





Facebook & Google Ads Campaign for EdTech Company

PROJECT DETAILS

 Other Digital Marketing, Pay Per Click, Search Engine Optimization

 Feb. 2021 - Ongoing

 Less than \$10,000

 *"They have the best price-quality ratio."*

PROJECT SUMMARY

ShootOrder is helping an EdTech firm leverage digital marketing to raise awareness and expand their reach in India. They manage the client's Facebook and Google Ads accounts and produce creative for the ads.

PROJECT FEEDBACK

Despite the limited budget, ShootOrder has helped the client record 400,000 app downloads in India. They've also delivered several good video ads that the client can use for both their Indian and Estonian apps. Moreover, they facilitate a smooth workflow and hold bi-weekly standup meetings.



The Client

Please describe your company and your position there.

I'm the CCO of EdTech startup ALPA Kids. ALPA Kids is creating educational mobile applications for children aged 3-8, their parents and teachers to help children learn the essentials like colors, numbers, the alphabet, local flora and fauna etc. through the examples of their own culture and local nature.



Janek Jaago
CCO, ALPA Kids



Software



Tallinn, Estonia

The Challenge

For what projects/services did your company hire ShootOrder?

Our application is being used by 70% of Estonian parents (Europe's PISA #1 country) and 50 % of local kindergartens. After the success and many Governmental awards in Estonia, ALPA Kids decided to expand to India because we were contacted by local kindergarten owners who needed a good digital teaching aid to teach Hindi language in Indian kindergartens. We decided that the best way to rise awareness on Indian market is to hire local digital marketing agency for local campaigns and expansions projects.

CLIENT RATING

5.0

Overall Score

Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0





The Approach

How did you select this vendor?

We used Clutch and Google to create a shortlist of suitable companies and after having several meetings with them we decided to hire Shootorder.

Describe the scope of their work in detail.

We went through lots of different possibilities to rise awareness about our app but in the end the one that worked the best and still works the best is running Google and Facebook Ads. Shootorder manages those advertising accounts and also creates the creatives for the ads.

What was the team composition?

We have worked with several different people in the company but the main contact is our own Account Manager that we can contact any time and who always caters to our needs.

The Outcome

Can you share any outcomes from the project that demonstrate progress or success?

We have grown to 400k downloads with our app in India with very limited budget. We have received several good videoads not only to our Indian application but also to our Estonian version.

How effective was the workflow between your team and theirs?

We do as many meetings as we need on current phase of expansions. It has changed over the time and at the moment we have a recurring standup meeting in every two weeks. Everything works smooth.

What did you find most impressive about this company?



They have the best price-quality ratio. Lots of people helping the client to achieve their target.

Is there any area for improvement or anything that could have been done differently?

With our current budget and limitations they have worked wonders for us and we are very satisfied.

