



BrandStory

Approach to Education Sector



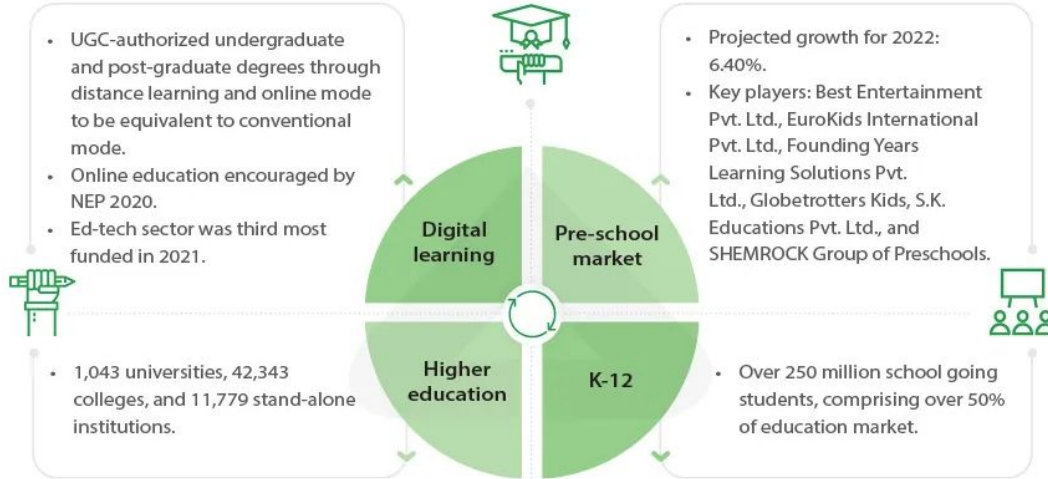
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Market Overview

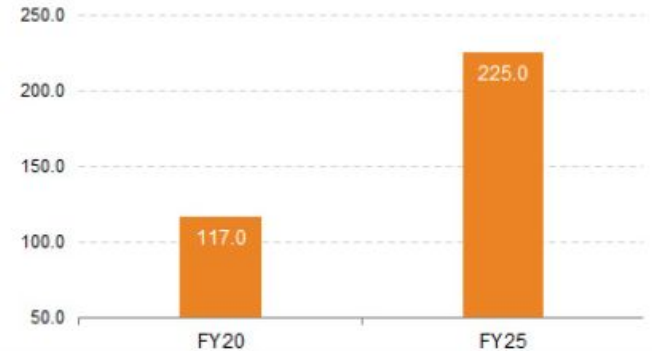
The education sector in India was estimated to be worth \$117 Bn and is expected to reach \$313 Bn (31,300 Cr) by FY30. India has more than 43,000-degree colleges and over 1100 universities.

India's Education Industry: A Snapshot



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Education Industry in India (US\$ billion)



Overview

Some Challenges in the Education Industry

Intense Competition

The education sector is incredibly competitive. There are a lot more schools, colleges, and other learning centers now than ever before. It's tough for institutes, to make a name for themselves and show that they're a top choice.

Trust/ Brand Name

Earning the trust of people is paramount for an educational institution. People need assurance that the institution can offer their children a quality education and having a brand name is also a deciding factor

Low Conversion/MQL

Not all leads end up attending. Institutions often face challenges in diligently pursuing these leads to ensure successful conversions.

Course Fee

Making the course fee payment is a vital step when joining a college, and it's a point where many students may drop off.

BrandStory Approach

Research

We will conduct comprehensive research encompassing an in-depth analysis of the brand, courses, price, nearby competition, competitor ads, location, and other factors (branches, location)

Data Analysis

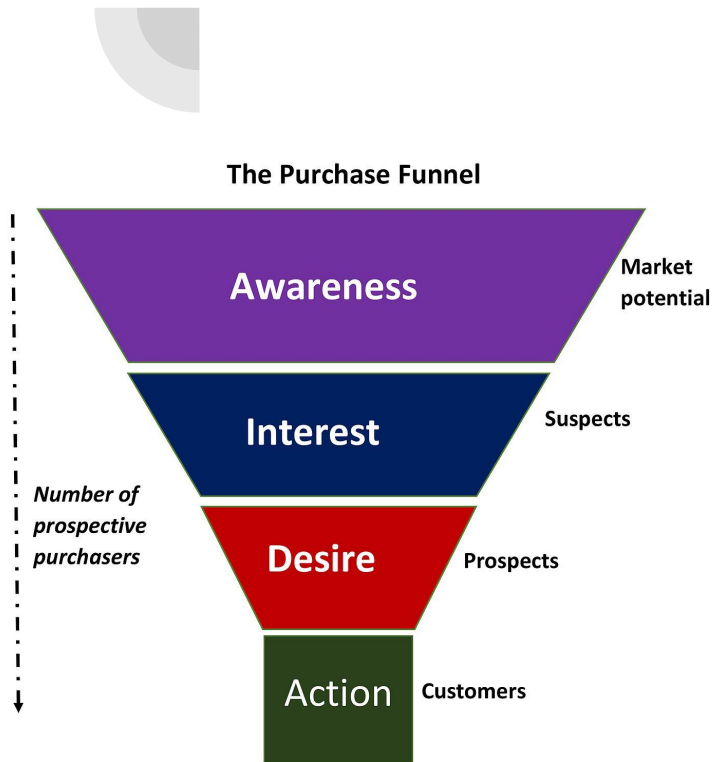
Following the research phase, we will engage in a comprehensive data analysis of previous campaigns and performance data to formulate a suitable plan moving forward.

Campaign Plan

Based on our learning, past experience and analysis of current campaigns, will share the channel wise plan, targeting criteria. Additionally, we will develop creative elements where necessary to effectively engage the target audience and optimize campaign performance to deliver a desired result.



Our Campaign Approach



Google Suggested Campaigns:

- Google Search Ads for high intent students
- Youtube Ads for top funnel awareness
- Discovery Ads for mid funnel target

Meta Suggested Campaigns:

- Intent-Based Audience targeting for lead gen and awareness.
- Dependence upon the Lookalike and Website visitors audience size will help in increasing the conversions

Taboola Suggested Campaigns:

- Native Ads for parents group targeting for branding

BrandStory

Education Clients

- HKBK College of Engineering, Bangalore
 - Presidency University and PU College, Bangalore
 - New Horizon International School and Eng College, Bangalore
 - Sudarshan Vidya Mandir, Bangalore
 - St. Mary's Arts College, Hyderabad
 - Kings Cornerstone International College, Chennai
 - Rathinam College Of Arts And Science, Coimbatore
 - Firebird Institute of Research in Management, Coimbatore
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Budget Spend

Monthly Budget

New Horizon	1000000
Presidency University	800000
HKBK Engineering College	500000
KCIC	300000
St. Mary's	180000
Rathinam College	150000
Firebird	150000
SVM	100000



Case Study

Presidency University



Problem



About The Client

Presidency University is a private university in Bangalore, India, offering undergraduate, postgraduate, and doctoral programs in various fields. The university was facing challenges in generating leads through their digital marketing channels. They hired a marketing agency to improve their digital marketing performance and achieve their goals.

Problem

- While scaling up the campaign to deliver on core metrics within 180 days based on established benchmarks, Presidency was tasked to double the number of leads, reduce the Cost per Lead and maintain the Conversion rate from the campaigns.

Objective

Our main focus was creating a campaign to generate the leads and raise awareness about the brand

- Work on greater consistency and synergy across marketing media
- Focus on the quality audience, conversion rate & increase MQL

6 Months Result

- **Leads Delivered**

3000+

- **Leads**

Increased 25%

- **Impressions**

2.5M+

- **Cost per Lead**

<800

- **Avg CPC**

<17

- **Reduced the CPL**

40%.

Our Approach

- Reviewed the account structure, campaigns, targeting and tactics implemented historically for the account.
- We've segmented the search campaigns for the respective departments.
- We tested bidding strategies and ad types to find a balance between automation and manual adjustment.
- Dec and Jan, we focused on awareness Feb & march, we mostly focused on conversions. The awareness data helped us to reach high-intent users.
- Through the remarketing, we've reduced the CPL upto 40%.

Case Study

New Horizon



Problem



About The Client

New Horizon College of Engineering in Bangalore, India, faced a challenge in getting registrations due to the rise in demand for quality education in the region. They engaged Brandstory to create a rebranding campaign that would stand out in the overcrowded marketplace

Problem

- The college faced tough competition in the regional marketplace, and they needed to increase registrations while maintaining the cost per lead

Objective

Our main focus was to increase the registrations to CBSE and Engineering College and create a rebranding campaign that would stand out in the overcrowded marketplace

6 Months Result

- **Leads Delivered**

5000+ Leads

- **Impressions**

3M+

- **Leads**

Increased 32%

- **Cost per Lead**

<700

40% decrease in CPL

- **Avg CPC**

<12

Our Approach

- Evaluated the need/budget to expand the campaign to other channels to get the best result for the client.
- We've segmented the search campaigns for the respective departments.
- Dynamic ads strategy gave us tremendous results. A 60% decrease in CPL.
- Leaving no stone, we've implemented a remarketing campaign across India through the display network and search.
- A data-driven approach paved the way for this campaign with constant A/B testing with creatives.



Case Study

HKBK Engineering College



Problem



About The Client

HKBK, Bangalore is offering graduate, post graduate and postdoctoral programs in Engineering and Degree.

Problem

- Their ads performance was stalling, and traditional Google search campaigns were not delivering like they used to. Since there is a peak period for admissions, they need to increase the registrations.

Objective

HKBK needs an integrated strategy incorporating best practices in paid search, display, landing page optimization, and pre admissions.

4 Months Result

- **Leads Delivered**

2400+ Leads

- **Impressions**

1M+

- **Leads**

Increased 28%

- **Cost per Lead**

<500

- **Avg CPC**

<15

- **Website Users**

30% Increase in New Website
Users MOM

Our Approach

- Extensive keyword research on all branches followed the setup of a revised campaign structure and evaluated the budget allocation for optimal results.
- Optimized landing pages towards the user's engagement
- AD Copy for each ad was carefully pinched to establish expertise and drive action.
- Targeted the cities across India and those interested in studying in Bangalore.
- We launched RLSA ads to the remarketing pool