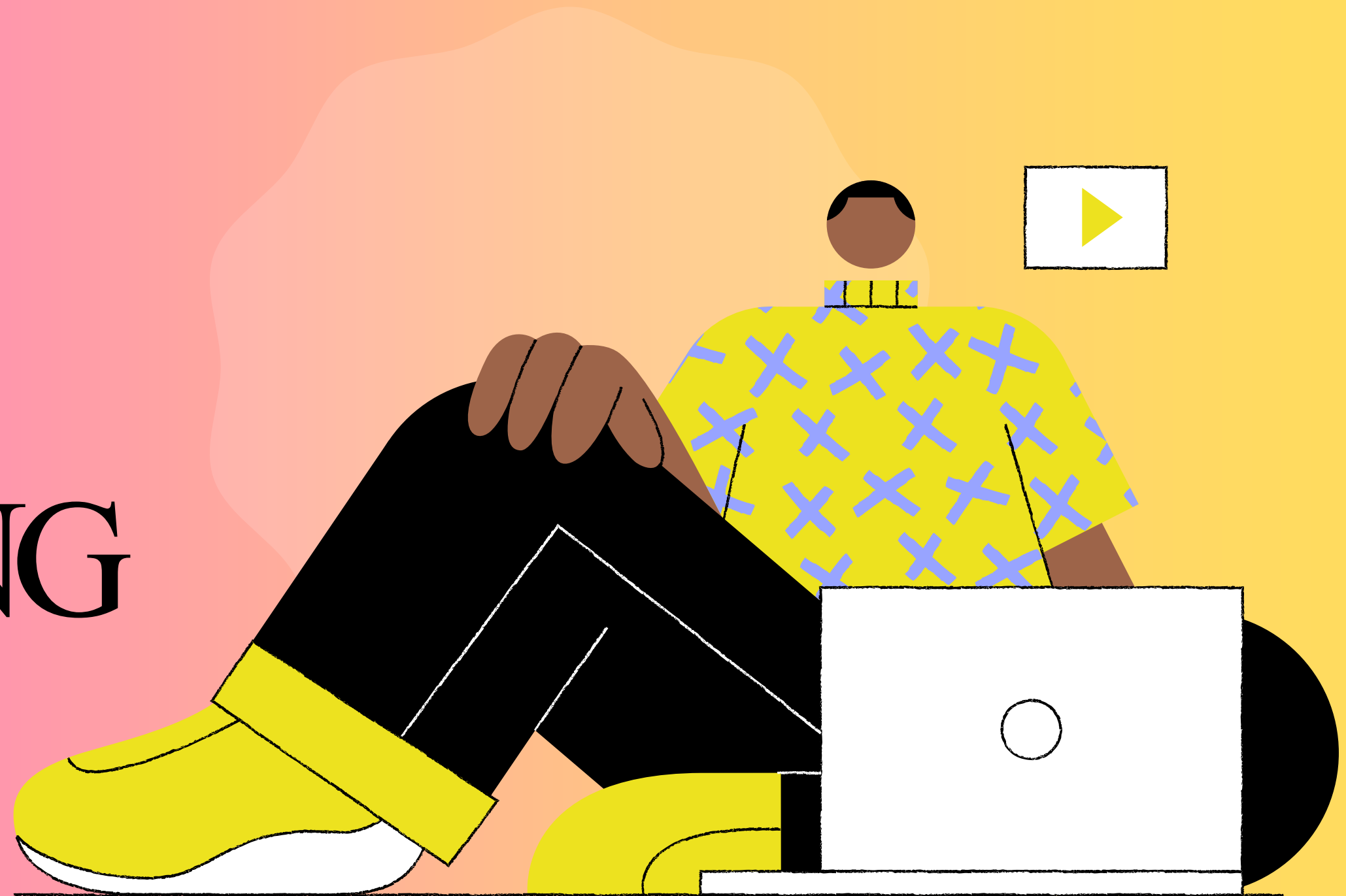
LONDON AMERICAN CITY COLLEGE

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# Quarterly DIGITAL MARKETING REPORT



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# WHY DIGITAL MARKETING ?

THE WORLD IS BECOMING INCREASINGLY DIGITAL

CONSUMERS SPEND MORE TIME ONLINE

BUSINESSES NEED TO BE WHERE THEIR CUSTOMERS ARE

DIGITAL MARKETING IS COST-EFFECTIVE

IT ALLOWS FOR TARGETED MARKETING

IT PROVIDES MEASURABLE RESULTS



# Report Outline

## INSIGHTS AND HIGHLIGHTS FOR:



**FACEBOOK**



**INSTAGRAM**



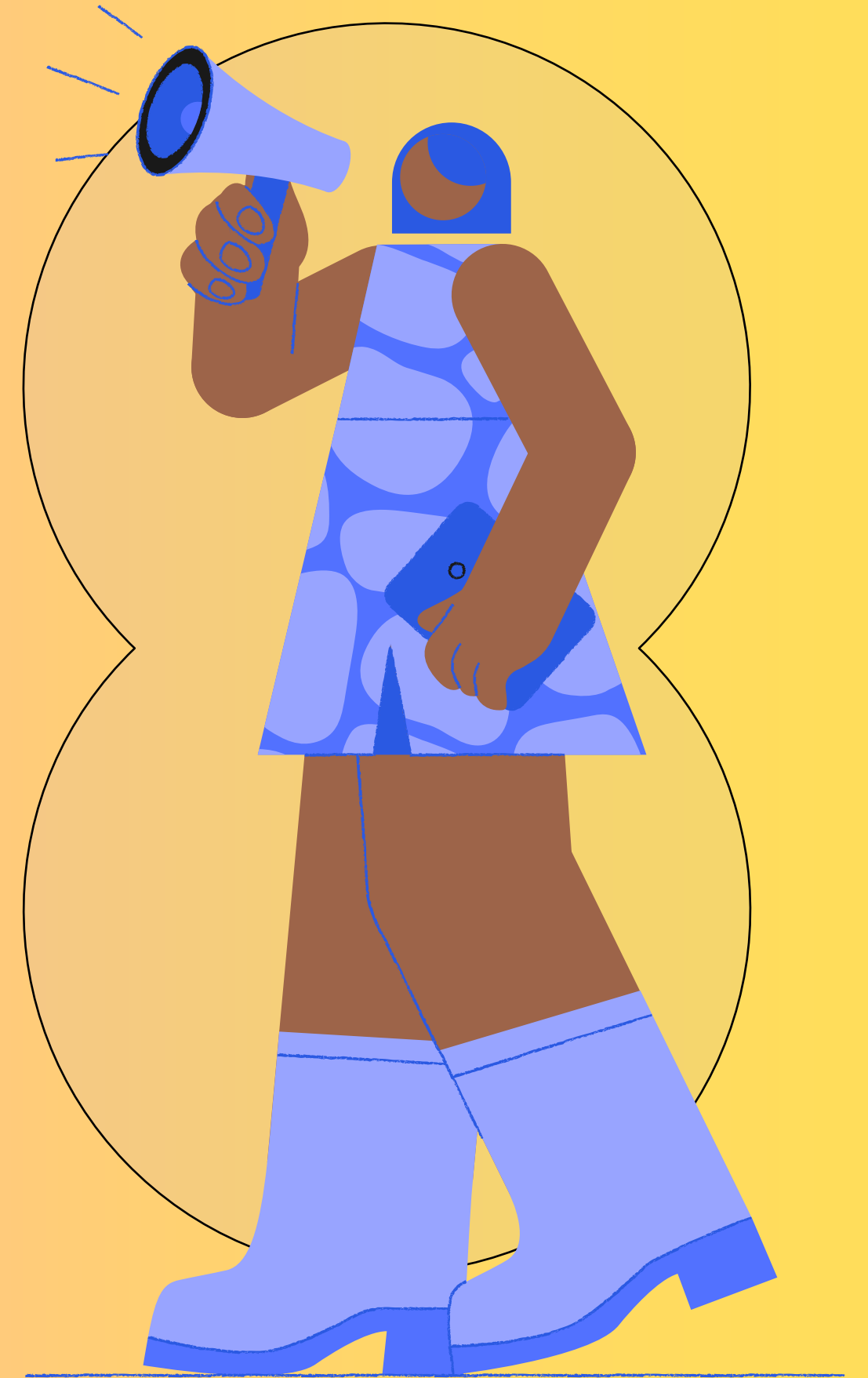
**TWITTER**






**LINKEDIN**



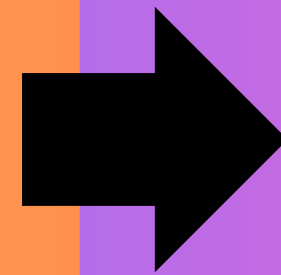
**YOUTUBE**



# Overall Performance

MARKETING CHANNEL	TIME PERIOD	SOCIAL MEDIA POSTS	FOLLOWERS	ENGAGEMENT
 FACEBOOK	Nov 2023 - Mar 2024	42	3605	18,683
 INSTAGRAM	Nov 2023 - Mar 2024	33	720	2,587
 LINKEDIN	Nov 2023 - Mar 2024	39	1096	19,260

ORGANIC  
REACH



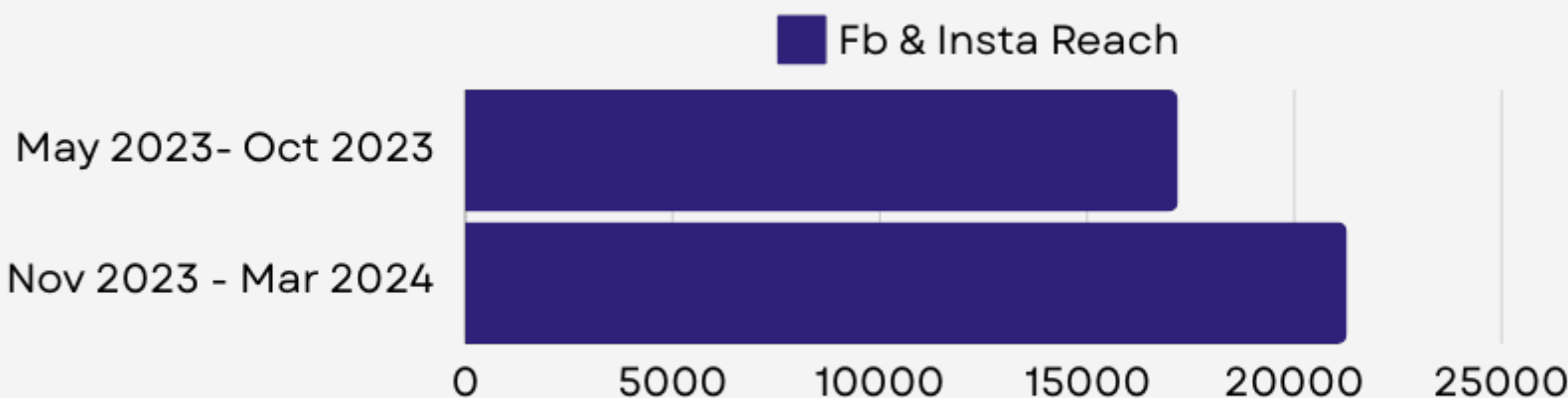
# ORGANIC REACH FOR FACEBOOK AND INSTAGRAM

MAY 2023- OCTOBER 2023  
(7 MONTHS)

17,193

NOVEMBER 2023MARCH 2024  
(5 MONTHS)

21,270



24%

Growth Percentage

Increased reach by 24%

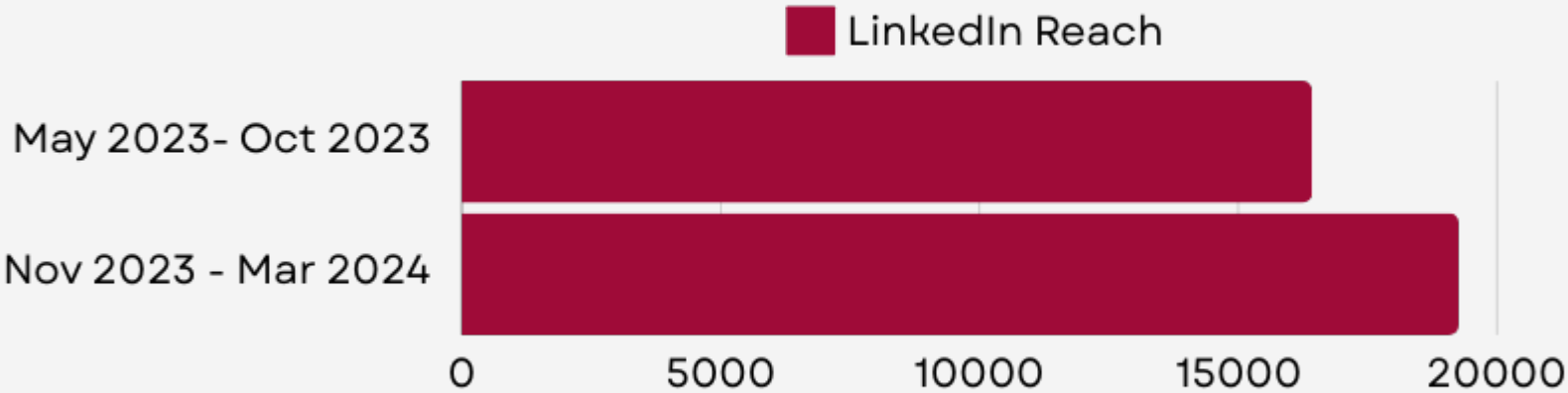
# ORGANIC REACH FOR LINKEDIN

MAY 2023- OCTOBER 2023  
(7 MONTHS)

16,427

NOVEMBER 2023MARCH 2024  
(5 MONTHS)

19,260



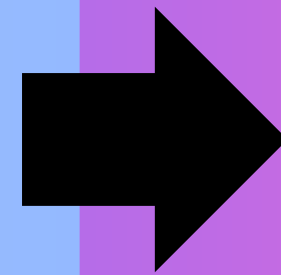
17%

Growth Percentage

Increased reach by 17%



ORGANIC  
FOLLOWERS



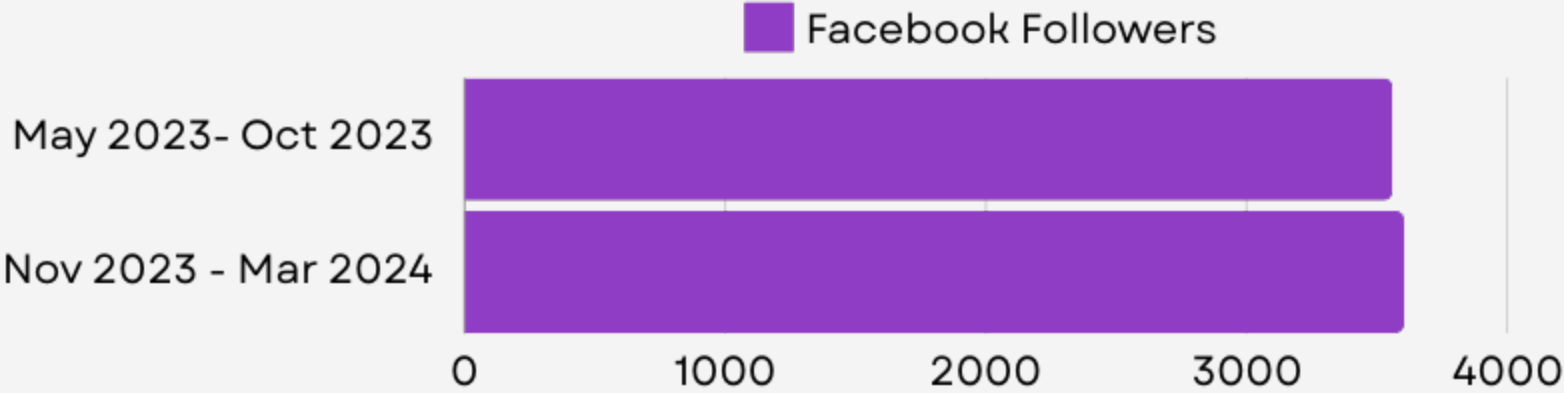
# ORGANIC FACEBOOK FOLLOWERS GROWTH

MAY 2023- OCTOBER 2023  
(7 MONTHS)

3560

NOVEMBER 2023MARCH 2024  
(5 MONTHS)

3605



2%

Growth Percentage

Increased followers by 2%

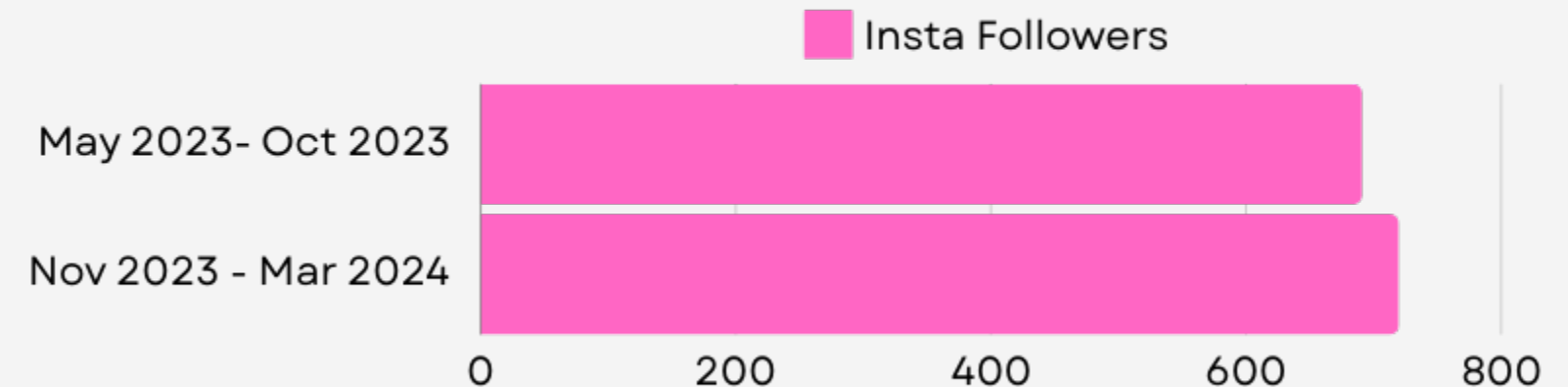
# ORGANIC INSTAGRAM FOLLOWERS GROWTH

MAY 2023- OCTOBER 2023  
(7 MONTHS)

691

NOVEMBER 2023 MARCH 2024  
(5 MONTHS)

720



4%

Growth Percentage

Increased followers by 4%

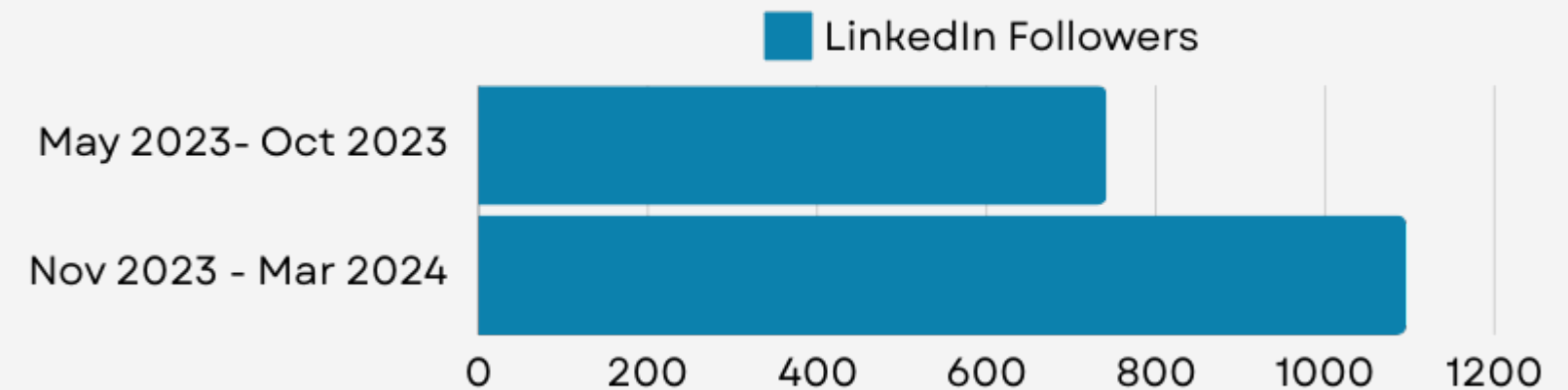
# ORGANIC LINKEDIN FOLLOWERS GROWTH

MAY 2023- OCTOBER 2023  
(7 MONTHS)

742

NOVEMBER 2023MARCH 2024  
(5 MONTHS)

1096



48%

Growth Percentage

Increased followers by 48%

# Our Websites

MADONNA UNIVERSITY



<https://lacc.ae/>

LONDON AMERICAN  
CITY COLLEGE



<https://lacc.me/>

COLLEGE DE PARIS



<https://lacc.university/>

EURO COLLEGE



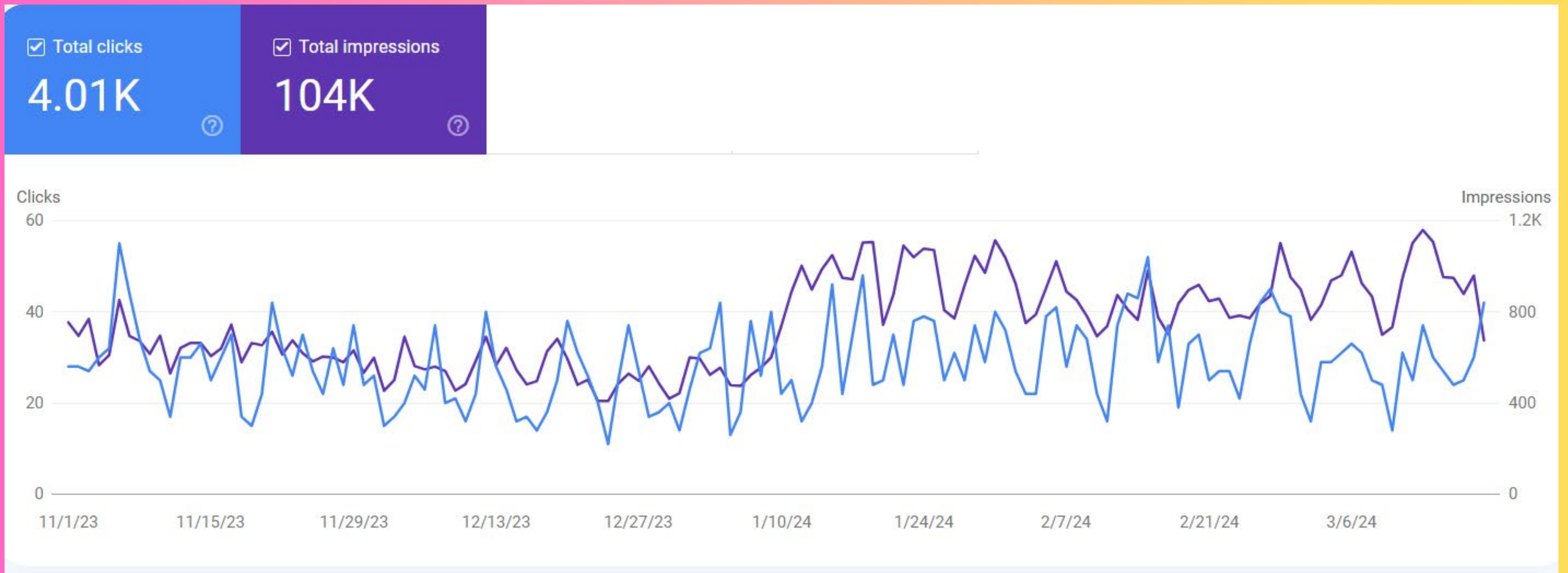
<https://laccuae.ae/>

LONDON AMERICAN  
UNIVERSITY COLLEGE,  
LUSAKA, ZAMBIA



<https://londonamerican.university/>

# WEBSITE GROWTH (NOV 2023 - MAR 2024)





# GOOGLE MY BUSINESS

## LACC, DUBAI

NOV 2023 - MAR 2024

OVERVIEW: 808

CALLS: 106

DIRECTIONS: 329

WEBSITE CLICKS: 366

## LACC, SHARJAH

NOV 2023 - MAR 2024

OVERVIEW: 537

CALLS: 40

DIRECTIONS: 339

WEBSITE CLICKS: 158

# GOOGLE ADS CAMPAIGN

(12TH FEB 2024 - 27TH FEB 2024)

CAMPAIGN TYPE	SEARCH ADS
IMPRESSION	15,971
CLICKS	685
LEADS GENERATED	50
AMOUNT SPENT	2650 AED + 5% VAT



# TOP 10 Most Searched Google Keywords based on clicks



BUSINESS DEGREE

ONLINE BUSINESS DEGREE

MASTER'S IN BUSINESS

MASTER OF BUSINESS ADMINISTRATION

BUSINESS MANAGEMENT DEGREE

BUSINESS MANAGEMENT

BBA

MBA UNIVERSITY

APPLY NOW

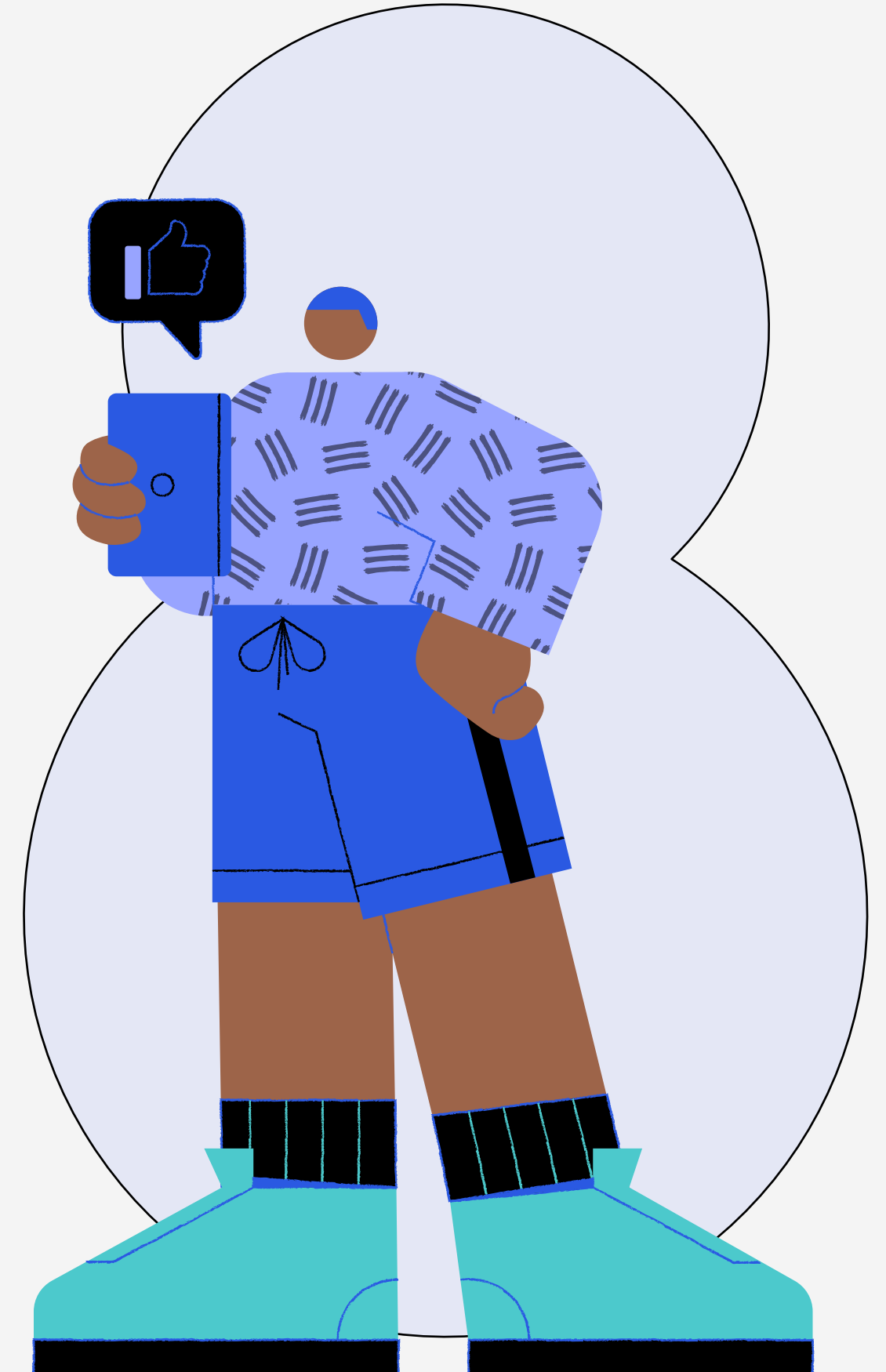
BUSINESS ADMINISTRATION

# PROGRESS REPORT (LACC)

MONTHS	CAMPAIGNS LEADS	WEBSITE LEADS	TOTAL NUMBER OF LEADS
NOV 2023	-	26	26
DEC 2023	-	15	15
JAN 2024	-	45	45
FEB 2024	50	8	58
MAR 2024	-	15	15
TOTAL	50	109	159

# FUTURE MARKETING PLANS

- To ensure consistent brand visibility and lead generation, allocation of a **Monthly Budget for Google Ads**.
- Prioritizing **Google Ads for student enrollment** and **Facebook/Instagram Ads for promoting our seminars**.
- To ensure consistent website updates, a **minimum of 3 blog posts** is required for publication each month.
- To Develop **compelling short-form video content** that strengthens brand identity and captures qualified leads simultaneously.





Thank You