

Case study of: Versatile Academy (Performance Marketing)

Website: <http://www.versatileacademy.org/>

Founded with a vision to remove the communication barriers between people, Versatile Academy is one of the leading communication coaching centre for different languages as well as a study abroad centre based in Nashik, India. With an aim to help and develop the future generation, they also have personality development classes. With the finest infrastructure, they have the best faculty to teach all the courses.

Keeping all this in mind, we developed and designed their website and started their social media from scratch. A lead generation campaign was launched by us to literate people in basic and advanced English language, as well as other foreign languages like German, Spanish, French and Japanese. With a set budget, the generated leads were 8,119.

The hope that people should have basic communication skills was now a mission through this campaign. 8,119 leads were generated with a total reach of 583,570 and conversion rate of 4%. Needless to say, the campaign was successful. Along with the campaign, 5 webinars were also initiated with 200 people each to educate them about the basics of English.

This led the people to understand the importance of communication skills. The faculty had nearly 100 students each, even during the pandemic and we take pride to know that we helped Versatile Academy touch the lives of hundreds of people.

Departments involved:

- Integrated marketing solutions
- Digital content creation

Digital Impact

- Total reach: 583,570
- CTR: 2.91%
- Total conversions: 4%
- Leads Generated: 8,119

Photo of the advertised post's stats:

Campaigns												
Ad sets												
Ads												
Columns: Performance and Clicks												
Reports												
<input type="checkbox"/>	Campaign name	↑	Attr sett	Results	Reach	Frequer	Cost per result	Budget	Amc spei	Ends	Impression	CPM (cost per 1,000 impressior
<input type="checkbox"/>	Versatile Traffic 170420 set...	Off	2..	2,807 Link Clicks	40,584	2.85	₹0.74 Per link c...	₹100.00 Daily	₹2,0...	Ongoing	115,662	₹18.03
<input type="checkbox"/>	LG versatile 150420 1	Off	2..	500 On-Facebook leads	92,864	3.58	₹19.67 Per on-Fa...	₹200.00 Daily	₹9,8...	Ongoing	332,738	₹29.55
<input type="checkbox"/>	Versatile Traffic 150420 set...	Off	2..	2,147 Link Clicks	33,408	2.19	₹0.78 Per link c...	₹200.00 Daily	₹1,6...	Ongoing	73,080	₹22.91
<input type="checkbox"/>	versatile Traffic 150420 insta	Off	2..	227 Link Clicks	51,744	2.03	₹6.00 Per link c...	₹200.00 Daily	₹1,3...	Ongoing	104,920	₹12.98
<input type="checkbox"/>	versatile Traffic 150420	Off	2..	2,126 Link Clicks	44,184	2.08	₹0.77 Per link c...	₹200.00 Daily	₹1,6...	Ongoing	91,719	₹17.80
<input type="checkbox"/>	versatile Traffic 140420	Off	2..	312	21,444	1.77	₹1.07	₹300.00	₹33...	Ongoing	37,884	₹8.85
>	Results from 63 campaign Excludes deleted items		M...	— Multiple conversions	583,570 People	3.43 Per Person	Multiple corr		₹73,...	Total ...	2,002,228 Total	₹36.46 Per 1,000 Impr...