HOVO Digital

HOVO Digital
helped
ROYAL GLOBAL UNIVERSITY
increase its Admissions by
300%

ABOUT THE COMPANY

Royal Global University is one of the leading universities in North East India that offers 130+ programmes, 250+ facilities and resources.

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CHALLENGES

INCREASE ONLINE ADMISSION QUERIES	GENERATE HIGH-QUALITY LEADS

GET ADMISSION QUERIES FROM NORTH EAST STATES

(Manipur, Assam, Meghalaya, Sikkim, Arunachal Pradesh, Tripura, Nagaland)

OVERVIEW

Previously, they obtained leads from Google and Facebook. They did notice, however, that many of the leads generated were from people outside of their target market, and they relied heavily on lead buying platforms, which provided them with a lot of junk leads.

As a result, many leads failed to convert. The cost of leads was high, and the quality of leads was extremely low.

HOVO Digital turned to Directive as a trusted partner to revamp its existing lead generation strategy in order to improve lead quality at a more cost-effective rate.

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EXECUTION STRATEGY

Step 1.

CREATED THE LANDING PAGES FOR UG, PG AND DIPLOMA COURSES SO AS TO GENERATE HIGH-QUALITY LEADS & DECREASE THE LEAD COST RATE

SET UP THE CRM TO TRACK THE ENTIRE LEAD JOURNEY AND ANALYZE EACH LEAD TO DETERMINE WHICH LEADS ARE HOT AND WHICH ARE COLD

Step 2.

STRATEGY FOR THE FIRST MONTH

We ran preliminary tests to identify any conversion barriers on the website. We devised a month-long strategy to test various things, such as which type of Facebook audiences/creatives will generate high-quality leads, and which type of Google Ads and keywords would generate high-quality leads at an affordable cost.

GOOGLE ADS STRATEGY

- Created multiple campaigns on Google such as search & display campaigns
- Conducted extensive testing with various types of keywords in search campaigns - Phrase, Exact as well as Broad.
- Tested in Google display google Ads - Experiment with various audience segments

FACEBOOK ADS STRATEGY

- Created multiple Facebook campaigns - Traffic, Brand awareness, Conversion
- Created multiple ad sets in each campaign, i.e., tested different types of audiences based on interest, demographic, and behavior.
- Tried different types of engaging and appealing creatives (Image, Carousel, Video)

Step 3.

DATA ANALYZATION

We generated over **2000 leads** in a month and then analyzed the data on CRM. In addition, we discovered that leads from **Google** were of higher quality and had a higher Lead to Application ratio than leads from Facebook. Furthermore, phrase keywords were found to be less expensive than broad keywords.

Step 4.

FINAL IMPLEMENTATION

Following an analysis, our team devised a new PPC strategy centered on high-intent keywords in order to increase relevant traffic to the Royal Global University website.

We shifted away from high-volume but vague keywords and focused on high-intent and long-tail keywords with meaning. We knew we'd have to sacrifice volume, but it was worth it if it meant attracting qualified web visitors with intent.

As predicted, search volume decreased over time, but lead quality significantly improved.

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OUTCOME

Online Admission queries increased significantly.

Lead to Application ratio increase by

200%

Admissions Increased by

300%

than previous year

50%

Online Admissions were from others states apart from Assam

Generated more than

6,000

High-Quality Leads

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THANK YOU

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