

Lead Generation Campaign for a Consulting Firm

Client overview

Client overview: Client is a USA based franchising consulting company which is leading the industry in providing individuals, free education and consulting services. It helps its client in understanding how franchising model works and how to setup a franchise. It also helps companies expand their franchise networks and improve their system profitability by reducing Franchisee recruitment costs and improving the quality of new Franchisees coming into a system.



Challenges

Challenges: Client wanted to generate leads for master franchise and consulting in South America, Europe and Middle East. Client first tried lead generation through trade shows and hiring overseas executives for generating lead and closing the deals but the exorbitant costs, time consuming and complicated operation made this strategy unfeasible.





Our Solution

Our Solution: Our experts at E-intellisense after understanding the business nature and objectives came to a conclusion that search and display ads were the best channel for lead generation. Our experts took up the challenge of designing a campaign which encompassed many countries and continent.

Campaigns were grouped in region wise with search and display advertising campaigns, the campaigns were customized with ad copy in local language and keywords in local dialect. Rich media ads were also created in local dialect.

We also tapped into video ads formats and carefully placed ads on YouTube and other publishers which supported video ads. Remarketing was effectively placed to retarget relevant traffic to positively impact conversions.

Result

Result: As the campaign was launched across the selected countries it started showing positive metrics, considering the franchising consulting as a profitable and niche segment, the careful media planning paid off.

The campaign registered 390 conversions at the rate of \$31 per conversions with a spending of \$12336.12. Leads consisted of highly interested high net worth investors of Master Franchises which is a high margin segment, which resulted in closure of deals worth millions of dollars around the Globe !

