

# CUSTOMIZED DYNAMIC WEB APP FOR LEADING FINANCE EDTECH COMPANY



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# CUSTOMER BACKGROUND



Our Client is a pioneer in catering world-class training in Finance Professional Courses to students across the globe with the help of its technical expertise, profound faculties & and authenticity gained since 2005. company has started its voyage to provide quality education in the field of Finance and accounting from those initial days. Keeping an eye on the need of Global Students for Quality Coaching, the idea of providing extensive full-fledged training for CMA (USA), CPA (USA), ACCA, CIMA, and other Indian professional courses.

# THE PROBLEM

As a leading Finance Professional Course provider institution, Logic wanted to target a premium segment of students in India and all over the globe, who aim to become a Finance Professional, The Company has its headquarters in Bangalore, India. The challenge was: to provide student with online and offline classes, Online Lead Generation, online payment gateway, Digital promotion, Social Media awareness, campaign management plan & and websites.



# THE SOLUTION

- A responsive website, where students can register themselves for online/offline classes.
- Development of an admin panel, where the client can update the upcoming courses and details, collect the student resignation database, and can also update the blog, FAQ, and more
- Payment gateway integration.
- Video Production for the classes
- Social media channels, google ads, generate leads through Google AdWords and social media ad campaigns with a lower cost per acquisition and aim for a high return on advertising spend.
- Search engine optimization to bring the website to the top of the Google search result page.

## OUR APPROACH

Having the goal in mind, Nextwebi started working on a communication strategy, new websites, multiple landing pages, an admin panel, digital campaigns for different regions globally, photoshoots, videos & and paid ad campaigns through Facebook, and Google, that target students who recently completed under graduation. With a deep understanding of the trends, we focused on a specific demographic. We optimized the ad clicks to identify the target audience and create a lookalike audience. We identified the best-performing ad copy with our target audience after testing multiple variations Results and Growth.

# RESULT



With the intense research and strategy, we could increase the return on advertising spend by 500% and could lower the cost per acquisition by 50%. The logic website came up on Google's 1st page with 30+ highly competitive keywords just in one month. Not done yet, Alexa's rank improved rapidly, and the website bounce rate decreased by 70% to 21.96%. MyLogic was impressed with the suite of services provided by Nextwebi. Now client & Nextwebi have a unique understanding and future goals.

# ELEVATE YOUR BRAND, IGNITE YOUR GROWTH

Contact - us



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