

# HOW A STRONG AGENCY PARTNERSHIP HELPED US SELL ONLINE COURSES WORTH RS 2 CRORES WITH PAID MEDIA MARKETING AND STRONG BACKEND WEBSITE & APP DEVELOPMENT

Pandemic and the resultant lockdown brought a whole new range of challenges to deal with, especially for business owners like us where we had no choice but to shut down our baking institute for an indeterminate period. At that point of time, the only thing that made sense was to launch a Digital learning experience for our subscribers or students.

Right after coming up with this idea, we were faced with yet another problem, which was to find a company that could not only assist us in creating a platform but also create that very platform in such a way that it manages to capture the essence of our ideas and ideals; of what we do and what we offer.

Fortunately, we managed to find the right partners who were able to understand and deliver exactly what we expected from them. HOVO digital helped us in transitioning our offline based learning institute to an online video based learning program.

From discussing strategies to analyzing and presenting data in a digestible format, i.e., free of jargon and needless information, HOVO encouraged the idea of keeping our team equally involved while informing the team of every single update during the entire process. They were very well open to test new approaches and kept us informed about the progress on a daily basis.

Using a system-oriented process, HOVO Digital was able to get the website up and running in 30 days, with a personalised appealing and user-friendly UI that is integrated with the backend.



## SOLUTIONS AND OUTCOME:

01

HOVO Digital suggested transforming our entire offline learning program to pre-recorded video lessons and creating a virtual learning experience for Baking & Culinary Programs, which further made the course accessible to everyone all around the world!

02

They ideated the whole process by setting up a strong backend to support all course modules in a record in just 30 days time.

03

They ran paid media ads on social media and google search to acquire customers; using certain sales strategies and marketing automation they were able to generate constant sales on the online portal.



**GREAT ASSOCIATION FORMS ONLY WHEN A COMPANY CANNOT SOLVE THE PROBLEM ON ITS OWN AND THEIR IS AN EQUALLY INVOLVED DIGITAL AGENCY PARTNER AVAILABLE**



So, as it turned out, outsourcing actually helped us since we handed over the task to the people who were experts and had a sense of what exactly needed to be done. Within a span of just 10 days, we acquired over 100 students for our online baking and culinary courses and within a span of six months we were able to get 1000 paid subscribers to our online baking and culinary courses!