

Telecom Academy

Case study

Telecom Academy

IT courses

THE COMPANY

The company is one of the oldest IT, Network and Programming courses in Romania. They offer online, self-study courses, as well as teaching via Cisco WebEx and with a physical presence in a classroom which they have fully equipped with up-to-date technology.

THE CHALLENGE

The company is well established and has been active since 2007. Although their courses have very good reviews and the students are very satisfied, they had trouble promoting their courses and are little known.

An agency was needed to help with a marketing strategy to promote the courses and increase the number of sales, and the company's revenue.

OUR APPROACH

We dedicated the first week of our collaboration to testing the website, focusing on the user's journey from first visit to checkout, setting up conversion tracking correctly for both Facebook and Google.

A cross-channel marketing plan and strategy has been developed and activities have been prioritised to fit all the courses that needed promoting.

ACTIVITIES AND ACTIONS

Auditing the website has enabled us to give a few points of action towards making the user journey simpler.

Following that, a month to month social media strategy complementing a PPC strategy was developed to achieve their business goals.

The first two months focused on their online, self-study courses, followed by the promotion of their Cisco WebEx taught courses.

SOLUTIONS USED

- 1 Marketing Strategy
- 2 Cross-channel Planning
- 3 Social Paid Ads
- 4 Google Paid Ads

THE RESULTS

Within the first two weeks of the deployment of our campaigns, the Account had met its target ROAS: 3.00. The following month, the ROAS has almost doubled, reaching a 5.88 across both Facebook and Google, leading to almost 26 000 Euro revenue from the campaigns running on Facebook and Google.

The Facebook cost per result has had a constant decrease of about 10% each month, the number of sales has increased by 53%.

The Google cost per result has decreased by 22% in the first month, the number of sales has increased by 91%.

-10%
cost
per result



constant decrease for
Facebook campaigns

53%+
more
sales



increase in sales'
number from
Facebook campaigns

-22%
cost
per result



after 1 month of
Google campaigns

91%
sales



increase in sales'
number after 1 month
of Google Ads

26.000
Euros
revenue



after 1 month of
Facebook & Google
campaigns with
5.88 ROAS

We'd be happy to see how we could help your business achieve outstanding results, too!

CONTACT US