



# HOW WE ENROLLED 201 STUDENTS

into an International School in just 6 months





**I desperately needed to see a change in my School's marketing approach as year upon year our profits were diminishing.**



# OUR GROWTH SOLUTION

How we did it

01 → 02 → 03 → 04 → 05 → 06

## AWARENESS

Improved SEO rankings for targeted keywords and ran awareness campaigns on social media & YouTube

## LEAD GENERATION

Generated new leads through social media advertising and optimising the website for conversions.

## SALES

Created a structured sales process with multiple touch points and trained key staff members on the process

## APPOINTMENT BOOKING

Booked initial appointments for interested prospects at the school

## FOLLOW UP

A follow-up process was created for all prospects that left the meeting without enrolling their child

## NEW ENROLLMENTS

201 new children enrolled for the academic year 2021-22, the schools highest ever intake of new students

# OUR RESULTS

April 21 - September 21



**BUDGET**

**26,132.28 AED**



**LEADS GENERATED**

**1,143**



**PLATFORM**

**Facebook & SEO**



**APPOINTMENTS BOOKED**

**367**



**IMPRESSIONS**


**3,159,469**



**NEW ENROLLMENTS**

**201**





**I was looking for something different with a Digital Marketing Agency and TDS Group ticked all the boxes. They not only looked at generating leads for my School but put systems in place to help us convert them and grow my revenue.**



<input type="checkbox"/> <a href="#">Book a school tour</a>			[wpforms id="472"]	March 3, 2021	231
912 On-Facebook leads	496,544 People	3,159,469 Total	28.65.ا.د Per on-Facebook leads	26,132.28.ا.د Total Spent	

