

HOW WE HELPED THE TOP RANKED UNIVERSITY TO GENERATE OVER 2000+ LEADS



Background

JECRC University is a private university located in the city of Jaipur, in Rajasthan in India. It is recognized by the University Grants Commission, New Delhi. JECRC University Rajasthan is ranked 26th all over India in the best university survey in 2018.

Challenges

As an university, they were facing many challenges

- Issues of leads for their courses
- Awareness amongst students regarding courses
- Less reach
- To generate leads
- To create brand awareness

Strategy

To take the University to the next level and solve all the issues we worked on leads generation campaign through Facebook messenger.

Results



2000+ Leads Generated



500000+ Daily Reach (Highest)



1500000+ Reach (Unique)

Facts and Figures



To generate leads on facebook we worked on a strong messenger lead generation campaign. Generated more than 500+ leads through lead nurturing and continuous leads monitoring.