

Hispania Campaign



Objective:-

- I) To Generate Quality & Relevant Leads related to Online Spanish learning Course.
- II) To Increase the Paid Application Count from Quality Leads & Via Direct Method with the help of Various Digital Marketing Techniques

Key Highlights:-

- I) Around 55% Of the Paid Count got increased with in the less duration of time in the Covid-19 lock down period. As most of the professionals were upgrading their skills by staying at home & learning new skills during the covid-19 period.
- II) CPA has been decreased by 48% for Online learning courses.
- III) Hispania brand Re-call has been increased by 25% as compared to the last year.
- IV) Lead to conversion ratio got increased by 55%

Strategy:-

We have started our Campaign Journey with The Aim of below flow:-

Lead Generation -> Lead Nurturing -> Conversion

With the help of this strategy the lead to conversion ratio got increased by 55%

We have run Facebook Conversion, Facebook Lead Generation & Click to what's App Campaign to Increase the Quality Leads & Maximum Paid Count with this Medium.

Facebook Conversion Campaign were used to drive quality traffic & Leads towards our website to increase website engagement ratio from the target audience as we used the various interest targeting option to show our Ad to the relevant audience & to generate the Quality & relevant lead to get maximum paid applicant count for our Online Spanish Learning Course.

Challenges that we faced while Campaign Execution

Initially when we started the Facebook campaign then the Cost Per lead was High & Lead Flow was less.

On basis of incoming lead feedback & getting frequent updates from client side we have made the changes to the Landing Pages, Interest targeting, Ad Copy& Creative changes etc.

Continuously monitoring the Google Analytics to check the user behavior (User Journey) from the website visit to lead fill-up.

We have done the AB Testing of the Single Creative Vs Video Ad. With this Testing we have conclude that Lead volume from video Ad is more than Single Image Ad.

Below is the comparison of Video Ad Vs Image Ad -

Ad Type	Spend	Leads	Cost Per Lead
Video Ad	96,883	1914	50.61
Image Ad	60,489.97	12114	49.83

Below is the Campaign Targeting that we have done -

April Lead Gen-B&B

Excluding Custom Audience:

Website Leads

Location – Living in:

India: Delhi; Thiruvananthapuram Kerala; Bangalore Karnataka; Kolkata West Bengal; Hyderabad Telangana

Exclude Location:

India: Haryana; Manipur; Nagaland; Odisha; Bihar; Madhya Pradesh; Uttar Pradesh; Chhattisgarh; Jharkhand

Age:

20-60

Language:

English (UK) or English (US)

People who match:



Interests: Spanish Navy, Latin American music, CareerBuilder, Swing music, Latin American cuisine, Spanish cuisine, Spanish wine, Swing (dance), Latin dance, Bachata (music), Career development, Spanish pronouns, Latin American art, Samba, Merengue music, Hispanic culture, Latino culture, Catalonia, Salsa (dance), Cava (Spanish wine), Spanish Empire, Comedia (Spanish play), Bachata (dance), Tango, Memrise, Babbel, Salsa music, Duolingo, Spanish language, Tango music or Spanish as a second language, Field of study: Translation studies or Translation and Interpretation, Job title: Freelance Translator, Spanish Teacher, Language Translator, Spanish Instructor, Translator/Interpreter, Interpreter and Translator or Freelance Interpreter/Translator

Landing Page Screenshot

INSTITUTO HISPANIA

Learn the basics of Spanish in 60 hours. Prepare for your global future.

- ✔ Course structured for beginners in Spanish
- ✔ Live interactive classes with teaching experts
- ✔ Choose weekday or weekend classes, 4-8 hours of class a week
- ✔ Focus on reading, writing, listening, speaking and grammar
- ✔ Get A1 level certified for your Spanish proficiency

Ready to transform your career?

Name *

Email *

Phone *

City *

APPLY NOW

Call Now

Learning Outcomes

By the end of the Basic level Spanish course, learners will be able to

- Read, write, speak and understand Spanish in present tense
- Recognise words and form simple sentences
- Use day to day expressions related to daily routines
- Introduce yourself and others
- Describe people, places, objects
- Express needs, likes and dislikes
- Ask and answer questions about directions, people, things
- Identify colors, numbers, talk about family, tell time
- Improved communication skills and cultural awareness
- Sit back and enjoy today's booming Spanish music and entertainment!

Our Faculty



Mrs. Laura Benito

Spanish national, living in India for over 30 years. Founder of Instituto Hispania. Pioneer in the promotion and growth of Spanish language education in India with 22 years of experience.



Mr. Augustine

Seasoned language trainer with 25 years of experience in tourism and education industry. Passionate about empowering students with the skills to become language professionals

Career Path

Knowing Spanish enhances your career aspirations and opportunities across many fields:

- Translation, interpretation, editing, proofreading and content writing
- Teach Spanish in schools, colleges, universities and educational institutions
- Meet the rising demand for Spanish speakers in the booming IT sector
- Apply for positions in more than 20 embassies of Spanish speaking countries in India
- Become a Spanish language professional in the BPO / KPO sector
- Become a part of International businesses and MNCs as a Spanish expert
- Work as a language specialist in the travel, tourism and hospitality sector
- Get involved in the expanding media and entertainment industry

No. Registro: No. Certificado: **INSTITUTO HISPANIA**

Certificación de proficiencia

El Instituto Hispania certifica que:
Jane Doe
ha superado con éxito el curso
Hispania Uno (A1)
y ha obtenido la puntuación de
80%
en el examen final

Expedido en Nueva Delhi Director de Estudios
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Pioneers of Spanish in India since 20+ years

Top-Ranked Institute

World Class Faculty

Own Study Material

Job Placement

[APPLY NOW](#)

FAQ's

Why learn Spanish?

Will knowing Spanish help me increase my employment opportunities?

Will I receive a certificate for the course?

Best Performing Facebook Ads

Instituto Hispania India
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In today's increasingly interconnected world, proficiency in a foreign language is a vital skill that gives you an upper hand. Learning a new language like Spanish will boost your brainpower & develop your ability to multitask.

Our expert faculty will guide you through this journey.

In our Hispania1-A1 course, learners will be taught to

- ✓ Read, write, speak and understand Spanish in the present tense...

[See more](#)

INSTITUTO HISPANIA

Learn Spanish Online & Enhance Your Skills

- Qualified Teachers
- Accredited Center
- Personalized Services
- Job Placement

[Apply Now](#)

INSTITUTOHISPANIA.COM

Learn Spanish Online & Enhance Your Skills!

[Apply Now](#)


Spanish national. living in India for over 30 years. E...

Spend	34,257
Leads	810
Cost Per Lead	42.29

Best Performing Video Ad

IH Instituto Hispania India
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Learning Spanish has never been this easy.
Our Hispania1-A1 course is specially structured for beginners with the objective of equipping them with basic communication skills in Spanish
In the Basic level Spanish course learners will be taught to
✓ Read, write, speak and understand Spanish in the present tense...
See more



INSTITUTOHISPANIA.COM
Learn Spanish Language in Just 60 Hours! [Apply Now](#)

Spend	35,933.87
Leads	892
Cost Per Lead	40.28

Overall Campaign Performance

Spend	Reach	Impressions	Clicks	CTR	Leads	CPL
160,858.94	9,27,242	3,153,259	51,587	1.64	3,139	51.24