

Motivecorp Lead Generation



Duration: Ongoing Project

URLs: www.edusmartz.com, www.online-campus.org,
www.webcolleges.org, www.collegeforms.net



Short Description

Motivecorp Advertising required quality leads for online colleges and universities like DeVry Campus, ITT, and Kenedy-Western University etc. Netsmartz SEO team with its expertise and proven skills outlined the tasks to be done in order to target the potential leads. A thorough online marketing research was done and the end results were quite satisfactory.

Need

Motivecorp Advertising required quality leads for online colleges and universities like DeVry Campus, ITT, and Kenedy-Western University etc. They were aiming at over 1000 leads a month. Lead generation is a very good marketing strategy for almost all businesses; since these leads are prequalified the conversion rate is high. Moreover the client is to pay only when he gets a quality lead.

Challenges

No doubt lead generation produces great results for business, is profitable, and extremely cost effective. The

customer is free to select the geographical location and can easily have a control on the number of leads he requires. The greatest challenge while doing Lead Generation for Motivecorp Advertising was to devise strategies and techniques to generate leads. This required in-depth research and analysis of the online education market to determine the ways to approach the whole project. Planning was essential because time was a crucial factor.

Solution

Netsmartz SEO team with its expertise and proven skills outlined the tasks to be done in order to target the potential leads. A thorough online marketing research was done. Competitors were analyzed and their rankings and popularity on search engines were taken note of. After a lot of brainstorming, many suggestions were brought forth. Out of the suggested techniques the most appealing and convincing strategy was to create websites with most sought after keywords as URLs. Forms were to be hosted on the client's server. They were short and had good conversion rate.

At Netsmartz, the designing and development of four Web sites was done. It was made sure that the content on the sites was search engine friendly. The results were positive and the client was extremely satisfied with our approach.

During the course of the project, it was suggested to the client that Email Campaigning and Link Building could also be a great source of getting potential users to the websites, which can in turn be quality leads. After client's approval, a crisply worded and elegantly designed email

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containing banners were sent to as many as 20,000 potential customers. Later, a Link Building Campaign was also carried out. Our efforts produced remarkable results though the response was a bit slow in the beginning. This is an ongoing project as the client will be provided with leads continuously.

Technologies / Skills Used

- Advanced knowledge of search engine optimization techniques.
- Expertise in Lead generation and Email marketing.
- Research and Analysis skills.

- Using structured and streamlined processes to reduce Project Life Cycle.
- Development Tools - Macromedia Flash, Adobe Photoshop, Macromedia Dreamweaver

Benefits

All efforts generated good results for the clients as leads generated had good conversion rates. Email Campaigning too proved to be beneficial. Click throughs increased in geometric progression, which in turn increased the leads. Through link building, traffic was increased generously. We succeeded in satisfying the client through our efforts in the direction and suggested strategies.