

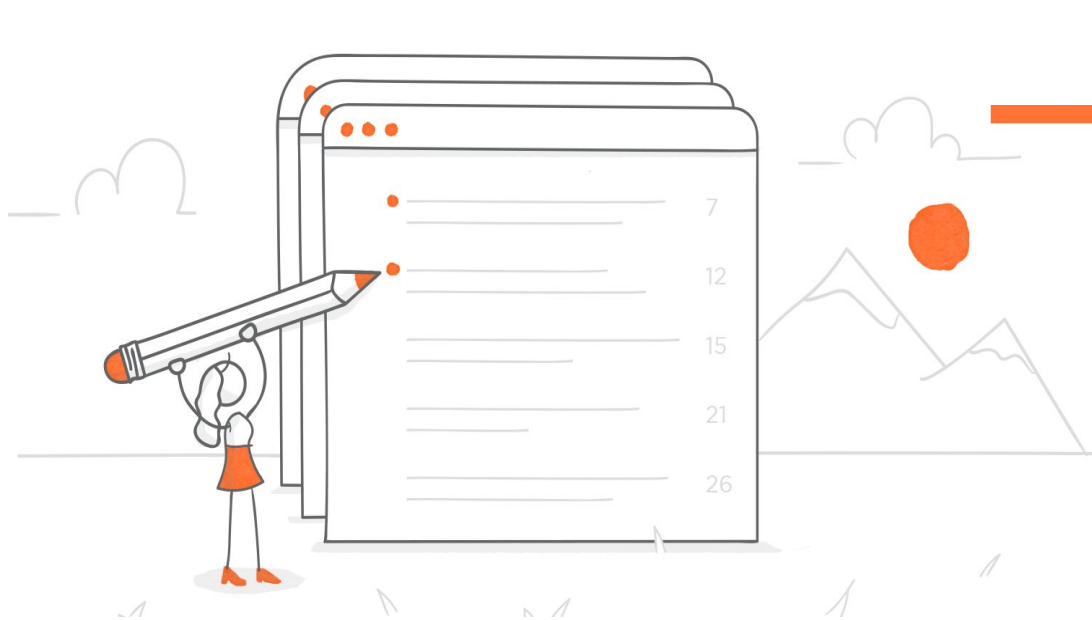


DIGITAL MARKETING CASE STUDY

November 2017 - Till Date



Content Outline



About Us 

Client's Introduction 

Situation 

Challenges 

Strategies Followed 

Traffic at a Glance 

ROI of Social Media Marketing 

Web Traffic from SMM 

Business Impact 

About us:



PeddleWeb is a group of digital marketing intellectuals who hold years of experience working in this field. With our digital marketing skills, experience and knowledge, we have successfully served numerous clients and have created a huge base of satisfied customers throughout the world.

We don't believe in selling fixed knowledge to clients. Our key aim is to understand the nature and requirements of our client's business and accordingly align the strategies with it.

With our focused approach towards our job, we can determine the right digital opportunity, which allows us to help our clients in solving their complex business problems.

Client's Introduction:



Munimji is a Teaching, Training and Placement academy that boasts of having educated more than 7000 students that holds more than 215 University rankers. They have trained more than 2500 students and placed more than 1000 students. It is the only institute that provides a 100% job guarantee on completion of Bachelor or Master Degrees of B.Com, M.Com & BBA.

Munimji along with the teaching of 11th, 12th, B.com, M.Com, and BBA helps students inculcate command over various branches of commerce field that is Accounting, Taxation, HR-IR, Marketing, and Sales.

Situation:

Munimji needed a way to improve their website traffic along with lead generation and social media presence. Overall what they needed was local Branding. Since traditional marketing tactics are not enough in this Digital Era. Here comes the role of Digital Marketing to improve brand awareness and to boost their value in the market by promoting the website and improving the customer engagement.



Challenges:

1. Website was not SEO Friendly
2. Needed better keyword rankings with only existing keywords and the website.
3. Irregular Social Media updates
4. Limited Quality Leads

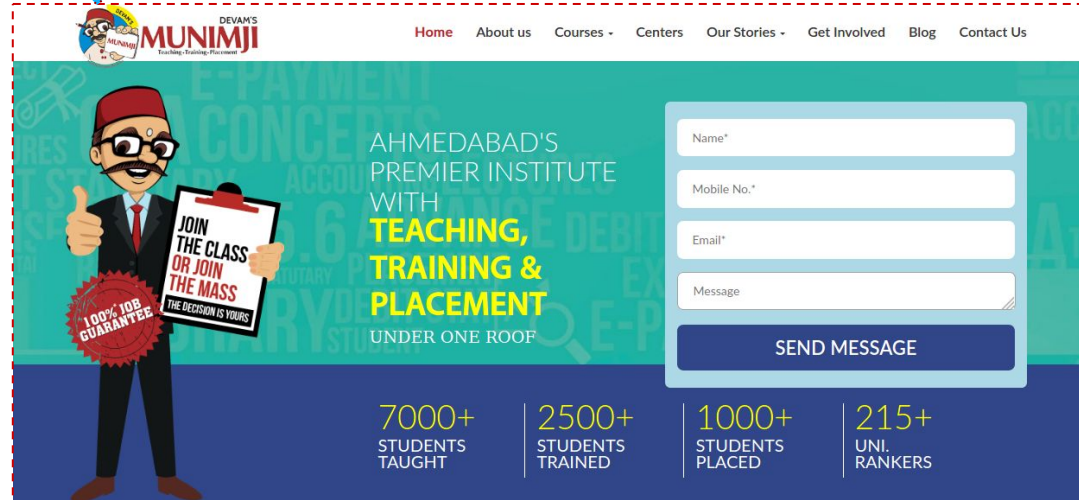


Strategies Followed:

1. Enhance user experience through Website revamp
2. Focused more on Quality Leads
3. Brand Awareness Campaigns
4. Drive Traffic to the Website
5. Live Chat implementation on the website
6. Increase Social Media fan base
7. Increase instant support through Social Media

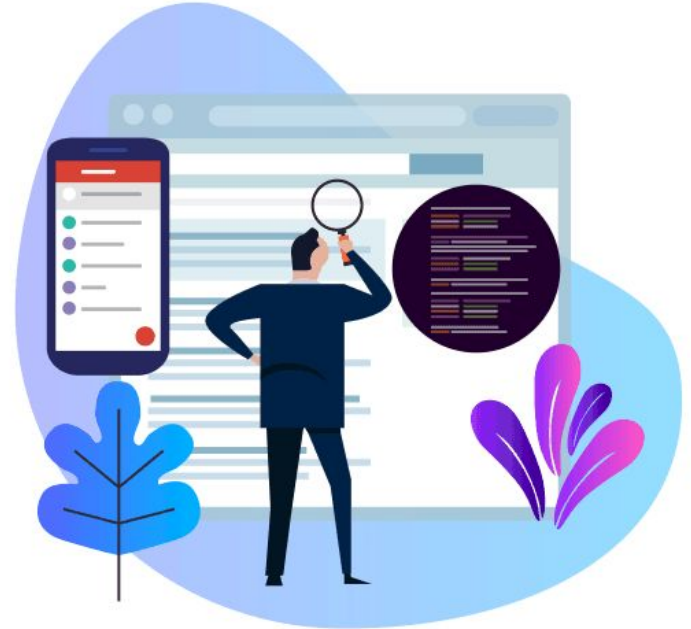


Website Revamping:



On Page SEO:

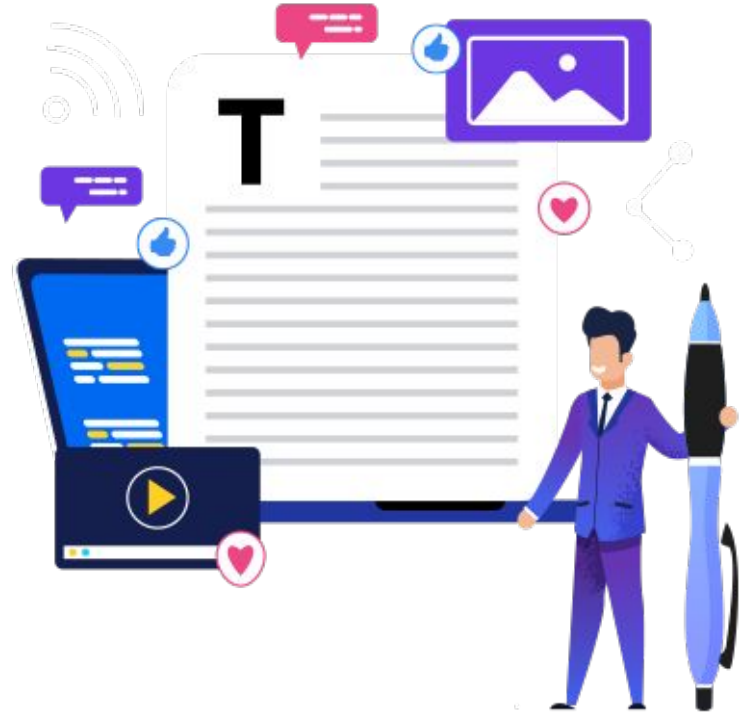
Google rewards efficient websites with better rankings. Hence, PeddleWeb optimized Munimji's website in the backend according to the search engine guidelines by perfecting meta data information, media, website code, and user-friendly content for search engines.



Content Marketing:

Marketing is impossible without content and **quality content** is a part of all forms of marketing.

PeddleWeb created and shared online content material such as Website Blogs, Guest Blogs, Press Releases, etc to promote the Brand as well as stimulation of interest in Munimji's services.



Social Media Marketing:

PeddleWeb manages major social media accounts of Munimji (such as Facebook, twitter, Linkedin, Pinterest, Instagram, etc). From content creation to online sharing and analyzing the reports,Ecosmob is involved in all.

PeddleWeb also initiated Munimji's presence on microblogging & social networking sites (Tumblr & StumbleUpon).



Some of the best performing Social Media posts

ONE COURSE, MANY OPPORTUNITIES



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Posts in Multiple Languages



MUNIMJI
TRAINING AND PLACEMENT
PVT. LTD.

मुनीमजी इंस्टिट्यूट का नाम सुना होगा
आपने! सब जगह इसके अकाउंटेंट्स देखते
हैं। इसको चालू किसने किया? क्या करता
था वो? कोई बता सकता है मुझे?
मैं आपको बताता हूँ कौन था वो!

मुनीमजी इंस्टिट्यूट शुरू करने वाला
एक चार्टर्ड अकाउंटेंट था। वो
अहमदाबाद में अकाउंटिंग करता था।
उसके एक्सपीरियंस का आदर हुआ,
हुनर का आदर हुआ और मुनीमजी
इंस्टिट्यूट बना।



જા બકા!



એકાઉન્ટન્ટ્સ તો મુનીમજીના જ!



MUNIMJI
TRAINING AND PLACEMENT
PVT. LTD.

Trend based Campaigns



MUNIMJI

Training & Placement Academy



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Join 4 Months Courses on Practical Accounting

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GST

PF/ESIC

Reach Us At

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✉ info@munimji.co.in

🌐 www.munimji.co.in

[illegible]

Video Marketing:

Developing and Updating the video contents



Certified Finance and Accounting Course in...

11 views • 2 days ago



Certified Corporate Finance Course at Munimji

14 views • 1 month ago



Join Munimji for B.Com/M.Com/B.B.A...

4K views • 9 months ago



Secure Commerce Career with Devam's Munimji...

125 views • 9 months ago



B.Com/B.B.A tuitions with 100% Job guarantee

3.3K views • 10 months ago



Munimji offers Commerce Tuitions with value-added...

5.2K views • 11 months ago



Munimji Company Overview

2.2K views • 2 years ago



Munimji Reviews Given by Anuj S Bagrecha, Ahmedabad

453 views • 2 years ago



Munimji Reviews Given by Rajesh S Barot, Ahmedabad

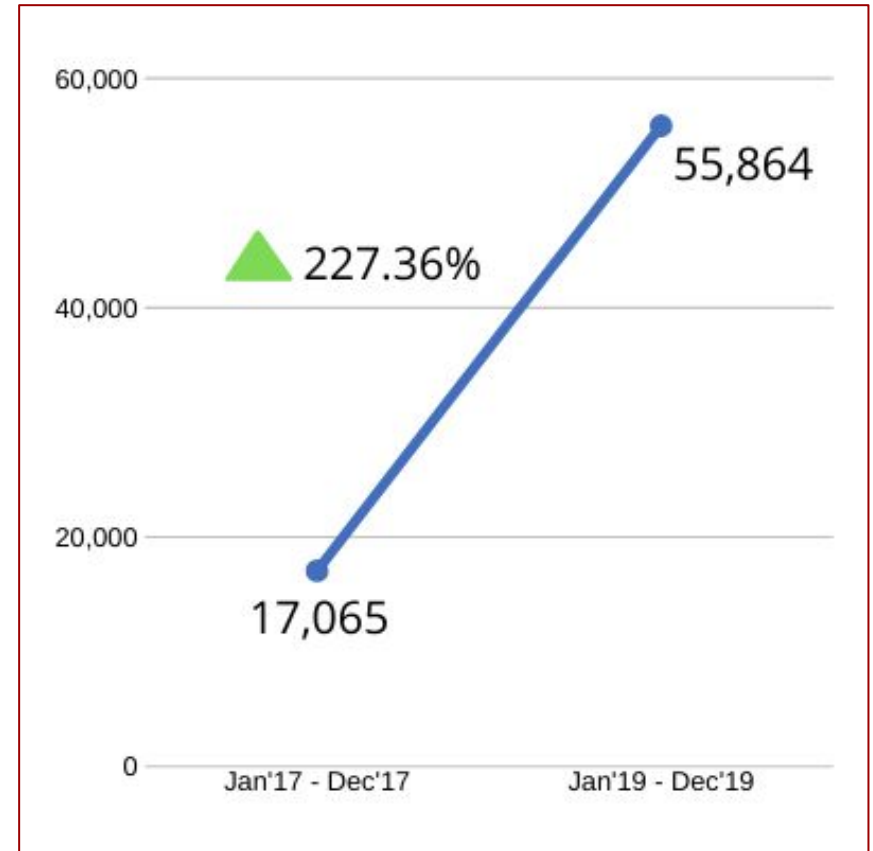
203 views • 2 years ago



Munimji Reviews Given by Tina H Rathi, Ahmedabad

700 views • 2 years ago

Website Traffic Analysis:



Organic Traffic

Facebook Audience:

Facebook Followers

4430+ Followers

200 Followers

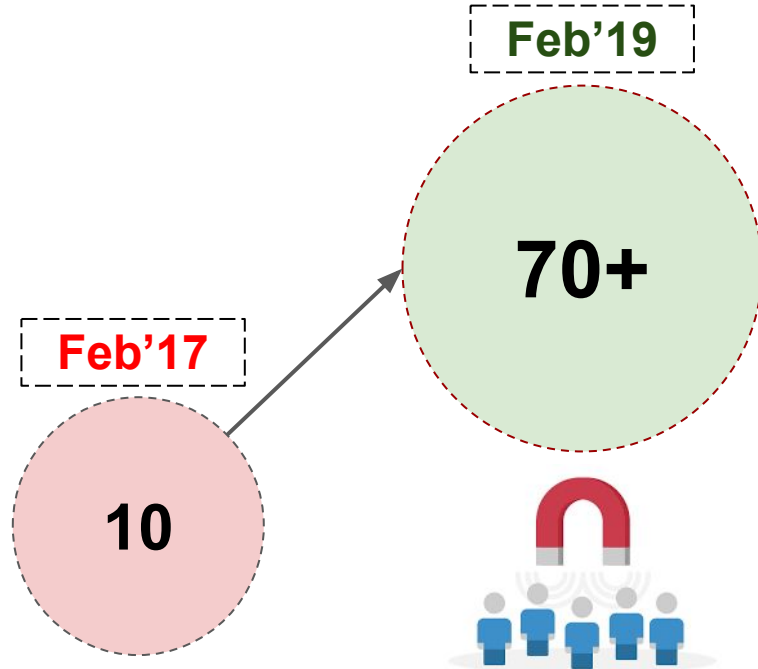
Facebook Reach **per Post**

700+ Impressions

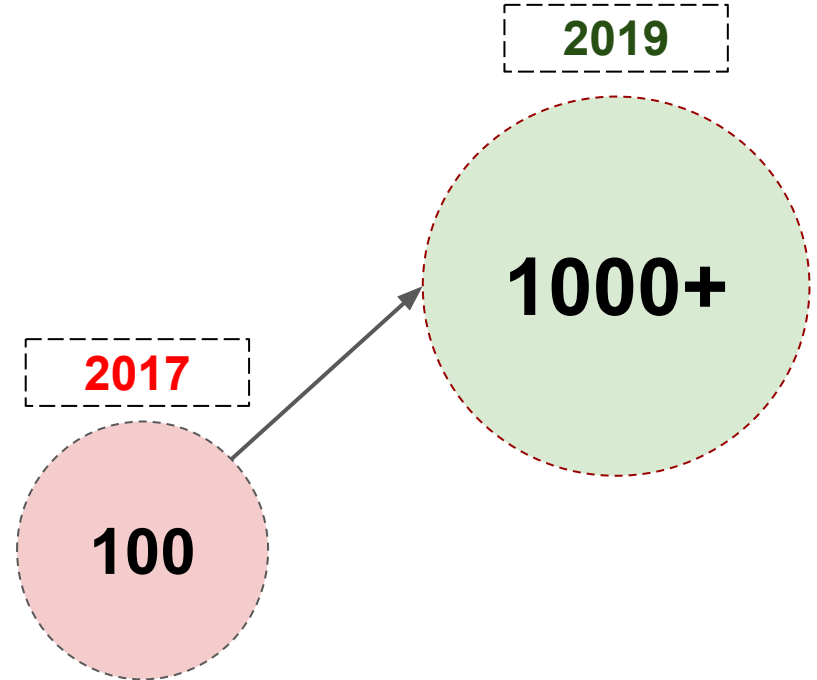
100+ Impressions

Lead Analysis:

Monthly Leads



Annual leads



Business Impact:

Munimji shook hands with PeddleWeb in November 2017. Since then it started receiving Local and National Leads.(From website and Social Media platforms)

Munimji is now getting local, national as well as international traffic. Further, Munimji has got Franchise requests from other states of India too.



THANK YOU

