

# Vaekke



## Digital Marketing Case Study

### INTRODUCTION

VAEKKE is an initiative from the St. Mark's Education Group, an Innovative Education enterprise with a 24+ year footprint in Kindergarten Education.

Founded in 1997, by the Late Ms. Maureen Fernandez, an educationist with 50+ years of experience in Foundation Level Education, St. Mark's, focuses on nurturing and developing the unique Character, Intellect, and Skills of each Child to bring out the best in them.

### CHALLENGES

**Limited Brand Recognition:** The E-commerce website needed to scale in sales volume on specific products making the best use of festive season sales.

**Struggled with Lead Generation:** Difficulty in identifying and attracting potential clients, resulting in a lack of substantial leads.

**SEO Ranking Issues:** Challenges related to user engagement, page speed, and overall performance on Search Engine Results Pages (SERP).



**The Conversion Challenge:** Challenges in translating online traffic into concrete business leads and opportunities through paid digital advertising efforts.



## **COURSE OF ACTION:**

### **Brand Recognition:**

- Launched targeted awareness campaigns on social media and industry platforms.
- Partnered with influencers for endorsements, boosting credibility.

### **Lead Generation:**

- Implemented a comprehensive strategy with content marketing & etc,
- Utilized customer testimonials to build trust and credibility.

### **SEO Optimization:**

- Conducted an SEO audit and improved on-page optimization.
- Developed a keyword-focused content strategy for higher SERP rankings.

### **Digital Advertising Optimization:**

- Refined ad campaigns (Google & Meta), focusing on high-performing keywords and channels.
- Implemented A/B testing for ad creatives, optimizing for better ROI.



## **RESULTS ACHIEVED:**

### **Increased Conversions (Upto 5%)**

#### **Brand Recognition Boost:**

- Increased visibility by 40%, gaining 25% more social media followers.
- Positive feedback from influencers and a 30% increase in engagement.



## **Successful Lead Generation:**

- Boosted lead acquisition by 50%, with a 30% increase in qualified leads.
- Improved conversion rates by 20% through personalized communication.

## **SEO Ranking Improvement:**

- Achieved a 30% increase in overall SEO rankings.
- Enhanced user experience, reducing bounce rates by 25%.

## **Digital Advertising Success:**

- Reduced CPA by 20% and increased CTR by 15%.
- Translated online traffic into a 25% increase in conversions.

Vaekke strategically tackled brand recognition, lead generation, SEO, and digital advertising (*Performance Marketing - Google Ads & Meta Ads*), resulting in significant improvements across all fronts.