

Generating Awareness For A Stock Exchange Broking Company Through Weekend Seminars



Challenging Objective:

The brand wanted to drive leads cost down (Weekly Share market Seminar) effectively with higher conversion rate through digital.

Biggest Challenge:

High cost per acquisition.

Result-oriented Approach:

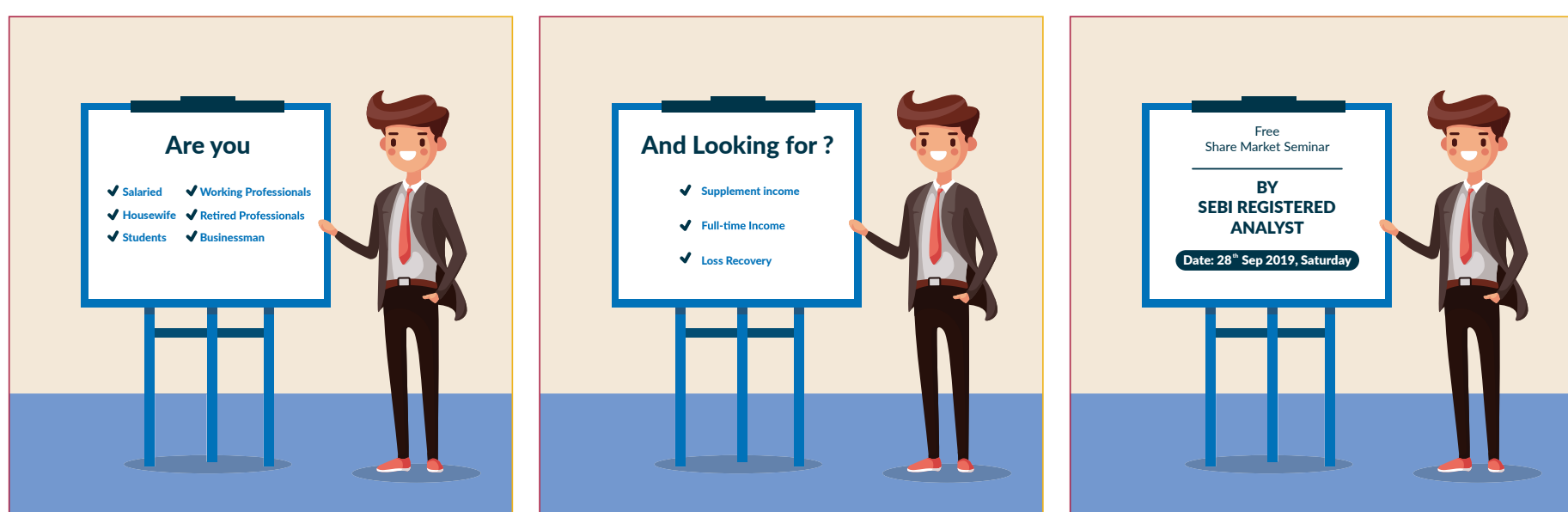
Creative Strategy

In order to create brand awareness, we encourage people to register for a FREE seminar through a series of activities (Lead Generation, Sponsored Ad, Event Promotion) on Facebook and Instagram.

Strategy and Execution:

1. Identified best performing stock market level keywords.
2. Locations from where most registrations are coming.
3. Custom audience to prevent the lead duplication.

Example 01



Creative Strategy

Example 02

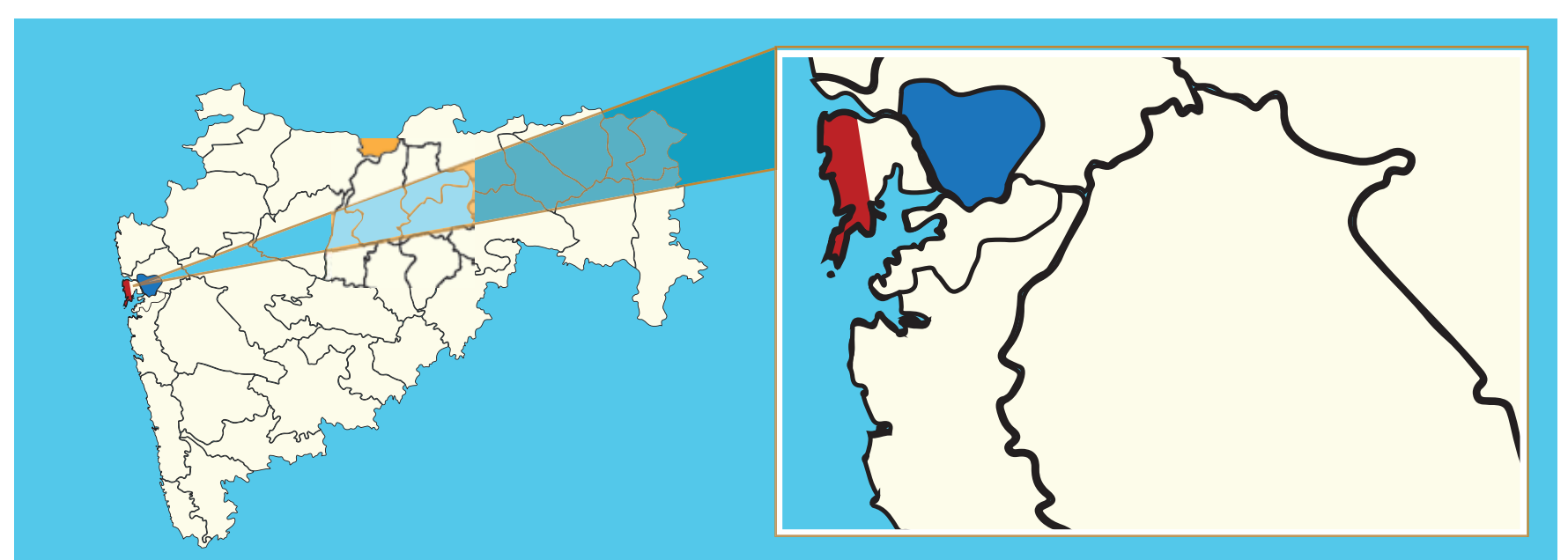


Paid Media Analytics

Campaign	Reach	Impression	Clicks	Lead	Conversion
HRS	37170	80248	2715	432	15%
Bangalore Hiring	8168	16007	1785	225	12%

- Acquired 650+ leads in just 3 months with an AVG conversion of 14%

Targeted Location



■ Mumbai (Western line), ■ Thane

Summary

The business required entries in the form of leads for their weekly free seminar on share market & trading which used to held during the weekends. They were getting leads but it was a kind of struggle to get the genuine prospect which wasn't really happening and this was somewhere becoming expensive to approach the leads, followup with them, keep a track record of the output, analyse the activities which were performed eventually. With our effective campaign targeting and budgeting, we were able to bring the best ROI in terms of lead quality, event promotion, seminar registration, average cost, etc.