



1702 Case File #3
Learning Curve

PERFORMANCE MARKETING & DATA ANALYTICS

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BUSINESS PROBLEM:

Established in Mumbai and Bangalore, The Learning Curve was looking to penetrate the Indian childcare market which is dominated by the presence of behemoths like EuroKids.

The Learning Curve grew in 2019 and needed **admissions for their 60 centers and 40 new centers across the country.** However, there's was a lack of awareness about their brand across the country.

The brand was looking to increase their digital footprint to drive lead generation and not just brand building.

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CONCEPT EXECUTION:



We all chant 'Ganpati Bappa Morya! Mangal Murti Morya!' to praise Lord Ganesha.



Creativity for kids: Tips for Nurturing minds

Creativity is sometimes seen as an innate ability – we're either born creative or we're not. *But this is just not true...*

JOIN US FOR A PARENTING SESSION ON "SPARK CREATIVITY IN KIDS" on 31st OCTOBER 2020



What parents say about us?

CREATING YOUNG READERS

Mr. Achetk Bhatat
AECES parent

Yeah, the session was informative for us as parents, as we came to know of inculcating reading habits in kids and especially we liked the books 'My First 1000 words' and 'Wild Animal Hunt', which we were not aware of before... Would definitely start the reading for kids with these books...



Lord Ganesha travels on a rat called 'Mushak'.



Ganesha, the elephant-headed God, is the son of Lord Shiva and Goddess Parvathi.



HAPPY INDEPENDENCE DAY
15TH AUGUST

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OUR SOLUTION:

- We at 1702 Digital were able to deliver strategies that were tailored to measure CQPL (cost per quality lead) clubbed with marketing automation.
 - Techniques like drip marketing were used, through which we managed to generate over 700 walk-ins for the brand.
 - Our landing page content went through relentless A/B testing till the CPQ dropped by over 50%.
 - The Cost Per Lead, which began at INR 8000, was bought down considerably to INR 3500 within days.
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SUCCESS METRICS:



2,00,000 impressions on Search & GDN, CTR search was optimized 4.75%, higher than the education industry rate which is 4%.

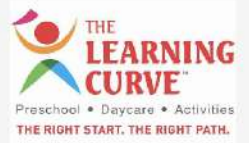


75% more hits on The Landing Page Form filling increased, from 3.17% to 11.50%



Drip marketing - 3 stages. Physically trained call center lead nurturers mirroring the customer's languages that worked wonders for admissions.





Phenomenal results take precise and planned steps.

Take the first one:

Drop us mail at solutions@1702digital.com

Reach us at **+91 9560391153**

And leave the rest to us!

