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RIGHT CONTENT FOR THE RIGHT RESULTS

Content Marketing Innovations Increase

Visits and Student Enrollments for an

Online Tutorial Company

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Abstract

Mobile learning and e-courses have come a long way and are increasingly accepted as a viable option for mass education. The target audience is huge, and has a good demand for corporate training too. Educational brands have been showcasing their courses on SERP and social media to woo the young generation. But with exponential rise in the number of players joining in, competition has become vigorous for SMEs.

Gaining the right visibility remains a challenge for many educational enterprises. Most often they struggle to find their niche. This case study reveals how good content marketing can maneuver digital brands and get heard above all the clutter. With the help of niche, exclusive and tested content marketing tools, Span Global Services helped an online professional courses company achieve desirable visibility in terms of organic search. Customer visits and student enrollment increased after their content marketing strategies were revised and redesigned.

Conducting research on successful digital marketing strategies is a meticulous task and requires an exclusive team of dedicated employees. Digitally-run professional course colleges are not adequately sized to implement the necessary strategies for an online business. As a result, the client approached Span Global Services to implement effective content marketing techniques to increase the number of their visitors and customers to the brand site.

The Client

The client is a California based online tutorial provider for IT professionals. It specializes in 'instructor-led teaching live online'. It offers courses in Data Analysis, NoSQL, Testing, Cloud Computing, Business Intelligence, Systems and Architecture, Systems Engineering and other IT subjects.

Challenges
Our Expert Report

» With courses relating to high-end technology, many visitors and prospects were unaware about the available options. Both, time and funds allocated for promotion had to be reconsidered.

» The website did not have its keywords aligned to search words likely to be used by prospective students.

» Too many jargons in the website content created little scope for visitors to explore the possibilities with an open mind.

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  In spite of the most competitive course fees, inadequate information on the website subdued the interest of anyone visiting the website.

The Solution

After analyzing the client's niche market and its website, the content marketing team identified the anomalies in the current marketing strategies. The team proposed requisite business solutions.

Social Media Marketing

»   Social media is one of the major communication platforms for most youngsters.

»   Professional networks like LinkedIn hosts the largest number of professionals in any field.

»   Networking professionals are always open and eager to learn new things.

Social Media Marketing made it possible for prospective customers to communicate directly with the brand. Interactive elements in social media helped users discuss different problems and seek clarifications, enabling them to understand better the courses on offer.

Website Modifications

Website development is all about meeting visitors' expectations. Continuous commitment to it is necessary for search engine rankings and business growth. All search engines keep changing their search filters and the websites need suitable updating. We worked along these lines with the client's content.

According to the updates from popular search engines, content marketing and SEO teams decided on the right keywords, their densities and variations before making changes to the website. This helped increase page views along with conversions.

Action	Achievement
Detailed competitor analysis	An industry standard was established for the website
User-friendly designs	The web design team ensured the website was accessible on all devices and platforms
Regular email marketing campaigns	Email pitches with backlinks to relevant courses increased traffic on individual service pages
Regular updates in the websites about new courses	This helped in maintaining content freshness and audience engagement
Link to main website from social media posts	Social click-through being high, these gave the website traffic a big boost

Keyword-rich Content

Keeping track of industry keywords is extremely important for search tabs to locate a website easily. We used relevant keywords to remodel the client's website content. It helped gain an instant shift in SERP from third page to the first. The client reached either the third or fourth rank, depending on the keywords prospective students were using.

Improving Inconsistent Involvement

» Our internal marketing team regularly updated the client's social media pages including Facebook, Twitter, among others, introducing a mix of different types of content according to the context.

» The client was later asked to bring in-house representatives to handle its social media updates.

Result

After a full year of close monitoring and content updates, the client was consistently appearing on the third position of industrywide organic search.

Improvement Facet	Statistics
Website Visits:	72% increase
Student Enrolment (Conversion Rate):	28% increase
SERP rankings:	» 3rd page to 1st page » Highest rank: 2nd » Average rank: 3rd – 4th

With application of our services, the company is now one of the top instructor-led live online-teaching portals with a huge client base in North America.

> **Proud to say that your content plan worked, in spite of our doubts about your out-of-the-box approach. Being online tutors, you taught us what matters while marketing for digital brands. Appreciate the collaboration.**

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Span Global Services brings to the table first grade innovative data services for diverse companies - 32 million verified customer records and pro-change strategies. Our execution styles are versatile for which different types of industrial players find Span Global Services a useful stepping stone towards building excellent brand value and maintaining it.