

## Case Study: Lead Generation

# Transforming Canadian College Student Admissions with Smarter Digital Marketing

A leading Canadian college, known for preparing students with industry-ready skills, faced a critical gap between its reputation and measurable digital output. Paid campaigns were generating inquiries, but at unsustainably high costs—some exceeding \$1,000 per lead. Marketing budgets often exceeded targets without delivering proportional returns, while weak organic visibility meant the website and blog failed to attract or engage prospective students at scale. The college needed a scalable strategy to lower acquisition costs, increase qualified leads, and build a long-term digital presence.

## The Shift We Created

We designed a dual-track growth strategy through an extended offshore team of **Digital Marketing Manager, SEM & SMM Specialist and SEO Expert**

- **Paid Campaign Optimisation:** Restructured ad targeting, keyword strategies, and bidding models to lower CPL while keeping conversion intent high.
- **SEO & Content Revamp:** Improved on-site SEO, optimized internal linking, and created student-focused blog and program content to drive sustained organic traffic.
- **Conversion Funnel Redesign:** Enhanced landing pages and CTAs to improve inquiry-to-application flow.
- **Continuous Monitoring & A/B Testing:** Iterative improvements ensured both paid and organic campaigns adapted in real-time to market behavior.

## Value Realized



### 80% Reduction in Cost per Lead

Brought CPL down from over \$1,000 to under \$200, making recruitment financially sustainable.



### 5X Increase in Lead Volume

Campaign restructuring delivered a dramatic rise in qualified student inquiries within the same budget.



### 3X Growth in Organic Traffic

SEO-driven improvements expanded search visibility, drawing in a steady stream of prospective students



### 40% Higher Conversion Rates

Optimized landing pages and CTAs boosted inquiry-to-application flow significantly.



### 30% More Efficient Marketing Spend

Budget realignment ensured funds generated measurable, high-quality outcomes without overspend.



### Sustainable Admission Engine

Dual-track strategy established a predictable pipeline of leads, positioning the college for long-term enrollment growth.

## The Outcome

By re-engineering their digital marketing from the ground up, the college transformed admissions performance. Paid campaigns became **sustainable** drivers of inquiries, while **organic visibility** created a **steady pipeline** of prospective students. The result was not just **lower costs**, but a **scalable engine** for student acquisition that aligned marketing spend with **long-term institutional growth**.