

CASE STUDY

# GoLearn Project

30+ months of continuous growth

## Client

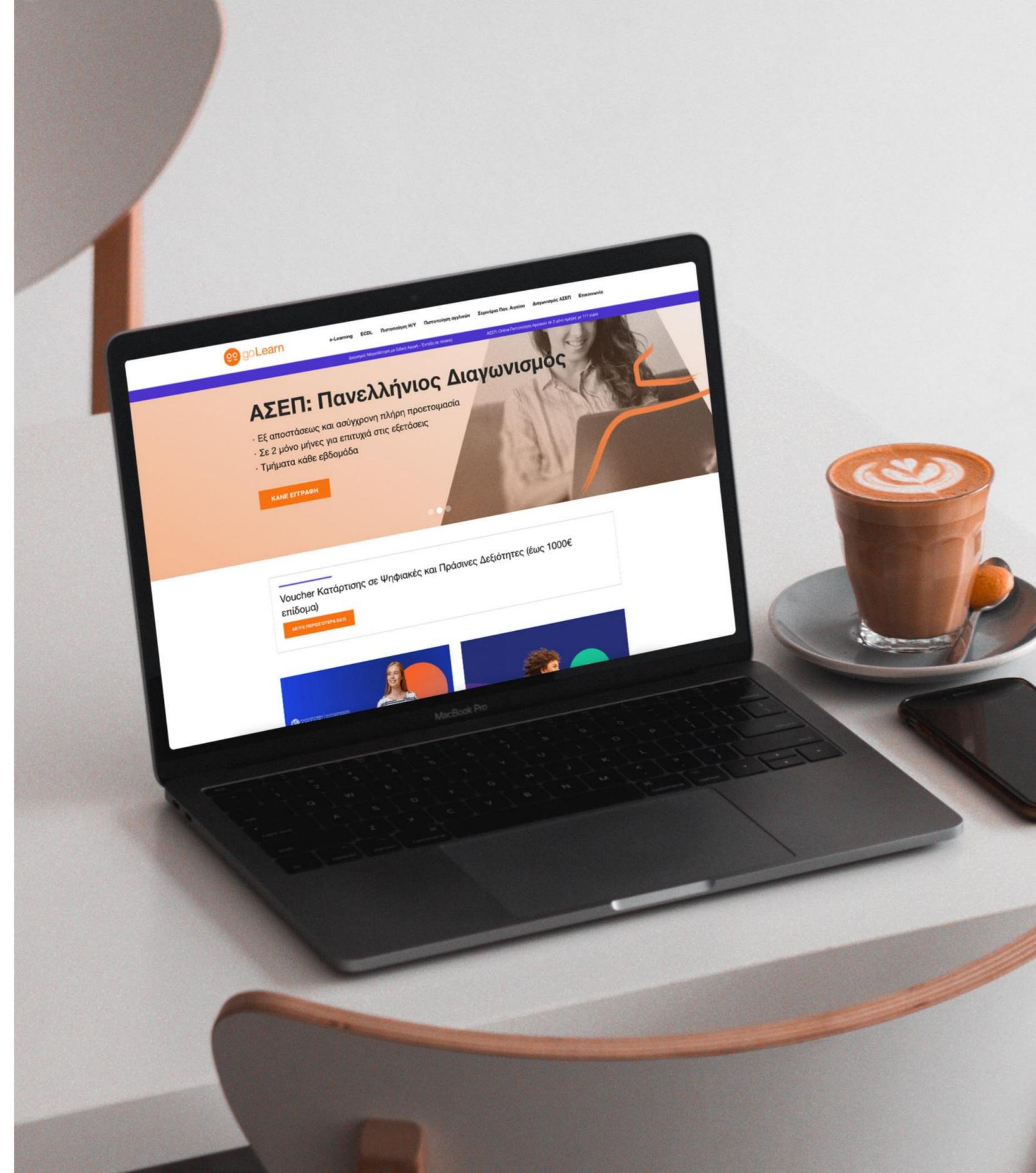
### GoLearn

GoLearn is a Lifelong Learning Educational Organisation, issuing certificates accredited by Ministry of Education and other official entities (e.g. EOPPEP).

The Organisation educates over 57.000 candidates on an annual basis, focusing on providing high standard educational services to them, as well as increasing their employability in the public sector by issuing qualified certificates being granted with awarding points.

### Challenge

- Marketing plan creation and optimization of budget allocation among several marketing channels
- Digital marketing campaign structure specification
- Implementation of data-driven attribution model
- Omni-channel Data Interpretation under the Business Growth Objective



## Results

The metrics presented, are considered as the main indicators of Business Growth Rate and tend to develop correlative performance.

### **Lead Generation** Growth

Increase in number of Leads, thus, increase in sales and revenue

### **Cost per Lead** Reduction

Decrease in Cost per Lead, leading to increase in profit margin

### **Conversion Rate** Growth

Conversion Rate is the magic metric through which, we aim to achieve a higher rate of leads-to-customers conversions with the lowest possible cost. The key factor for reaching this condition, is performing continuous optimization

### **Branded Search Volume** Growth

The most significant indicator related to Brand Establishment

109%

Lead Generation Growth

-8%

Cost per Lead

40% lift

Conversion Rate Growth

141%

Branded Search Volume Growth that resulted in conversions

# Overview

Data Comparison  
**2021 vs 2020**

Challenge

**Competitive Analysis & Omni-channel Data  
Interpretation under the Business Growth  
Objective**

Services

**Market Research**

**Tag Management**

**Data Analytics**

**Performance Marketing**

**CRO**



## 1st Month

- Acquired Mutual Understanding regarding Business Distinctiveness and particular procedures
- Conducted Market Research
- Structured Digital Marketing Strategy Proposal

## Project Initialization

Prior to market research, the stage of presenting key business attributes, by both collaboration participants (i.e. Datafunc and the Client), took place.

In the course of this procedure and prior to the official initialization of the collaboration:

- we **recorded** the available **resources**, the **competitive advantage**, the organisation's **culture** and the **preferred means** via which, the business growth pursue would be carried out in the following years to come.
- we **clarified** Datafunc's main **functional procedures**, the **communication means** used and the problem solving **methodology** applied in certain occurrences
- for each Growth stage, **short-term** and **long-term milestones** were set, along with the relevant performance indicators so as to accurately measure the goals achieved

## 2nd - 5th Month

### **Tagging Implementation on Data Collection grounds**

Use of Google Tag Manager so as to integrate coding scripts into the website, ensuring a seamless event tracking procedure and, thus, setting the basis of accurate data collection.

### **Marketing Automation**

Use of automation tools, such as Zapier and Typeform, on both Affiliate and Owned Media as well as implementation of data-driven attribution model.



## 2nd - 5th month

Campaign Development on **Google Ads and Paid Social Media**

### Data Analytics

Omni-channel Analytics and Real-time Marketing Dashboard  
Development on Google Data Studio and Klipfolio.

### SEO

On-Page SEO applied on Lead Generation pages



## 6th month and beyond

Compiling extended **weekly Reports** consisted of Insights used for further **Strategy Development**, that are mainly being presented and defined to the client via Scheduled Video Calls and real time reports.

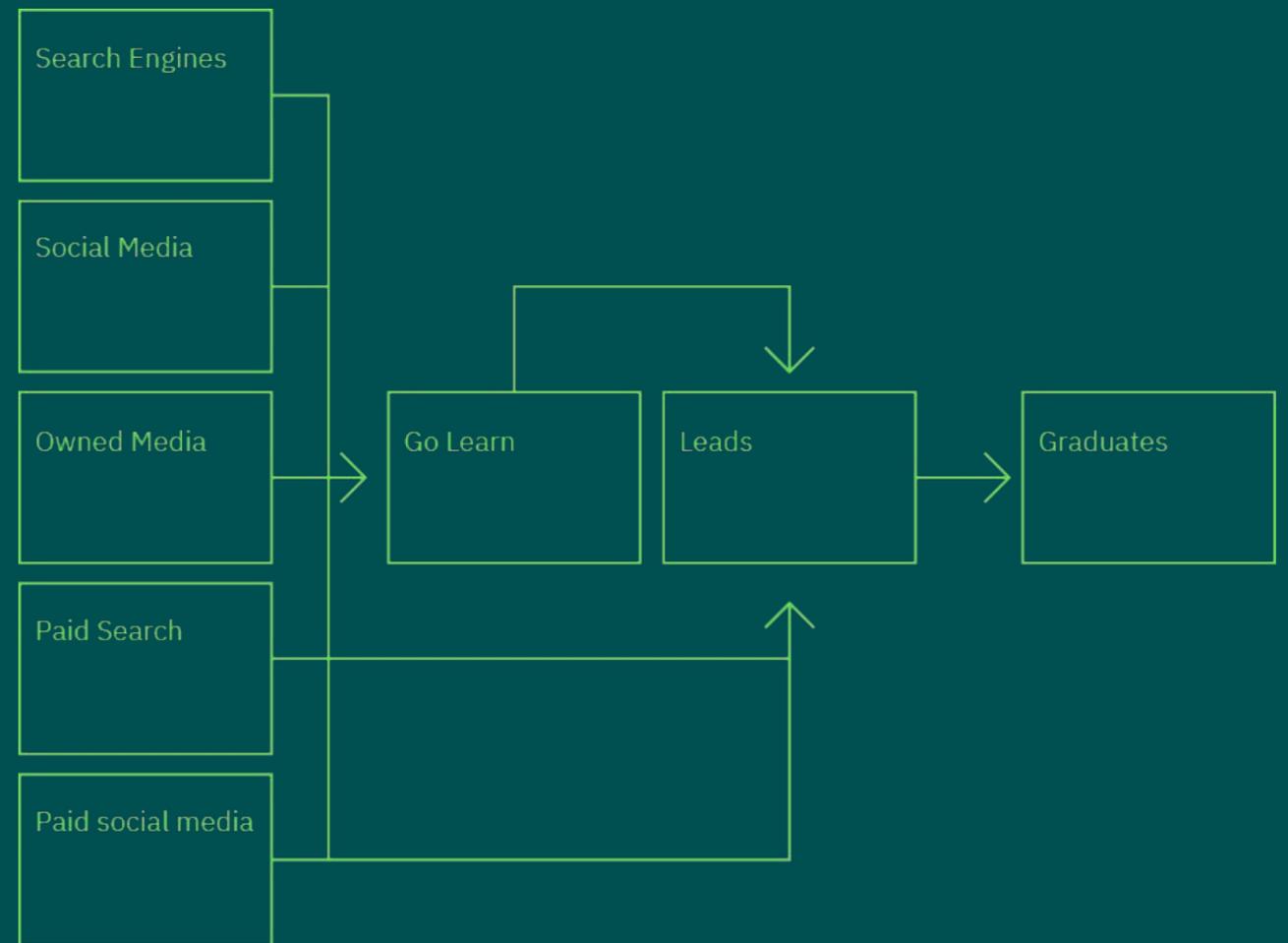


## 6th month and beyond

### Applying Ongoing Data-Driven optimization, on Paid Social Media and Google Ads Search & Display (Youtube, Gmail, Discovery)

Performance Marketing, as referred to in Digital Marketing terminology, is not a recently introduced optimization method in the digital marketing industry.

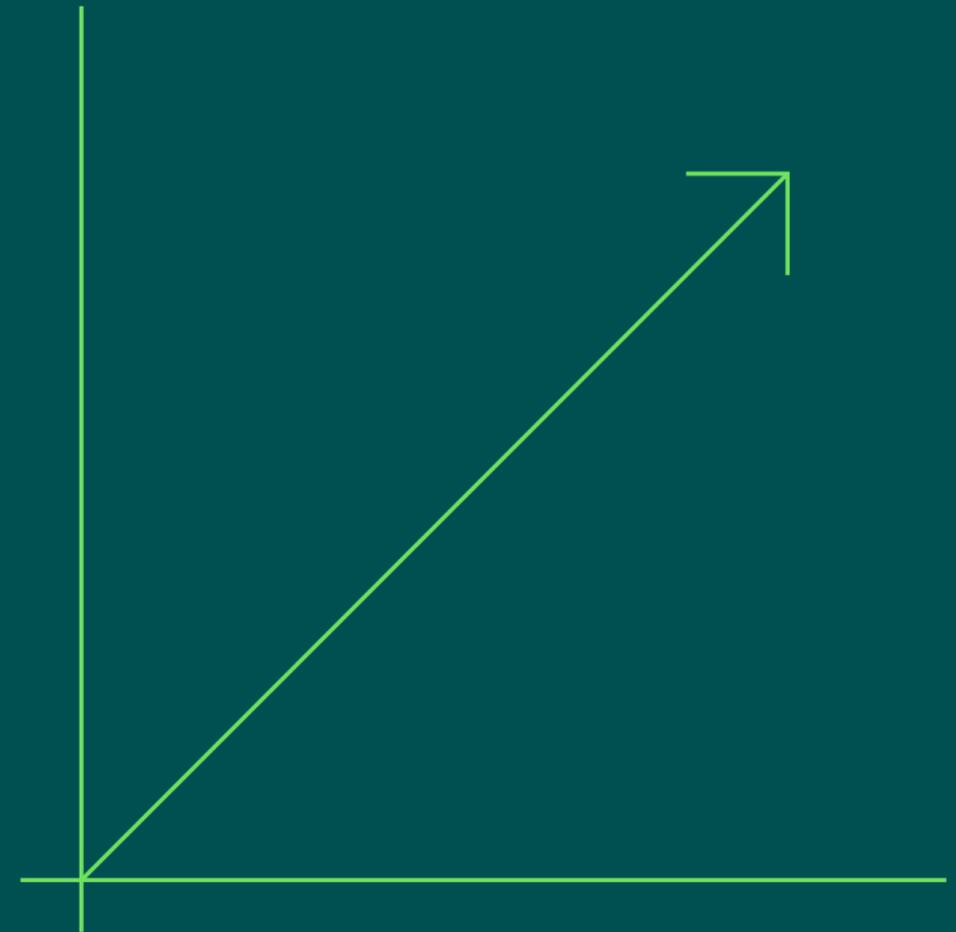
The way we have been approaching it in GoLearn's case has been bringing outstanding results, with the subsequent outcome of exponential business growth.



## 6th month and beyond

### Developing Custom Metrics and Exclusive Tactics on Meta Business Manager,

that have assisted in overcoming most of the reduced performance that has generally been detected in digital advertising, due to the new ad tracking configuration features presented to iPhone users with the release of iOS 14 software update.



## 6th month and beyond

### **Audience Intelligence - Advanced Audience Segmentation Methodology**

- User Experience Optimization
- Cost-efficient User Targeting Methodology, structured and optimized under the analysis of distinctive attributes related to each user's customer journey step



We aim for quality and not for quantity.  
Our analysis is based on separating users into audience segments.

#### **These segments are defined by:**

1. the expected customer value associated with each user's behaviour
2. each user's specific customer intent, upon which, further associations are detected, based on their interaction with the site content.  
The customer intent attributes being analysed, could be categorised as:
  - either informational
  - or purchase associated

This approach contributes to the optimization of each customer journey step as well as to the identification of each audience segment's role in business growth as a whole.

## 6th month and beyond

**CRO:** Conversion Rate Optimization suggestions on specific page elements.

These suggestions are based on insights obtained by PPC campaigns' performance data, which were collected by the targeted implementation of various A/B testing experiments.

It has been observed that, people tend to evolve the way they search online, possibly even over short time periods.

They may, also, prefer to interact with one creative asset over another.

Identifying these distinct user signals by conducting experiments on Search & Display campaigns has given us invaluable insights, which have, subsequently, led to the generation of a successful user-oriented targeting approach with exceptional interaction results.

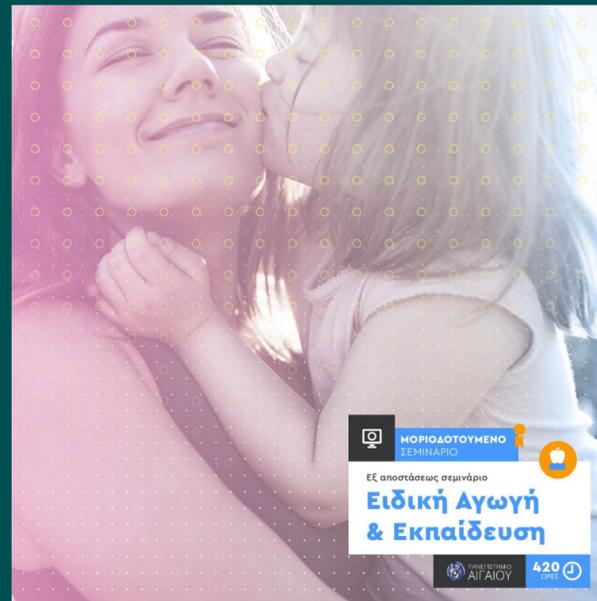
# 6th month and beyond

## Suggesting Tactical Amendments on Creative Assets produced by our creative partners, Blind Studio

Even the best performing creative assets require a refreshment from time to time, so as to tickle both algorithms and users.

The actual time an asset amendment is required to be made, can be identified by various KPIs, depending on the platform being assessed.

The application of this process has proven to be a significant contributor in maintaining a prominent campaign performance.



## 6th month and beyond

### Educational Content Provision through Meetings with the client

The ongoing educational content provision has been contributing to an in-depth understanding of their online business, and, consequently, to the development and implementation of a more lucrative decision-making process, resulting in further entrepreneurial growth.



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Thank you for your time.