

Advanced Academy Case Study

Client Background

Advanced Academy is the **Best CBSE School in Indore** founded by Anil Rai in 1999. At Anand Bazar Indore, Advance Academy began its initial journey under the banner of life care with 60 students and 6 teachers. Now they provide education from nursery to 12th in their school, including 3000 students and 200 teachers. This school also provides laboratories, digital classes, a library and E-library, a swimming pool, a sports complex and auditorium and many other facilities.

The Challenges

- Enrollment rates were low due to **competition from other schools in Indore city**.
- Difficulty reaching and engaging with parents and students through digital marketing.
- School's reputation in the community and address negative reviews or feedback.
- Adapt to changes in the education sector, such as shifts towards online learning or new curriculum standards.
- Meeting the diverse needs of students with different learning styles or special needs was a challenge.

Our Approach

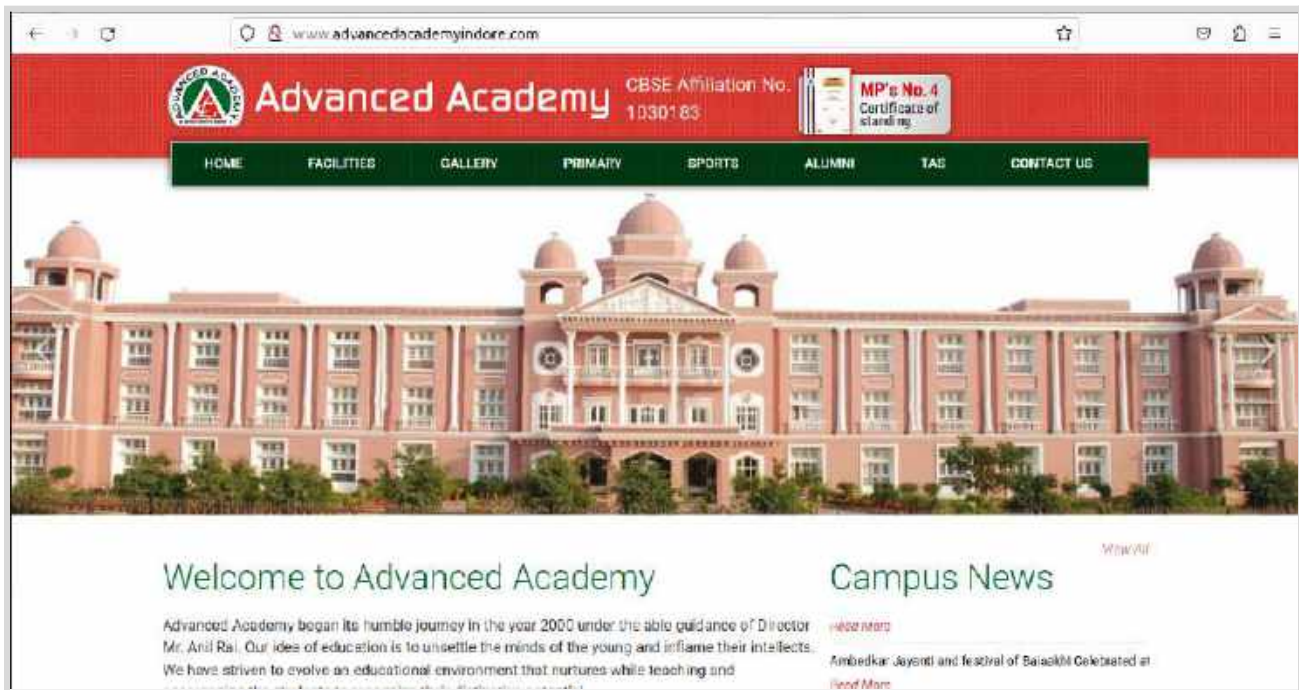
- Conduct regular research on the online behavior of the target audience to determine their preferences and trends.
- Appropriate targeted keywords were created to improve search engine optimization (SEO) and ensure the website ranks in search engines.
- Make sure the website is intuitive, user-friendly, and optimized for search engines.
- Write relevant and engaging blog posts about education, life skills and student achievement in general.
- Focus on social media platforms where the target audience is active, such as Facebook, Instagram and Twitter.
- Engage the target audience with creative social media content highlighting school resources, benefits and CBSE board awareness.
- Used a strategic lead generation funnel for paid advertising campaigns to better target and acquire leads.
- Social media advertising in a variety of ways – awareness, design, and conversion – to improve campaign effectiveness.

- Regularly monitor and analyze the performance of websites, social media posts, and paid advertising campaigns to identify areas for improvement and optimization.
- Provided valuable resources and content to connect with target audiences and build brand loyalty, such as parenting tips, online school assignments, and admissions updates.

Impact of Digital Marketing on Advanced Academy

Website

- Created mobile-friendly website
- Provided a platform to showcase school facilities and alumni



Social Media Marketing

- Created a Facebook page on social media
- engaged with a target audience and built a community around a brand

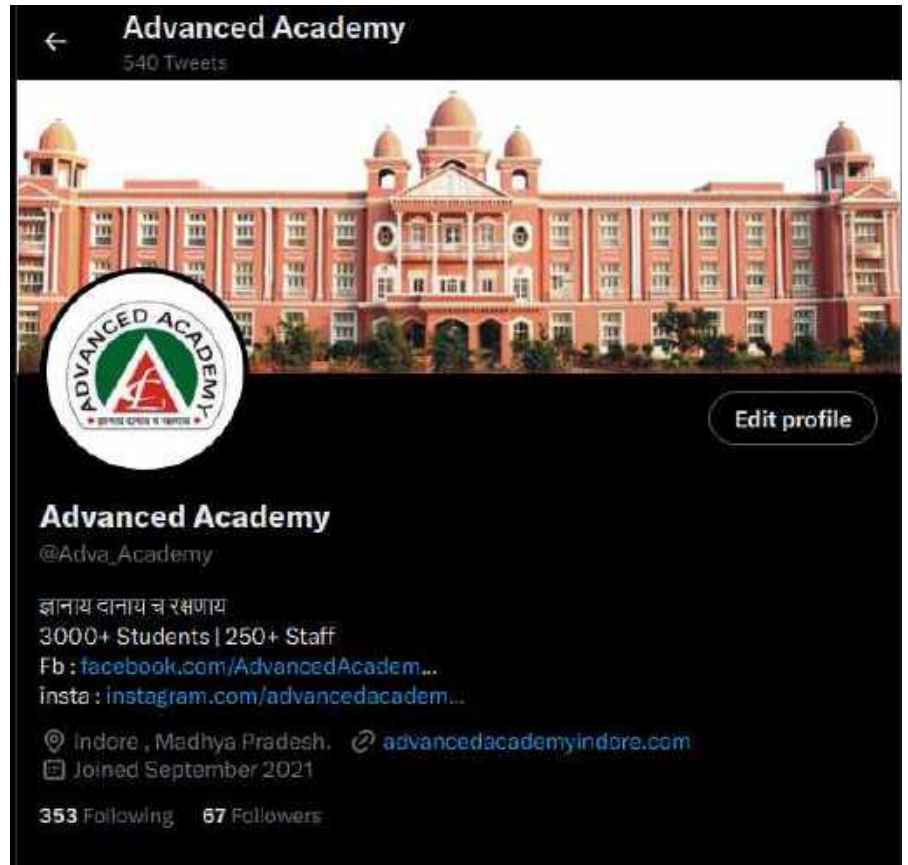


- Provided school with information and function posts through the Instagram page.



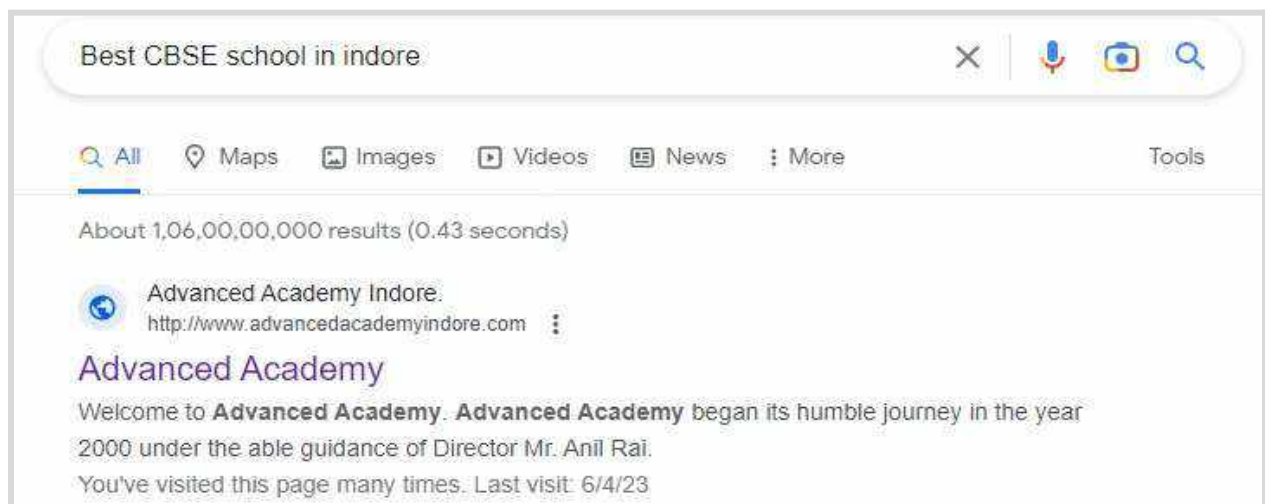
- Created an appealing LinkedIn page
- Shared success stories about students, faculty and staff.

- Shared timely and relevant information about the school on twitter.
- Post updates about academic achievements and school events.



Search Engine Optimization

- Keyword research on search engines
- Increased backlinks and new users through off page



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Tools

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Advanced Academy Indore.
<http://www.advancedacademyindore.com>

Advanced Academy

Welcome to **Advanced Academy**. **Advanced Academy** began its humble journey in the year 2000 under the able guidance of Director Mr. Anil Rai.
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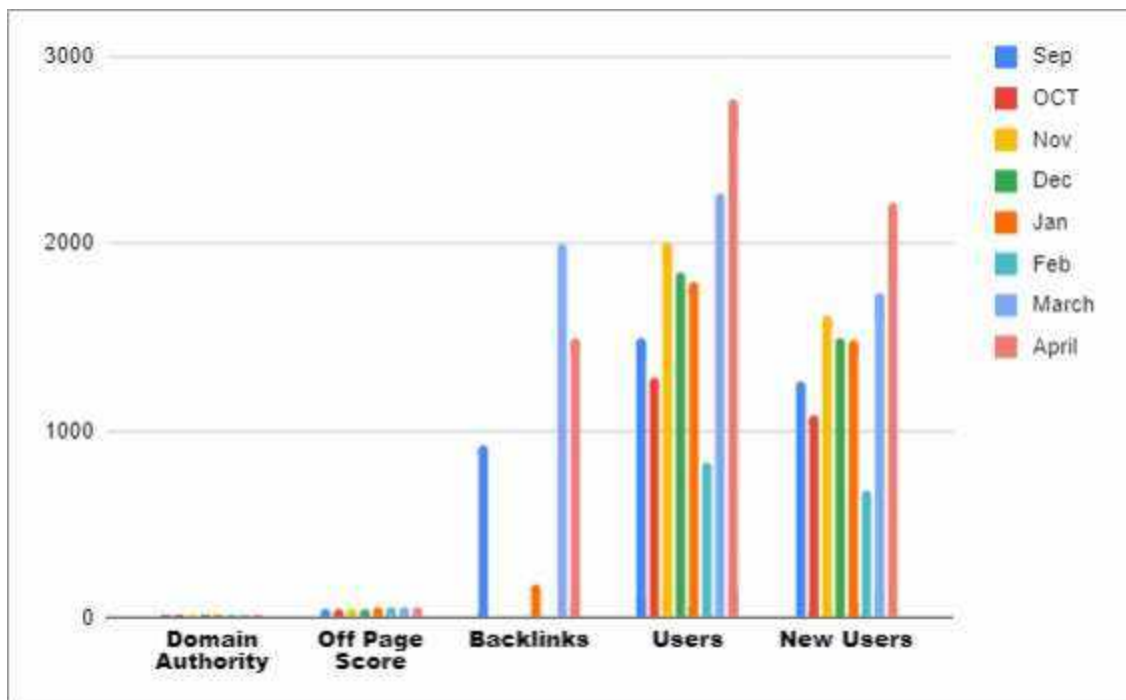
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THE Result

- Digital marketing helped the advanced academy to increase its online presence and visibility.
- Improved communication with parents and students.
- After getting our digital marketing campaigns, build a strong brand image.
- Attracted the right students and parents.
- Improved Website Traffic.
- Our digital marketing tactics such as search engine optimization, paid advertising, and social media outreach, attracted more students and increased enrollment numbers.
- The Advanced Academy built a positive reputation and established itself as a leader in the education industry.
- increased trust and loyalty from current and potential students and parents.
- increased word-of-mouth referrals and a stronger competitive position in the market.

Get started with us

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