



DIGITAL MARKETING CASE STUDY

July 2018 - Till Now

MyEdu



Content Outline

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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

MyEdu is a digital platform that eases communication between teachers, parents and students. For schools and teachers it reduces the trouble of documentation and reduces the paperwork and shares the real-time reports with the parents. **MyEdu** has provided communication platform for approximate 30+ schools and colleges.

Harmonizing the flow of knowledge and facilitate the quest for information while solving the communication gap with a convenient and user-friendly school management system software platform.

Situation

MyEdu needed a way to improve their website traffic along with lead generation and social media presence. Overall what they needed was 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

PeddleWeb made a research on Schools, Colleges and Coaching Institute issues and came up with the best solutions. MyEdu website had limited quality leads and their social media platforms were not regularly engaging with audiences.

For people to use **MyEdu**, it was necessary for the institutes to know about the necessity of automating their system.

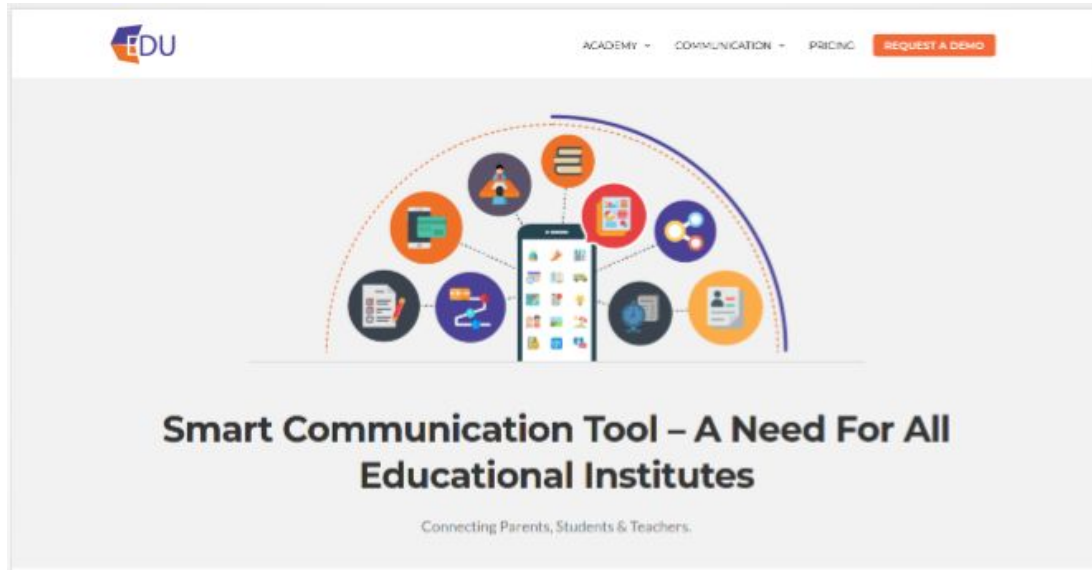
STRATEGIES

FOLLOWED

- **Enhance user experience through revamping the website**
- **Improving the brand awareness**
- **Drive traffic to the website**
- **Increase Social Media reach**
- **Increase real-time support**

Website Revamping

After conducting research on other school management websites, **PeddleWeb** has revamped **MyEdu** existing website with major visible changes.

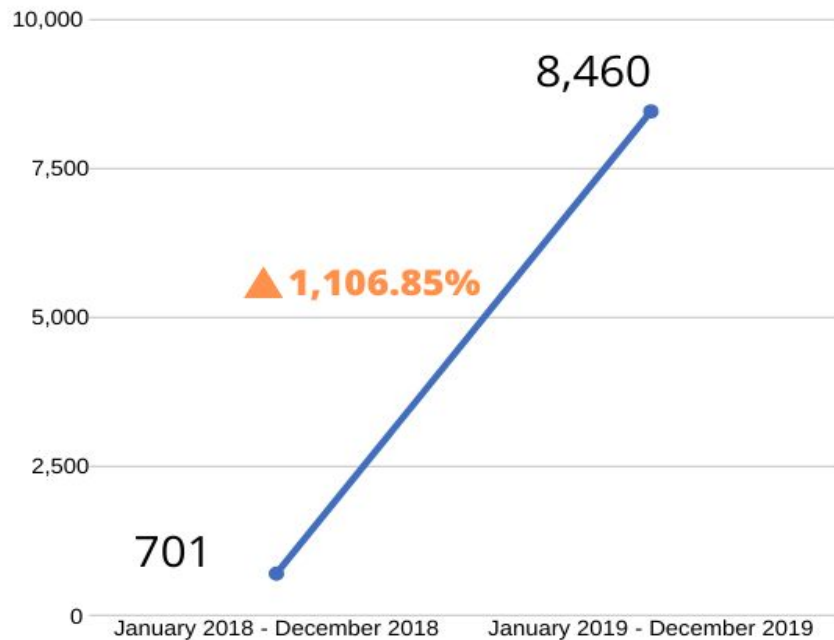


On-Site SEO

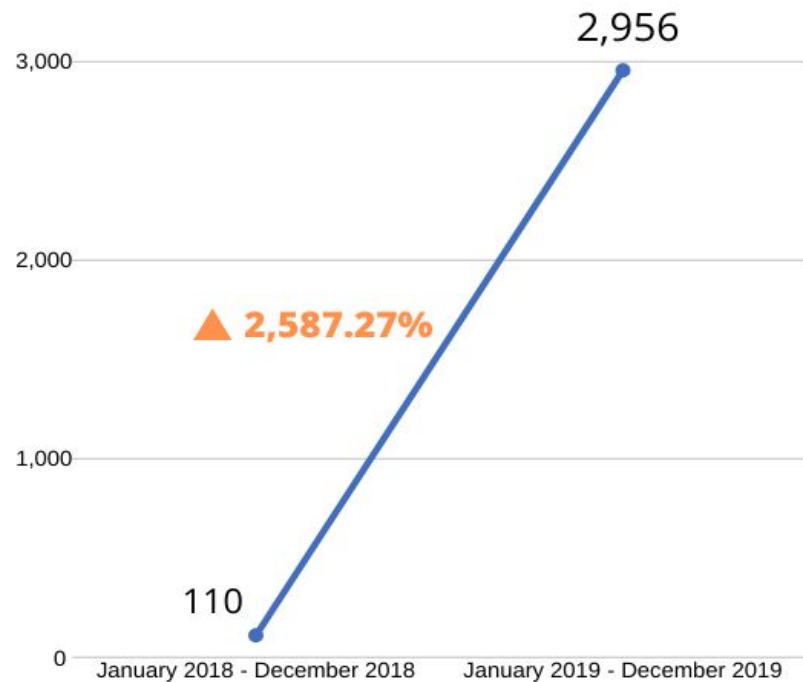
On the back-end,
PeddleWeb has optimized
the site considering
sophisticated search engine
guidelines.



Website Traffic



Organic Traffic



Content Marketing

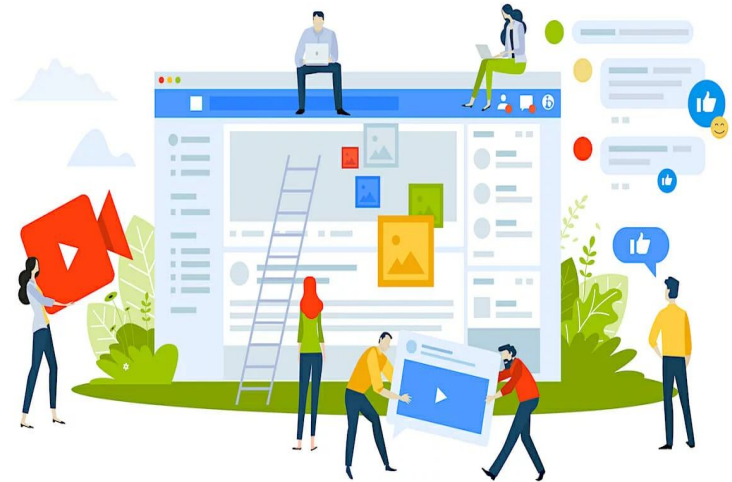
PeddleWeb was involved in the creation and sharing of online content material such as blogs and press releases to promote the brand, as well as stimulate interest in its products or services.



Social Media Marketing

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

PeddleWeb also initiated MyEdu's presence on micro blogging & social networking sites(Tumblr).



Some of the best performing Social Media posts

Get Instant Notification About Your
Children's School Updates on **MyEdu App**

Dear Parents,
Due to health emergency
schools shall remain closed
due to the
CoronaVirus
outbreak from today
till further notice




The illustration shows a man in a white t-shirt and dark pants holding a smartphone. A large notification bell icon is overlaid on the phone screen, which also displays the 'MyEdu' logo. The background is light blue with faint virus icons and a face mask.

CONCENTRATE ON YOUR CORE
TEACHING WORK AND FORGET ALL YOUR
MANAGEMENT WORRIES ON US

Get All Your Management Work Be Done Through

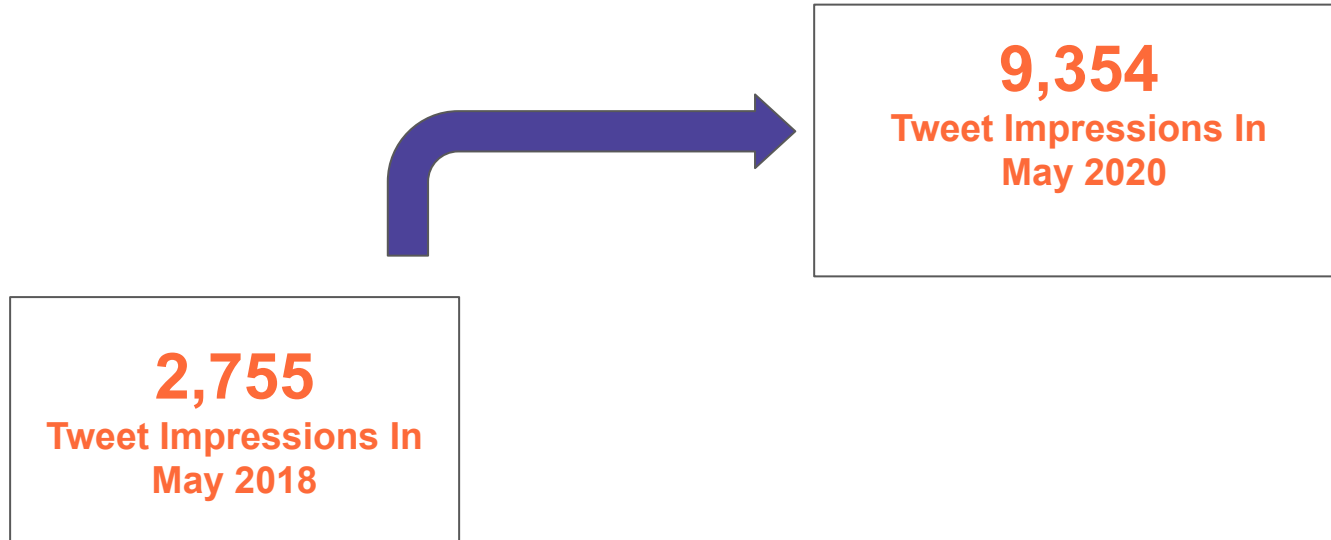
MyEdu App

DAYWISE ATTENDANCE	HOLIDAY UPDATES
DATA MANAGEMENT	TO-DO LIST
TRANSPORTATION	HOMEWORK



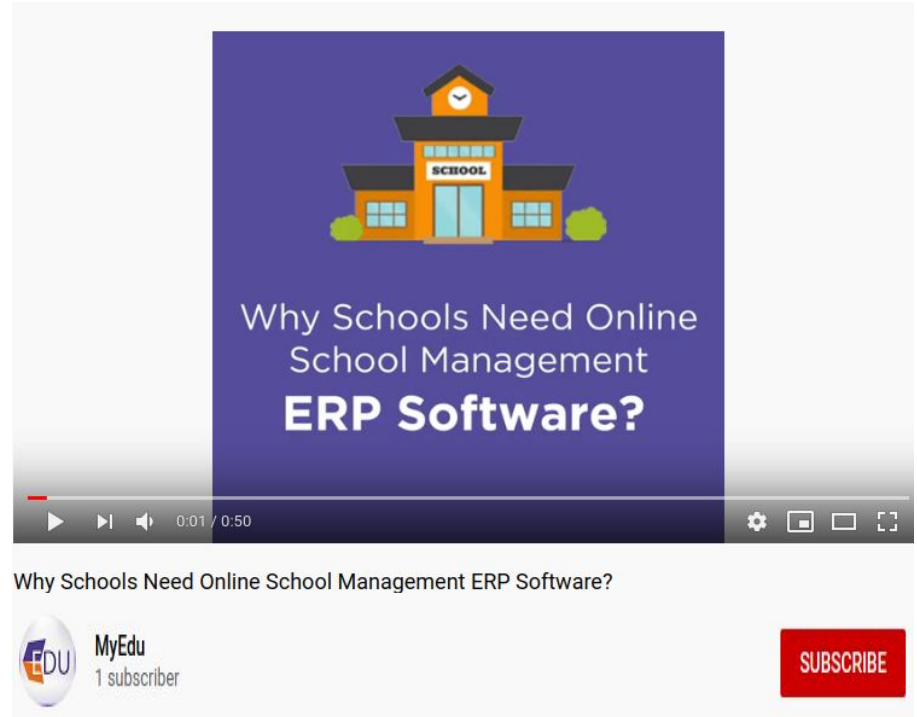
The illustration features a 3D-style calendar with a date '18' highlighted, surrounded by document and folder icons. The 'MyEdu' logo is in the bottom left corner. The background is a gradient of blue and purple.

Twitter Audience



Video Marketing

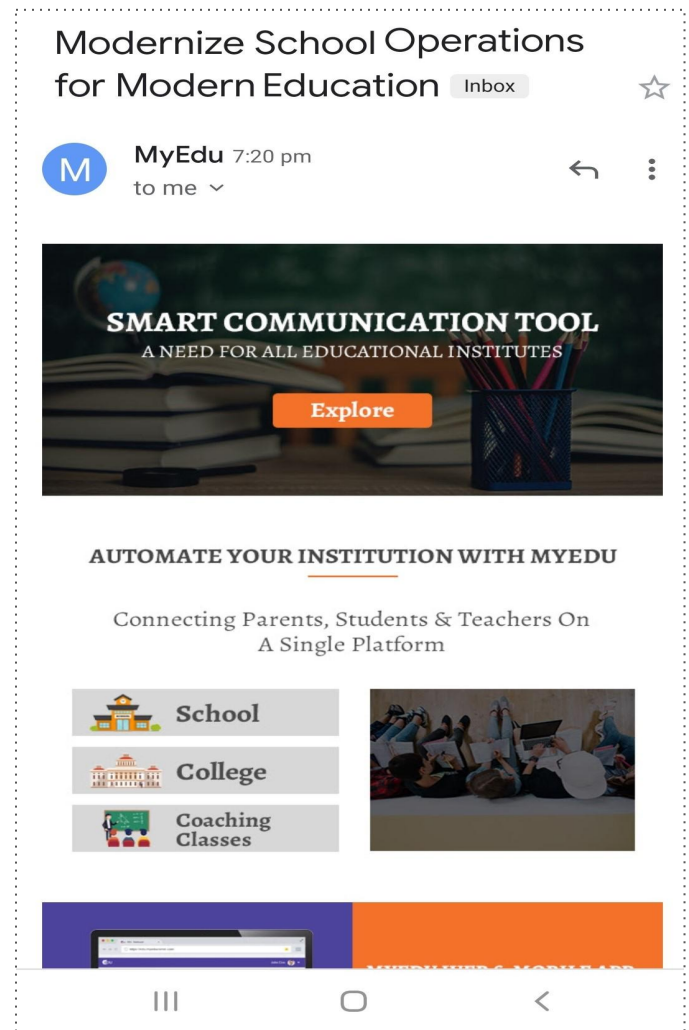
In the tenure, **PeddleWeb** was involved in managing the MyEdu's Youtube Channel, as well in developing & updating the video content.



Email Marketing

In the tenure, **PeddleWeb** was involved in managing the MyEdu's Email Marketing, as well in developing Email Campaigns to boost efficiency.

**Crafted Email Campaigns
For 5500+ Contacts**



Top Ranking Keywords

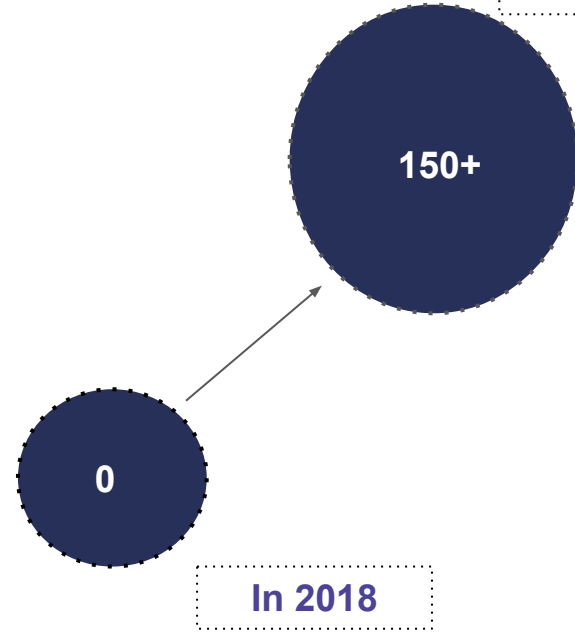
Sr No	Keywords
1	Scope of College Management System
2	College Administration System
3	Importance of Library Management
4	School Automation System
5	Parents Teacher Interaction
6	Tuition Class Management Software
7	Coaching Class Management Software

Leads Analysis

Average Leads Per Month



Leads Per Year



Thank You