



Travel and Work

Instructor: Mr. Mohammed ElAswaad



Travel and Work

Travel and Work is a business launched in June, specializing in facilitating travel and employment opportunities in Germany. The company has partnerships with international service providers such as International Service Group (Austria), FAW For You (Germany).

# Team members

“Habiba Yasser”

“Hana Ahmed”

“Mustafa Khaled”

“Mariam Atef”

“Amira Ahmed”

# Agenda:

1. Situation Analysis
2. Objectives
3. Strategy
4. Tactics
5. Action plan

6. Control plan
7. Campaign Analysis
8. Facebook ads
9. Content Samples
10. Conclusions & Recommeditions

# Business canvas model

<p><b>Key Partners</b> </p> <p>International Service Group (Austria): Supports job placement and training.</p> <p>FAW For You Provides :(Germany) vocational training in nursing and other fields</p> <p>Offers training in IT culinary arts, and physician assistance</p>	<p><b>Key Activities</b> </p> <p>Facilitate job contracts in Austria.</p> <p>Provide vocational training in nursing, IT, culinary arts, and healthcare fields in Germany.</p> <p>Assist with visa applications, work permits, and family relocation.</p> <p><b>Key Resources</b> </p> <p>Partnerships with companies in Germany and Austria for job placements.</p> <p>Online platforms for marketing (Facebook, Instagram).</p> <p>A specialized team in recruitment, visa processing, and client support.</p>	<p><b>Value Propositions</b> </p> <p>Family Relocation Option: Allows the relocation of up to four family members from day one.</p> <p>B1 German Proficiency Requirement: Lower than competitors, making it easier for clients to qualify.</p> <p>Dual-Country Offering: Job and training opportunities in both Germany and Austria.</p> <p>No Upfront Fees for Job Contracts: Reducing financial barriers for clients.</p> <p>Diverse Vocational Training Options: In nursing, IT, culinary arts, and physician assistants.</p>	<p><b>Customer Relationships</b> </p> <p>Personalized support in visa and work permit processing.</p> <p>Ongoing communication with clients via social media and online platforms.</p> <p><b>Channels</b> </p> <p>Digital Platforms: Facebook and Instagram for marketing and lead generation.</p> <p>Direct Engagement: Social media posts and interactive content (live Q&amp;A).</p>	<p><b>Customer Segments</b> </p> <p>Nursing Graduates: Seeking jobs in Germany/Austria, under 45 years old, with B1-level German.</p> <p>Young Professionals: Seeking vocational training in nursing, IT, culinary arts, and healthcare, under 30 years old.</p> <p><b>Revenue Streams</b> </p> <p>Fees from vocational training programs</p> <p>Job contracts (no upfront fees, but potentially commission-based).</p>
<p><b>Cost Structure</b> </p> <p>Operational Costs: Marketing, online platform maintenance, client support services.</p> <p>Promotion Costs: \$20 (1000 EGP) for social media ad campaigns.</p> <p>Partner Fees: Costs related to vocational training and partnerships.</p>	<p><b>Competitors</b> </p> <p>Careland:</p> <p>Focus: Offers both job contracts and vocational training, primarily in nursing.</p> <p>Location: Germany only.</p> <p>Language Requirement: B2-level German proficiency.</p> <p>Advantages: They have their own school in Germany providing vocational training.</p> <p>Limitations: Higher cost compared to competitors, and they do not operate in Austria.</p>	<p>MIG:</p> <p>Focus: Employment contracts for nursing only.</p> <p>Location: Germany only.</p> <p>Language Requirement: B2-level German proficiency.</p> <p>Limitations: Offers only job contracts, no vocational training options, which limits their audience. Higher language requirement (B2) may be a barrier for some applicants.</p>	<p>Diä:</p> <p>Focus: Job contracts for nursing only, similar to MIG.</p> <p>Location: Germany only.</p> <p>Language Requirement: B2-level German proficiency.</p> <p>Limitations: Does not offer vocational training, focusing solely on nursing.</p>	

Activate Windows

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## Target Audience:

Individuals seeking employment contracts in Germany or vocational training opportunities.

## Target Regions:

Egypt

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## Key Services:

- 1. Employment Contracts:** Helping people secure jobs in Germany, especially in fields like nursing.
- 2. Vocational Training:** Offering vocational training for nursing, IT, chef, and physician assistant roles.

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## Situation Analysis

### Market Overview:

**Travel and Work** operates in the vocational training and employment sector, focusing on facilitating travel, job placements, and vocational training in Germany. The business targets industries such as nursing, IT, culinary arts, and physician assistance.

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## Customer Analysis:

### Target Audience:

- **Nursing Graduates:** Individuals with nursing degrees looking for employment contracts in Germany.
- **IT Professionals, Chefs, and Physician Assistants:** People seeking vocational training in these specific fields through the partnerships.

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## Customer Analysis:

### Demographics:

- **Nursing Graduates:** Age requirements are below 30 for vocational training and up to 45 for employment contracts. German proficiency at B1 level is required.
- **IT, Chefs, and Physician Assistants:** Likely younger professionals or those seeking to upskill in Germany.

### Qualifications:

- **Nursing candidates must have a degree in nursing and B1-level German proficiency.**
- **Vocational trainees in other fields will have varying qualifications, primarily based on industry requirements**

### Motivations:

- **Nursing Graduates:** Motivated by job opportunities, career growth, better salary prospects, and the chance to work in Germany's well regarded healthcare sector.
- **IT, Chefs, and Physician Assistants:** Motivated by vocational training leading to career advancement and the possibility of employment in Germany

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## Partnership:

### **International Service Group (Austria):**

With over 20 years in the industry, this partnership strengthens credibility and network reach.

### **FAW For You (Germany):**

Offers vocational training, especially for nursing graduates, ensuring candidates meet German standards.

### **Another partnership soon:**

Provides vocational training in IT, culinary arts, and physician assistance, diversifying the service offering.

## Competitor Analysis:

MIG

**Focus:** Employment contracts exclusively for nursing professionals.

**Location:** Germany only.

**Language Requirement:** B2 German proficiency.

**Key Limitation:** Offers only employment contracts and no vocational training options, limiting their audience to experienced nursing professionals. The B2 language requirement could also be a barrier for potential candidates.

## Competitor Analysis:

### Diä

**Focus:** Employment contracts only, similar to MIG, but also limited to the nursing sector.

**Location:** Germany only.

**Language Requirement:** B2 German proficiency.

**Key Limitation:** Same as MIG, limited offerings to a single sector (nursing) and higher language requirement.

## Competitor Analysis:

### Careland

**Focus:** Offers both employment contracts and vocational training, primarily in nursing.

**Location:** Germany only.

**Language Requirement:** B2 German proficiency.

**Competitive Edge:** Careland operates its own school in Germany, which provides vocational training, potentially offering more streamlined training for nursing.

**Key Limitation:** They charge more money for their services, which could deter potential customers. Also, they do not operate in Austria, which Travel and Work does.

## Competitor Analysis:

### Zukunft 24

Focus: Employment contracts in the nursing sector.

Location: Germany only.

Language Requirement: B2 German proficiency.

Key Limitation: Their geographic reach is outside of major metropolitan areas like Cairo, limiting accessibility for urban clients. Their offerings are restricted to employment contracts only.

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## SWOT Analysis

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# SWOT Analysis

- **B1 German Proficiency Requirement:** Travel and Work requires only **B1-level German proficiency**, which is lower than the B2 requirement of competitors. This reduces the language barrier and allows more applicants to qualify for the program.
- **Broader Field Options:** In addition to nursing, Travel and Work offers vocational training in **IT, chefs, and physician assistant roles**. This diversification sets you apart from competitors focused exclusively on nursing.
- **Dual Country Offering:** Unlike competitors, Travel and Work operates in both **Germany and Austria**, giving clients more location options for vocational training and employment contracts.
- **Family Travel Together:** The ability to facilitate **family relocation (up to four members)** from day one is a unique and highly attractive feature that no other competitor offers, making the service appealing to professionals with families.
- **Secure Employment Contracts Before Work Permits:** Travel and Work secures **employment contracts before obtaining work permits**, ensuring clients are guaranteed a job. Competitors often obtain work permits first, which can expire before a contract is secured.
- **Lower Costs for Training Programs:** Travel and Work charges **lower fees** for vocational training and takes **no money upfront for employment contracts**, making the service more accessible and affordable compared to competitors like Careland, which charges higher fees.

## SWOT Analysis

- **New Business:** As a relatively new business (launched in June), Travel and Work lacks the **brand recognition** and established reputation that competitors with more years in the market, like Careland or MIG.
- **Limited to German-Speaking Countries:** The focus on Germany and Austria may limit the business to only those interested in **German-speaking countries**. Expanding to non-German-speaking markets could help diversify the offering.
- **Narrow Target Audience:** The age restrictions (under 30 for vocational training, up to 45 for work contracts) and the requirement for specific qualifications (e.g., nursing graduates) may limit the size of the market you can target.

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## SWOT Analysis

- **Growing Demand for Skilled Workers in Germany and Austria:** Germany and Austria are experiencing **high demand for skilled labor**, particularly in healthcare, IT, and other vocational fields. This aligns well with the sectors Travel and Work serves.
- **Expanding Into Additional Sectors:** While your business already caters to nursing, IT, chefs, and physician assistants, expanding into **other vocational sectors** (e.g., engineering, construction) could further broaden your appeal and market reach.
- **Online Marketing and Digital Strategy:** By leveraging **digital marketing channels** (social media, SEO, and email campaigns), Travel and Work can raise brand awareness and drive more qualified leads at relatively low costs.
- **Expansion into New Geographic Markets:** There is potential to expand beyond the Middle East (Egypt) and reach **other regions** with high demand for job relocation to Europe, such as Africa, Asia, and Eastern Europe.

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## SWOT Analysis

- **Strong Competition:** Competitors like Careland with their own nursing school in Germany, and Zukunft 24, operating outside of Cairo, pose a threat by offering more established services. Careland's combination of training and employment services, although more expensive, could draw away potential clients.
- **Changes in German and Austrian Immigration Laws:** Changes in immigration policies or visa requirements in Germany or Austria could negatively impact your ability to provide work permits and secure employment contracts for clients.
- **Economic Instability:** Economic downturns or crises in target countries could reduce the demand for international workers or make it harder for companies to offer secure employment contracts.
- **Language and Cultural Adaptation:** Even though Travel and Work lowers the language proficiency requirement to B1, clients may still struggle with cultural adaptation or further language requirements once they arrive, which could affect their satisfaction and success rates.

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## Based on the 5S method :

- **Sell:**

**Target Objective:** Secure 230 employment contracts and 50 vocational training placements in the first year.

- **Serve:**

**Customer Satisfaction:** Achieve a customer satisfaction score of 10% by providing personalized support with visa applications, work permits, and family relocation.

**Language Support:** Offer online German courses or resources to help clients reach the required B1-level proficiency.

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## Based on the 5S method :

- **Sizzle:**

**Brand Differentiation:** Promote the family relocation option, which no competitors offer, and emphasize securing contracts before work permits to reduce risk for clients.

**Client Testimonials:** Gather positive testimonials from clients and promote success stories to boost credibility and trust.

- **Save:**

**Cost Efficiency:** Keep operational costs under control by using affordable digital marketing channels, focusing on ( social media, partnerships), and reducing dependency on expensive recruitment fairs.

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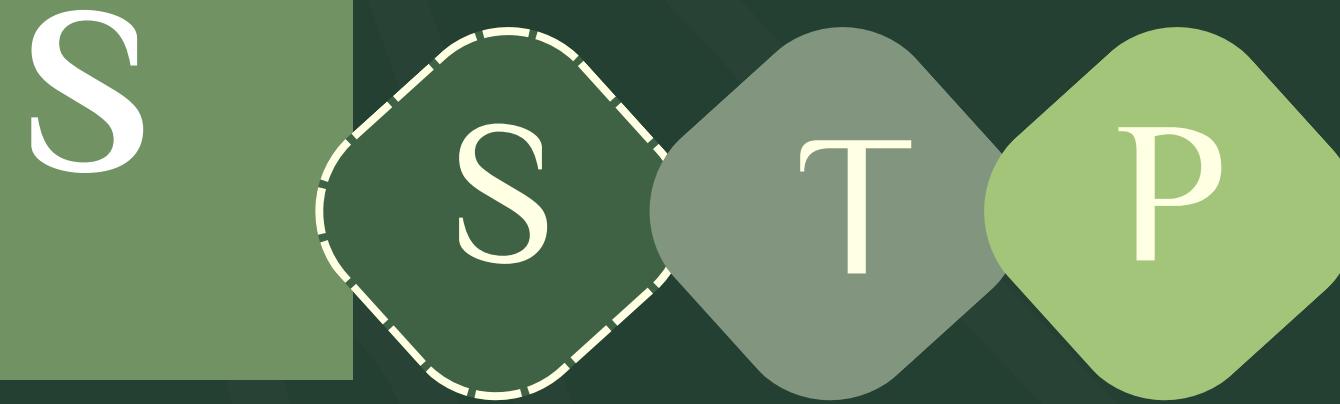
## Based on the 5S method :

- **Speak:**

**Digital Engagement:** Grow the brand's online presence through social media (Facebook, Instagram, LinkedIn) by increasing the number of followers on Facebook and Instagram by 10% within 3 months.

Also Enhance engagement and interaction with posted content to increase brand awareness and improve platform algorithms by 20%.

**Content Strategy:** Implement a content marketing strategy by publishing 2 blog posts monthly about living and working in Germany/Austria, and sharing case studies of successful clients.



- **Segmentation:**

- Demographics:**

- Age: Under 30 for vocational training.
- Education: Any.
- Language proficiency: B1-level German.

- Geography:** Focus on Egypt.

- Psychographics:** Motivated by career growth, international experience, better quality of life, and the desire for family relocation.

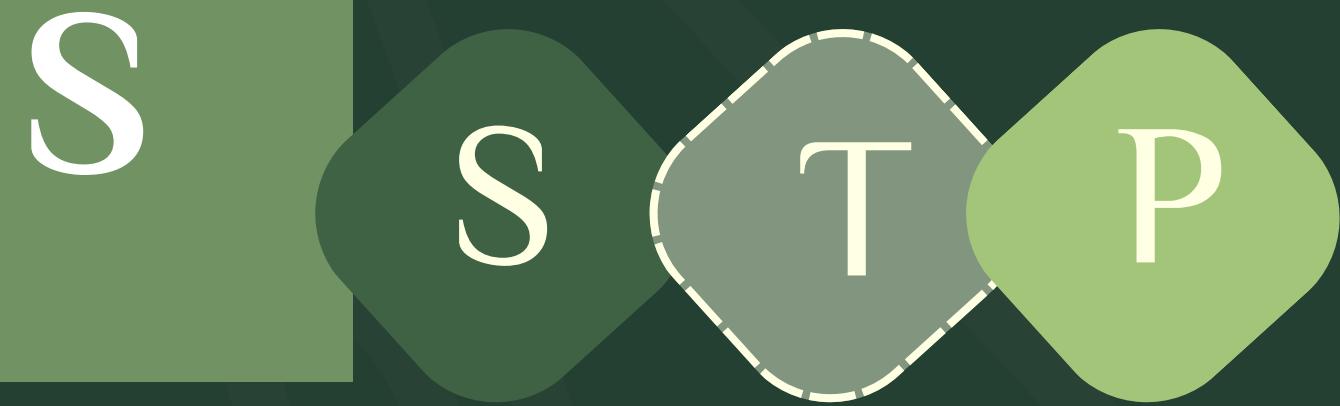
- **Segmentation:**

- Demographics:**

- Age: Up to 45 for employment contracts.
- Education: Nursing graduates.
- Language proficiency: B1-level German.

- Geography:** Focus on Egypt.

- Psychographics:** Motivated by career growth, international experience, better quality of life, and the desire for family relocation.



- **Targeting:**

1. Nursing Graduates (Up to 45 years old) seeking employment contracts in Germany or Austria.
2. Young graduates (under 30) seeking vocational training, especially in nursing, IT, and culinary sectors.



- **Positioning:**

Travel and Work positions itself as the **more accessible and flexible** choice, offering vocational training and employment contracts in both **Germany and Austria**, with a **lower language requirement (B1)** and the unique **family relocation option**.

Emphasis on being a **cost-effective solution**, particularly compared to Careland, offering lower fees for vocational training and no upfront costs for employment contracts.

**Risk-free process:** Highlight the **guarantee of securing an employment contract before obtaining the work permit**, reducing the risk for clients.

## Buyer Personas:

### Persona 1: Nursing Graduate Seeking Employment

- **Name:** Ahmed, 26
- **Occupation:** Nursing graduate looking for a job.
- **Education:** Bachelor's degree in Nursing.
- **Location:** Cairo, Egypt.
- **Language Proficiency:** B1-level German.
- **Goals:** Secure a stable job as a nurse in Germany or Austria to gain international experience and enhance his qualifications.
- **Challenges:** Limited job opportunities in Egypt, uncertainty about the immigration process, and the need for financial stability.
- **Motivations:** Career advancement, desire for a better quality of life, and the opportunity to work in a developed healthcare system.
- **How Travel and Work Helps:** Offers secure employment contracts in Germany, assistance with the visa process, and resources to improve his German language skills.

## Buyer Personas:

### Persona 2: Individual Seeking Vocational Training

- **Name:** Sara, 23
- **Occupation:** Recent graduate looking to switch careers.
- **Education:** Bachelor's degree in Business Administration.
- **Location:** Cairo, Egypt.
- **Language Proficiency:** B1-level German.
- **Goals:** Gain practical skills through vocational training in nursing, IT, culinary arts, or as a physician assistant to transition into a new career field.
- **Challenges:** Unsure about which vocational training path to pursue, limited financial resources for training programs, and concerns about job security in a new field.
- **Motivations:** Desire for career change, interest in high-demand professions, and the opportunity to live and work in Germany or Austria.
- **How Travel and Work Helps:** Offers affordable vocational training options in various specialties, personalized guidance in choosing the right path, and support with the relocation process to Germany or Austria.

## Marketing Mix (4Ps):

- **Product:**

**Employment Contracts:** Jobs in Germany and Austria in nursing.

**Vocational Training:** Training opportunities in Germany and Austria for specialties like nursing, IT, chefs, and physician assistants.

**Unique Features:** Family relocation options from day one, B1-level German language requirement (lower than competitors), and securing employment contracts before work permits.

- **Price:**

**Employment Contracts:** No upfront fees for employment contracts, unlike competitors.

**Vocational Training:** Lower fees than competitors, making training more accessible.

**Additional Value:** Offering guidance with the visa and relocation process, and language training assistance.

## Marketing Mix (4Ps):

- **Place:**

**Digital Platforms:** services are marketed online via Facebook and Instagram, with direct engagement and information provided through these channels.

**Physical Reach:** The service is based in Egypt (Cairo).

**Employment and training are based in Germany and Austria.**

- **Promotion:**

**Channels:** Facebook and Instagram as primary marketing platforms.

**Content Marketing:** Sharing success stories, testimonials, FAQs, and guides on how to relocate and work in Germany and Austria.

**Partnership Promotion:** Highlight your partnerships with International Service Group (Austria) and FAW For You (Germany) for credibility.

## Channels Used:

- **Facebook:**  
Best for targeting broader audiences.  
Ideal for detailed posts, testimonials, and **video content** related to vocational training and job placements.
- **Instagram:**  
Ideal for visually-driven content.  
Great for short videos, infographics, behind-the-scenes content, and **client success images**.  
Use **Instagram Stories** and **Reels** to highlight client journeys, milestones, and interactive Q&As.

## Frequency of Posting:

The frequency of posting is one post per day on Instagram and Facebook.

## Time of Posting: “Night”

- Many of your target audience (young professionals, nursing graduates) are likely to be checking their phones after work or classes, during their free time in the evening.
- Posting at night also avoids competing with the overwhelming volume of posts that feeds during working hours.
- We can test and adjust based on engagement rate

- **Professional yet Friendly:** Since you are dealing with significant life decisions, maintain a **trustworthy** tone. However, you want to stay **approachable**, making clients feel comfortable with asking questions or engaging.
- **Supportive and Positive:** The tone should always encourage people and help them feel confident in making the leap to work or train abroad. Position your company as the helpful partner in their journey.
- **Informative:** Especially when discussing visas, work permits, or training details, ensure your tone is **clear and instructive**, showing expertise without overwhelming clients with technical jargon.

# Content calendar :

Day	Post Topic	Platform	Format	Description	Promotion
Day 1	Business Overview (Promoted)	Facebook & Instagram	Image & Text	Introduction to Travel and Work: services, partnerships, and benefits of choosing us.	No
Day 2	Meet Our Partners: International Service Group	Facebook & Instagram	Image & Text	Highlight partnership with ISG in Austria and their role in securing work contracts.	No
Day 3	Why Choose Travel and Work?	Facebook & Instagram	Image & Text	Key reasons why our services stand out: B1 German requirement, family travel, Austria options.	promoted
Day 4	How to Apply for Vocational Training: Nursing	Facebook & Instagram	Image & Text	Step-by-step guide on how to apply for vocational training in nursing.	No
Day 5	Career Spotlight: Nursing in Germany	Facebook & Instagram	Video (Reel)	A reel explaining the demand for nurses in Germany and how we can help candidates secure contracts.	No

# Content calendar :

## Planner

Plan your marketing calendar by creating, scheduling, and managing your content.



Week

Month



Today



October 2024

Content type

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

29

30

1

2

3

4

5

10:48PM



10:48PM



8:26 PM



8:26 PM



9:20 PM



9:20 PM



10:06 PM



10:06 PM



10:16 PM



10:16 PM



6

7

8

9

10

11

12

Po... • Complete

7:00 PM



7:00 PM



+ 1 more

7:00 PM



+ 1 more

2:32 PM



+ 4 more

9:00 PM



+ 1 more

9:10 PM



+ 1 more

9:43 PM



+ 1 more

# Content calendar :

**Planner**  
Plan your marketing calendar by creating, scheduling, and managing your content.

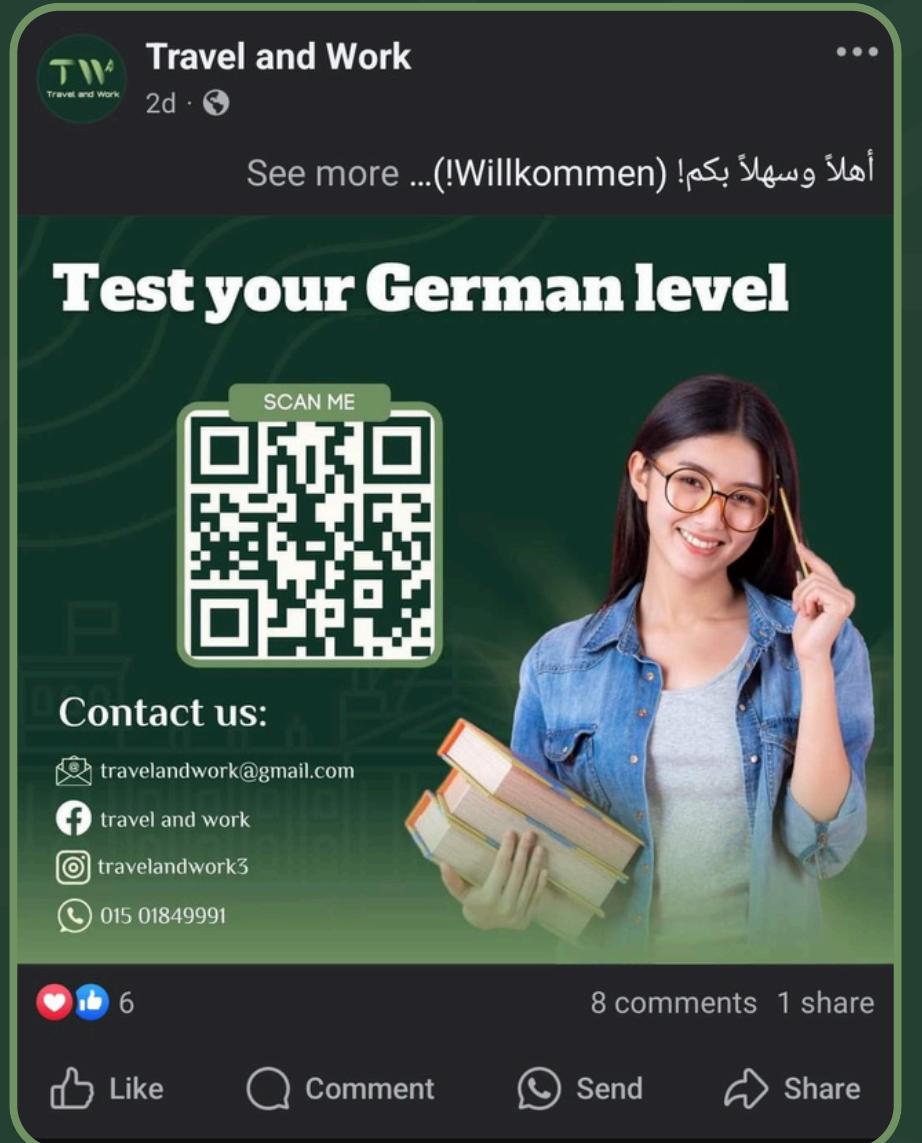
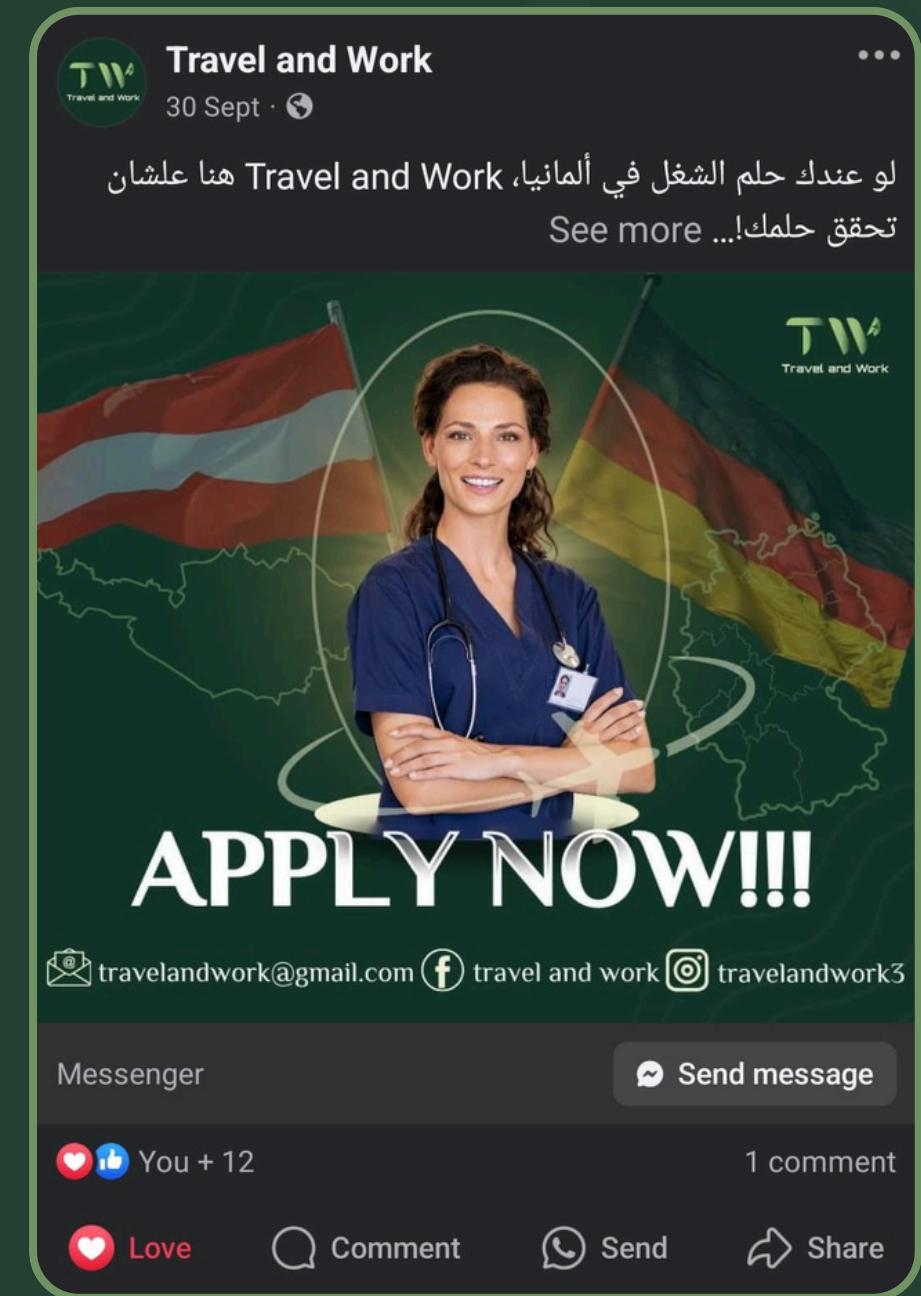
Week Month < Today > **October 2024** Content type

Sun 6 Mon 7 Tue 8 Wed 9 Thu 10 Fri 11 **Sat 12**

**Post engagements • Completed**

Date	Time	Post Type	Engagements
Sat 12	7:00 PM	Facebook Post	3 likes
Sat 12	7:00 PM	Facebook Post	8 likes, 1 share
Sat 12	7:00 PM	Facebook Post	9 likes, 1 share
Sat 12	2:32 PM	Facebook Post	Archived
Sat 12	9:00 PM	Facebook Post	1 like
Sat 12	9:10 PM	Facebook Post	6 likes
Sat 12	9:43 PM	Facebook Post	Test your German level
Sat 12	7:00 PM	Facebook Post	9 likes, 2 shares
Sat 12	7:00 PM	Facebook Post	3 likes
Sat 12	8:00 PM	Facebook Post	2 likes
Sat 12	9:00 PM	Facebook Post	11 likes
Sat 12	9:10 PM	Facebook Post	1 like
Sat 12	9:43 PM	Facebook Post	Test your German level

# Content Samples



# A

## Action plan :

### Who ?

Designs were created by **Mostafa** and **Mariam**, while the content was written by **Hana** and **Amira**. **Habiba** was responsible for coordination, management, publishing, scheduling the content, moderating by replying to comments and messages, as well as creating the ad and following up on its performance.

### When ?

The tasks were carried out from 30th September to 15th October, with posts scheduled and published according to the content calendar, featuring one post or action each day.

# A

## Action plan :



### How Many?

**16 total posts, with a mix of image, text, reels, and infographics.**

### How Much?

**Total estimated cost is \$20 “1000 EGP” for promotion”.**

### Objectives?

**Raise brand awareness of Travel and Work's services and partnerships.**

**Generate inquiries and leads for vocational training and work contracts.**

**Foster engagement through interactive content, live Q&As, and behind-the-scenes insights.**

## Control plan

### Metrics and KPIs:

**Social Media Engagement:** Track likes, shares, comments, and views.

Objective: Increase engagement by 25% in 2 months.

**Lead Generation:** Monitor inquiries from social media messages.

Objective: Generate 50 inquiries per month.

**Conversion Rate:** Measure how many leads convert into applications.

Objective: Achieve a 5% conversion rate.

**Post Interaction Rate:** Measure the ratio of total interactions (likes, comments, shares) per post compared to the total followers

Objective: Boost post interaction rate by 10% in the next month.

## Follow-Up Program

**Weekly Social Media Performance Report:** Use Facebook and Instagram Insights to track reach, engagement, and follower growth. Review every Monday.

**Ad Performance Review:** Monitor ad performance every day during campaigns to adjust the targeting and optimize budget allocation.

**Engagement Feedback Monitoring:** Respond to all inquiries within 24 hours. Monitor customer feedback on posts to assess the overall sentiment and make adjustments to content.

**Monthly Review Meeting:** Assess digital marketing progress, focusing on social media metrics and ad performance. Tweak strategies as needed based on results.

# FaceBook Ad. :

**Travel and Work**  
Sponsored · ٩

يشعر على فرصة عمل أو تدريب مهني في ألمانيا  
شركة Travel and Work هنا على مدار ساعده تعاونه مع شركات  
المانية بكل سهولة! See more

**Why TW?**

doos.google.com  
Travel and work application

Learn more

Pola Nasser and 3 others

Like Comment Share

**Travel and Work**  
Sponsored

## Why TW?

يشعر على فرصة عمل أو تدريب مهني في ألمانيا  
شركة Travel and Work هنا على مدار ساعده معاً جنباً إلى جنب  
المانية بكل سهولة! More

Learn more

## -Insights during the campaign.

Series	Reach	Impressions	Cost per result	Amount spent	Engaged users
815 engagements	20,562	28,681	0.64.ج.م	520.10.ج.م	Per Post Engagement
815 total engagements	20,562 Accounts Center account	28,655 Total	0.64.ج.م	519.76.ج.م	Per Post Engagement Total spent

## -Insights at the end of the campaign.

Campaign	Impressions	Reach	Post engagements	Follows or likes	Link clicks
Post: على فرصة عمل أو تدريب مهني في ألمانيا؟ ... View charts Edit Duplicate Compare ...	77,434	47,891	1,629	69	979
Results from 1 campaign ⓘ	77,434 Total	47,891 Accounts Center account	1,629 Total	69 Total	979 Total

# Campaign analysis

## 1. Campaign Overview:

- **Objective:** Drive engagement with potential candidates for Travel and Work's vocational training and employment services in Germany and Austria.
- **Duration:** 6 days, from October 6 until October 12 at 12 PM.
- **Target Audience:** Recent nursing graduates and non-nursing graduates from Cairo, Egypt, seeking vocational training or employment in Germany or Austria. The audience had an interest in learning new skills, improving their lives through career changes, and had a B1 German proficiency.

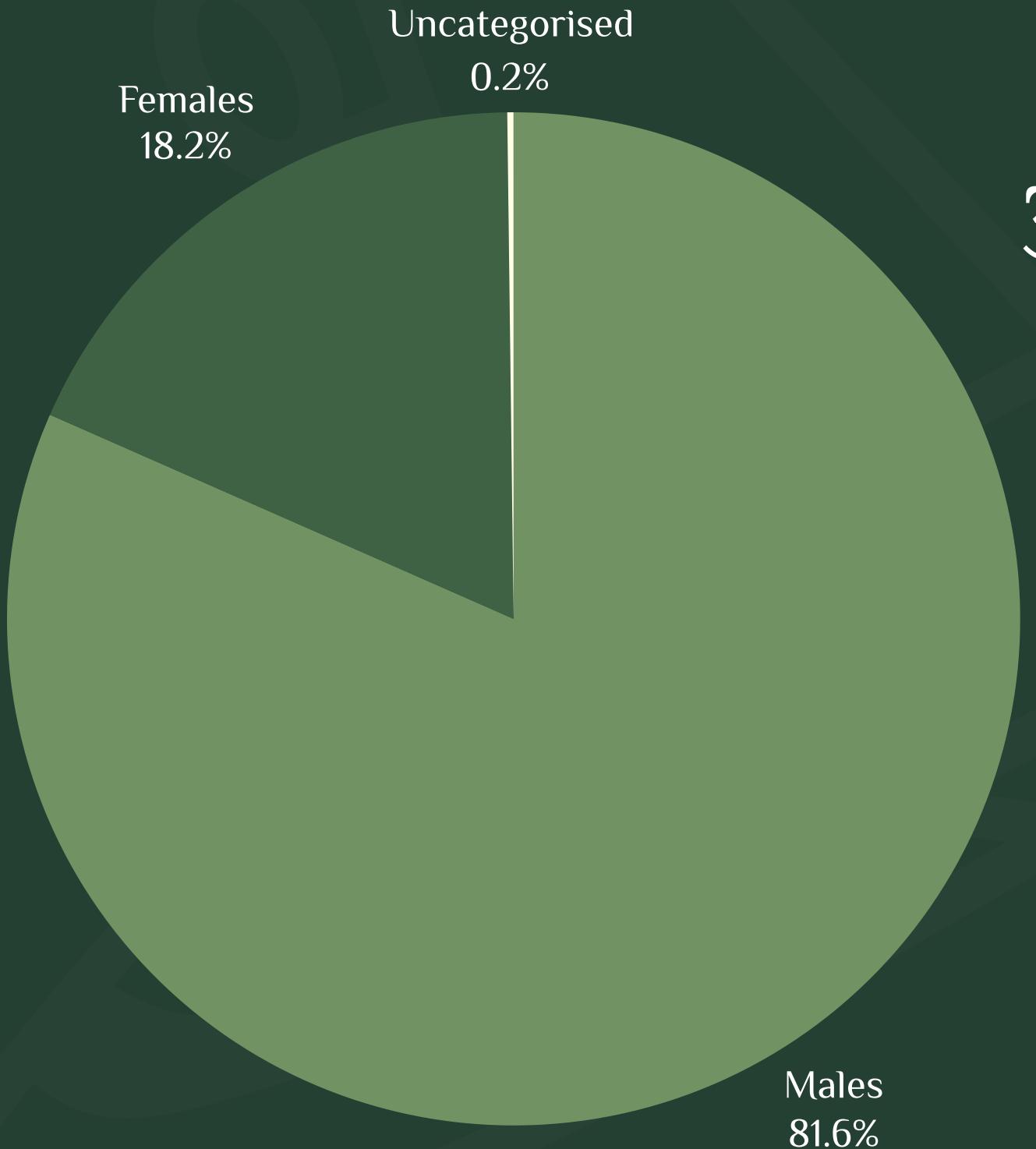
# Campaign analysis

## 2. Key Metrics:

- Impressions: 77,434
- Reach: 47,891
- Clicks: 979
- Click-Through Rate (CTR): 1.26%
- Cost Per Click (CPC): \$0.21

- Engagements:
  - Page Likes: 69
  - Reactions: 468
  - Shares: 39
  - Comments: 89
- Engagement Rate: 2.03%
- Conversions (Form Fills): 140
- Conversion Rate: 14.3%

# Campaign analysis

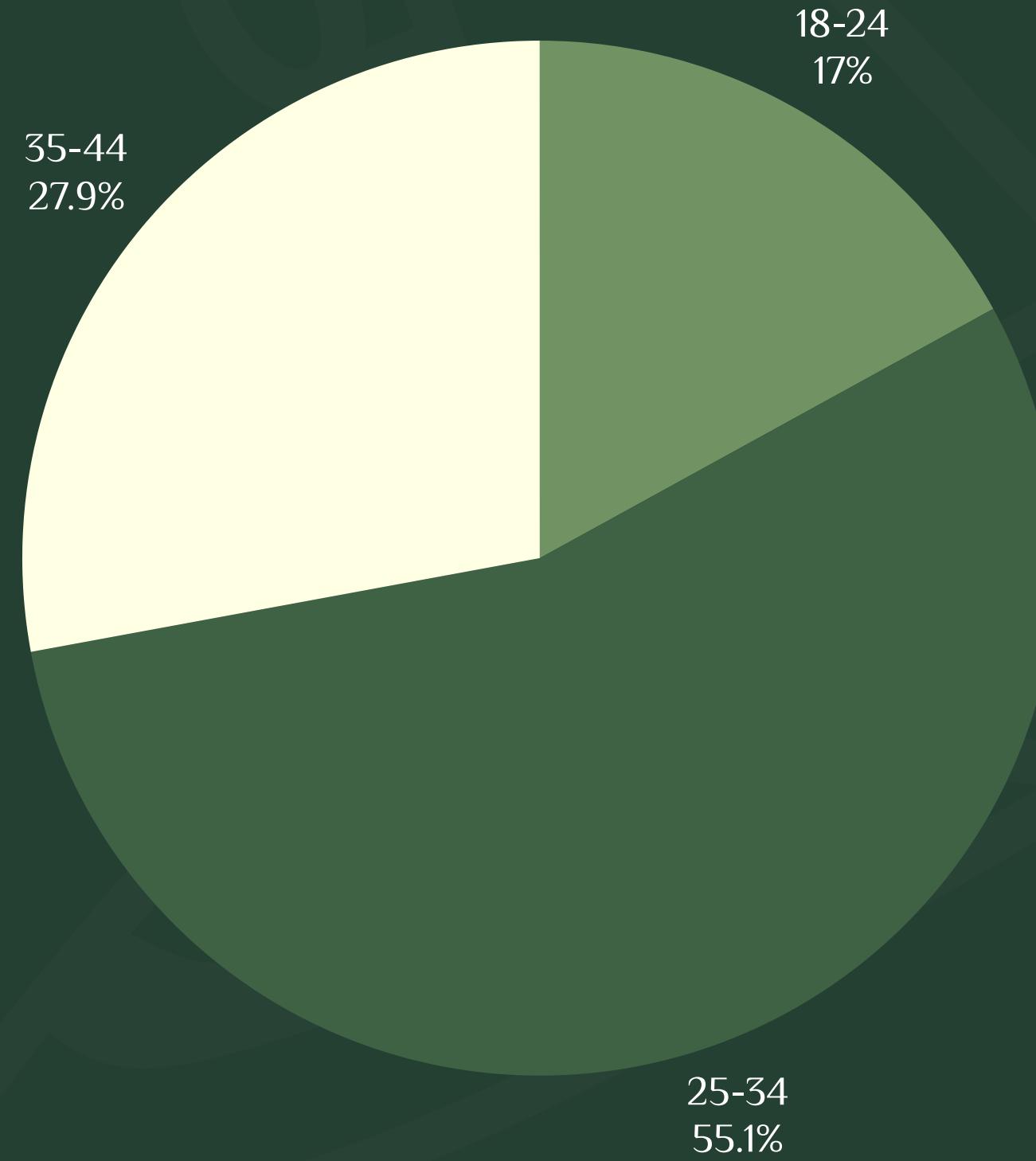


## 3. Audience Insights

### a. Gender Breakdown:

Male: 81.6% (1,330 engagements out of 1,629)  
Female: 18.2% (296 engagements)  
Uncategorized: 0.2% (3 engagements)

# Campaign analysis



## 3. Audience Insights

### b. Age Breakdown:

1. 18-24: 17% (277 engagements)
2. 25-34: 55.1% (897 engagements)
3. 35-44: 27.9% (455 engagements)

## Campaign analysis

### 4. Cost Analysis:

- Total Spend: 1,000 EGP (approx. \$20).
- Budget Efficiency:
- The budget was spread over 6 days without specific daily limits, making it a cost-efficient campaign with a low CPC of \$0.21.
- The total spend of \$20 led to 140 leads, indicating that the campaign budget was effectively utilized, generating valuable results within a limited budget.

## Campaign analysis

### 5. Analysis and Insights:

- CTR (1.26%): A high CTR suggests the ad creatives and messaging resonated well with the audience.
- CPC (\$0.21): The low cost per click reflects a cost-efficient campaign that generated substantial interest without overspending.
- Engagement Rate (2.03%): Shows decent interaction, especially with high comment and click rates.
- Conversion Rate (14.3%): This indicates strong interest in the business and a high likelihood of converting into qualified leads.

## Campaign analysis

### Conclusion:

- The Facebook ad campaign was successful in terms of engagement, clicks, and form fills. With a 14.3% conversion rate, the campaign generated a promising pool of leads. The next phase should focus on lead qualification and conversion to maximize results.

# Form responses

We used a Google Form to gather important details from people interested in our program, like their name, age, German language level, college, email, and phone number. This helped us see who was qualified and made it easier to contact them.

The image displays two screenshots of Google Forms. The top screenshot shows a form titled "Travel and work application" with 141 responses. The bottom screenshot shows a form titled "travel and work live form" with 21 responses. Both forms have their "Accepting responses" feature turned on. The forms include various question types and a background image of an airplane with the "Travel and Work" logo.

## Conclusion

“We received a total of **140 leads** through the campaign, but **only 50 were contacted**. Out of those, **just 3 met the requirements** for nursing employment contracts. Many of the remaining leads were from different fields than what we were targeting. Additionally, we noticed that a **significant number** of applicants provided **inaccurate information**, especially regarding their German proficiency. Instead of listing their current level, they shared what level they were aiming to reach. **The majority of the leads were interested in vocational training** rather than employment contracts. Of the 3 nursing leads, 2 did not meet the language proficiency requirement and are working to improve it, **while 1 lead met all the necessary qualifications** and will begin preparing their paperwork with us **next month**.”

# Conclusions

## 1. Age Distribution:

The most engaged age group is 25-34, suggesting a strong interest in vocational training and job opportunities among young adults. This aligns with our focus on offering pathways for recent graduates and young professionals.

## 2. Gender Distribution:

A notable male skew (60%) in interactions indicates a potential gap in attracting female candidates. This gender disparity suggests that tailored marketing efforts may be needed to appeal to women in our target audience.

# Conclusions

## 3. Audience Engagement:

The lack of moderation to promptly respond to questions and comments significantly impacted audience engagement. Initial attempts to manage interactions were insufficient to address the volume of inquiries generated by the sponsored ad campaign. Many potential leads expressed frustration over delays in communication, with numerous comments indicating they had filled out forms but had not received follow-up contact.

## 4. Lead Quality Problems:

Some leads gave incorrect information. For example, when asked about their language level, many provided answers based on what they hoped to achieve instead of their current skills. Additionally, we received applications from people interested in fields we weren't targeting.

# Conclusions

## 5. Sales Team Limitations:

The absence of a dedicated sales or moderation team delayed following up with leads. With only 50 out of 140 leads being contacted, there is a missed opportunity for engagement and conversion. This gap emphasizes the need for a structured approach to handle incoming inquiries and follow-ups efficiently.

## Recommendations:

### 1. Targeted Campaigns:

Develop tailored content for the 25-34 age group, such as success stories from young professionals who have benefitted from our programs.

Create specific campaigns aimed at women, showcasing female success stories in vocational training and job placements.

### 2. Enhance Moderation and Response Mechanisms:

Establish a dedicated moderation team to manage comments and inquiries on social media and advertising platforms. This will help build trust and keep potential clients engaged.

## Recommendations:

### 3. Better Lead Qualification:

Create a clearer process for collecting accurate information from applicants. This may include asking them to confirm their current skills to ensure we attract the right candidates.

### 4. Timely Follow-Ups:

Develop a plan to follow up with leads quickly. Consider sending automated responses to let them know their forms were received and when they can expect to hear back.

### 5. Clearer Ad Messaging:

Review the wording in our ads to make sure it clearly explains the types of jobs and qualifications we are looking for. This will help attract more relevant candidates and reduce confusion.

## Recommendations:

### 6. Training and Resources for the Sales Team:

Provide training for the sales team on how to effectively engage with leads and address common questions or concerns. This training can enhance their ability to convert inquiries into successful placements.

### 7. Gather Feedback:

Create a system to collect feedback from leads and clients. Regularly review this feedback to find ways to improve the application process and address any ongoing issues.



# THANK YOU