

486% Increase in Leads Within the First Three Months

Increase profits with ethical digital marketing

At a glance

When you need to start generating leads as quickly as possible, our paid media service is a high-quality and cost-effective solution to your marketing needs.

Passionate Media works to get you qualified leads that deliver a positive ROI on every campaign.

THE STATS



486%
Increase in leads.



\$528,000
Per month generated from Google Ads.



\$69,000+
Per month in Adspend.



PASSIONATE
MEDIA MARKETING



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OVERVIEW



Brighton College is a vocational training college in the Lower Mainland of British Columbia that focuses on delivering high-quality education in building engineering and technology. When they needed to ramp up enrollments, they contacted us to implement a paid media strategy. Within 3 months we achieved a 486% increase in leads and a 63% decrease in cost.

THE CHALLENGE



Brighton College came to us in 2019 because they needed help generating enrollments for their diploma and certificate programs. Once the pandemic hit, they ran the risk of decreasing leads and needed a robust plan to weather the storm.

SOLUTION



Our solution was to audit their Google, Bing and Facebook Ads accounts, create a project management plan with action items and optimize the account for better performance.

Within 3 months, we generated the following:

- 26.71% improvement in cost per lead, from \$122.29 to \$89.63
- 486.11% increase in leads, from 36 to 211.
- 63% decrease in cost, from \$32,008.38 to \$20,330.89/month

A few months after starting work, the pandemic hit. Despite that, we were able to maintain a profitable cost per acquisition by implementing projects such as a free online program designed to generate leads after completion. The college was immediately on board with our win-win strategy because they could generate leads while giving back to the community in the middle of the pandemic.

We worked with them to develop an online program they could offer for free to anyone who wanted to learn while stuck at home while businesses were shut down. We created the Free AutoCAD Program, where students could take three free courses over 6 weeks, online, and would gain credit if they decided to pursue the diploma program. We allocated \$5,000 in Facebook Ad Spend for this campaign, and generated a staggering 1178 leads, for a cost-per-lead of just \$4.25.