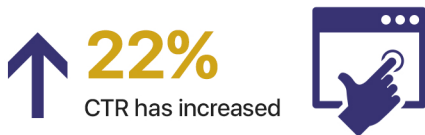




Goals achieved in a short duration of 12 Months



HOW SOCIAL DNA DOUBLED MERU'S CONVERSION

ABOUT MERU:

- Meru international school, Best international school in chandanagar, Hyderabad. Providing an enriched learning environment with CBSE & Cambridge curriculums with a strong value system. Meru brings old school values & new age methodologies together for students to become better at every venture with unsolicited guidance.

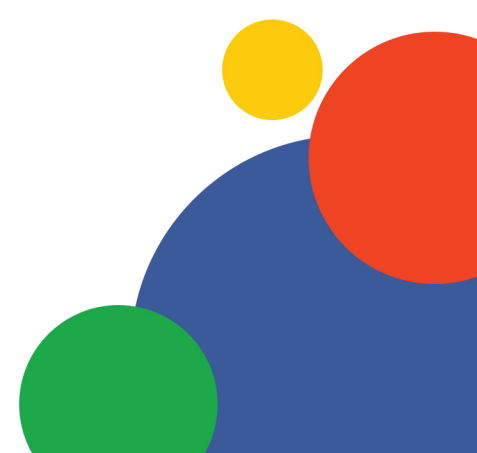
BUSINESS CHALLENGE

- Meru Needed Cost-effective program to increase the leads while maintaining a lower CPL

SEARCH MARKETING CHALLENGE:

The client has already succeeded with various social media platforms & needed lead generation program through Google search platforms, but in search marketing, we have faced some challenges, such as:

- Target Audience:** The client needed to target very specific locations with a limited audience. To generate leads with such a small target was a tough challenge.
- Cost-Effectiveness:** To reach the target number of leads with a predefined CPL with a limited target audience was another tough challenge.



HOW SOCIAL DNA ADDRESSED THE NEED?

- ⦿ The first task was recognizing the relevant location specific keywords with a minimum search volume & created ads with location specific keywords added & also added in the landing page to improve the ad relevancy.
- ⦿ Made a list of unwanted location specific negative keywords & irrelevant keywords to not to show the ads.
- ⦿ Created an adgroup with all the competitor keywords in the targeted locations to reach more relevant audience & to increase the lead pace.
- ⦿ Optimized keyword bids at keyword level to improve the search impression share & for top of the page rate as well as to reduce the CPC and CPL.



ABOUT SOCIAL DNA

The ideology of the company comes from its name instantly. We are all about everything that is Social & Digital, whether it is fans on Facebook, followers on Twitter or links on LinkedIn. Our passion for Social & Digital Marketing is in our DNA and hence it shows in the quality of work we put up for our clients.

From brand creation & development to digital interactive design, print layout to full motion graphics, website design to 3D visualization, social media, content marketing and pay-per-click expertise; we deliver measurable results with a strong focus. We thrive in creating materials that bring ideas to life in an accessible and imaginative way.

To know more about us, visit our website at www.socialdna.in