


The background of the slide features a collection of school supplies. In the top left, there is a spiral-bound notebook with an orange cover. To its right is a red pencil sharpener. Scattered around these items are several colored pencils in various colors including purple, red, pink, green, blue, yellow, and black. The items are arranged on a white surface, creating a clean and educational aesthetic.

HOW WE CHANGED THIS SCHOOL FROM GAINING STUDENTS

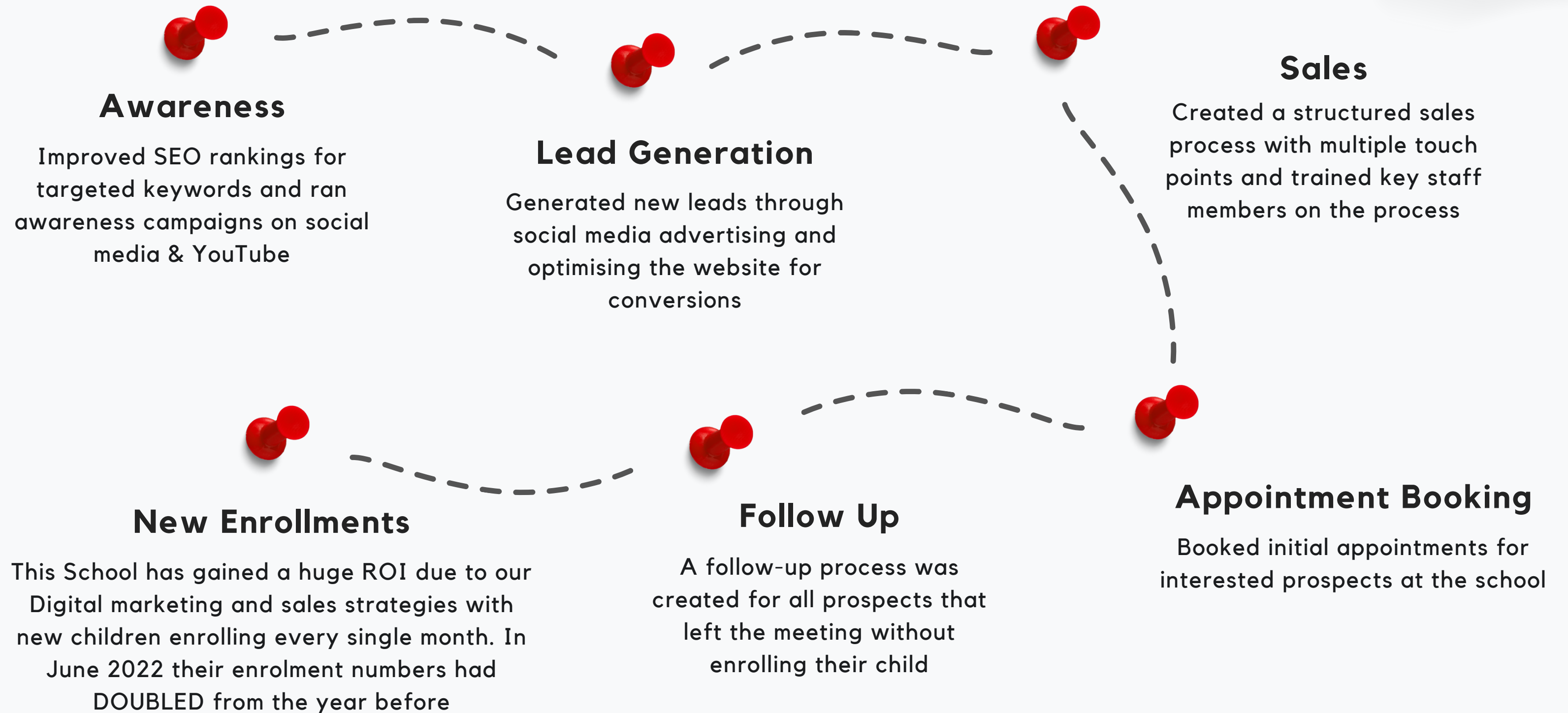
via 'Word of Mouth' to strategies online
with a tailored enrolment process

A collection of school supplies including notebooks, pencils, and a pencil sharpener. The items are arranged on a white surface. In the top left, there is a spiral-bound notebook with an orange cover. To its right, a red pencil sharpener is visible. Several colored pencils in various colors (purple, red, pink, green, blue, yellow, black) are scattered around. In the bottom right, there is a white notebook with a red spiral binding and a black pen resting on it.

Every single aspect of our digital presence needed to change, I knew something had to be done.

OUR CUSTOMER ACQUISITION SOLUTION

How we did it



OUR RESULTS

February 1st - June 30th 2022



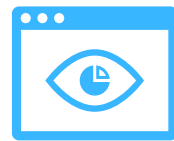
BUDGET

15,576.47 AED



PLATFORM

Facebook & Instagram



IMPRESSIONS

1,250,810



LEADS

1,298

The background of the slide features a collection of school supplies. In the top left, there is a spiral-bound notebook with an orange cover. To its right, a red pencil sharpener sits on a white surface. Scattered around are several colored pencils in various colors including purple, red, pink, green, blue, yellow, and black. In the bottom right, another spiral-bound notebook with a white cover and red binding is visible, with a pencil resting on it. The overall scene is brightly lit and clean.

Our eyes have been opened to the power of Social Media when it is done correctly. TDS Group have a sales and marketing system that has not only modernized our School but has helped to grow our enrolments enormously!

1,298 On-Facebook leads	196,960 People	891,470 Total	11.50.د.ا Per on-Facebook leads	14,921.00.د.ا Total Spent
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279,106 Reach	279,106 People	359,340 Total	2.35.د.ا Per 1,000 people reac...	655.47.د.ا Total Spent
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Applications
for Sixth Form
2022 are
OPEN

