

# PPC Case Study



How we turned customer  
**PAIN POINTS** into **PLUS POINTS**



## Company Overview



**Rockwoods**  
High School

**Rockwood School**, established in 2011, has emerged as a leading educational institution in Udaipur, Rajasthan, impacting thousands of lives and setting a new standard for quality education. Rockwood High School, a prominent division of Rockwood, is renowned for its excellence in education and holistic development.

## Rockwoods High School

## Challenges From The Client's perspective

### Increased Admissions

Rockwood School is facing challenges in increasing admissions, needing a standout strategy amidst competition.

### Brand Awareness

Rockwood School's challenge lies in bolstering its brand awareness to ensure it's the first choice for parents when they consider educational options.

### Generating Quality Traffic

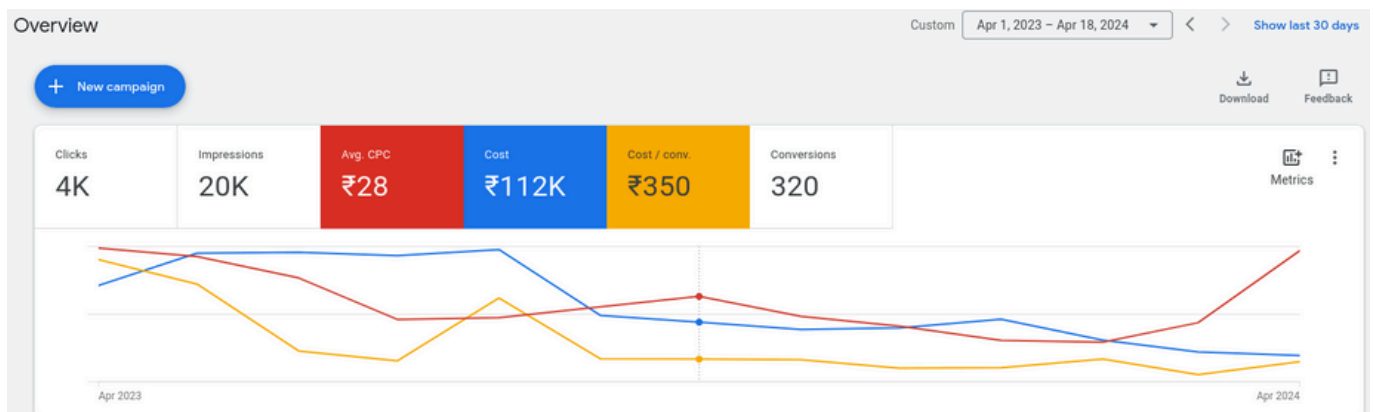
Beyond visibility, the challenge lies in attracting high-quality traffic to the school's website, ensuring that interested individuals engage with the offerings and eventually enroll.

## Our Approach - How we helped

- Understand client's challenges, such as Rockwood School's need to attract admissions during busy periods.
- Create search ads targeting parents actively seeking schools.
- Utilize YouTube and display ads to increase awareness of Rockwood among a broader audience.
- Design eye-catching ads featuring videos to drive traffic to the school's website.
- Ensure that our advertising efforts effectively reach and engage the right audience, sparking interest in Rockwood School.

## The Results

- Facilitated **320 Inquiries** for Rockwood School, showcasing robust engagement and interest from prospective parents.
- Maintained a cost-effective approach with a remarkable cost per Inquiry of **325 Rupees**, despite a competitive landscape.
- Notably increased clicks, as depicted by the graph, underline the effectiveness of our campaigns in driving traffic and engagement.
- Successfully generated **150 Phone Calls** and **170 Form Fills**, reflecting diverse lead sources and comprehensive engagement strategies.
- Demonstrated a significant impact on admissions and enrollment for Rockwood School, signifying the efficacy of our digital advertising initiatives.
- Our tailored strategies and meticulous execution have propelled Rockwood School towards achieving its objectives, marking a distinct success in the educational sector.



**₹112K**

Budget We Spent  
In Google Ads Past  
1 Year

**4K**

Quality Clicks

**150**

Phone Calls

**170**

Genuine Inquiry  
Form Fill

**₹350**

Cost Per Lead

# READY TO GROW YOUR BUSINESS?

Contact us to work with a results-driven digital marketing agency

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