

1,020+ Registrations in Paid Workshop and 70+ Course Enrollments For



In Just 60 Days

via Conversion Optimisation &
Performance Marketing



Empowering Students Worldwide

with

1800+

Students Placed in
Multinational Companies

Venture by


Offices:

USA | Delhi | Pune | Hyderabad | Mexico | Canada | UK

INTRODUCTION

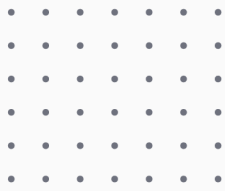
Tekgence is a leading global education platform dedicated to empowering students worldwide through specialized IT upskilling and digital marketing courses. With a strong commitment to bridging the skills gap, Tekgence has successfully placed over 1800 students in multinational companies. Their blended approach, offering both online and offline courses, ensures comprehensive learning experiences that prepare students for real-world challenges. Operating from multiple international offices, Tekgence continues to make a significant impact in the careers of aspiring professionals across the globe.

CHALLENGES FACED PREVIOUSLY

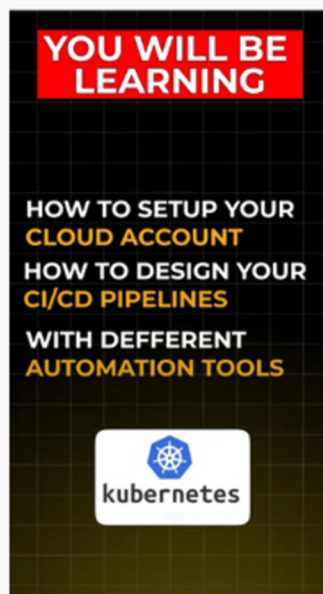
CHALLENGES

- **Low Conversion Rates:** Tekgence struggled with converting both organic and inorganic leads, leading to a low enrollment rate.
- **Expensive, Low-Quality Leads:** Paid ads were bringing in costly leads that did not meet the desired quality, impacting overall ROI.
- **Low Profit Margins and High CAC:** High customer acquisition costs were eroding profit margins, making it difficult to sustain growth.
- **Scaling Issues:** The inability to scale course enrollments hindered Tekgence's expansion efforts.
- **Unclear USP and Positioning:** Lack of a clear Unique Selling Proposition (USP) and distinct positioning in marketing campaigns left the brand undifferentiated in a competitive market.

SOLUTIONS PROVIDED



- ✔ **Deep Market Research and Product Analysis:** Conducted thorough market research to understand the audience and refined product offerings for maximum appeal.
- ✔ **Mapping Out USPs and Positioning:** Clearly defined unique selling propositions and tailored positioning for each target segment.
- ✔ **Proven Funnel and Sales System:** Developed a robust sales funnel designed to guide leads efficiently from awareness to conversion
- ✔ **High-Converting Landing Pages:** Crafted landing pages optimized for higher conversion rates, ensuring seamless user experience.
- ✔ **Engaging Ad Creatives:** Scripted and produced compelling ad creatives that resonated with the target audience.



Reel ads gave 30% less CPL then Normal feed format.

Some of the Winning Ad Creatives that Performed well and Gave Us Most Number of Leads



- ✔ **Continuous Testing and Optimization:** Launched, monitored, and continually optimized campaigns through rigorous testing to enhance performance and ROI.

THE RESULTS



70+

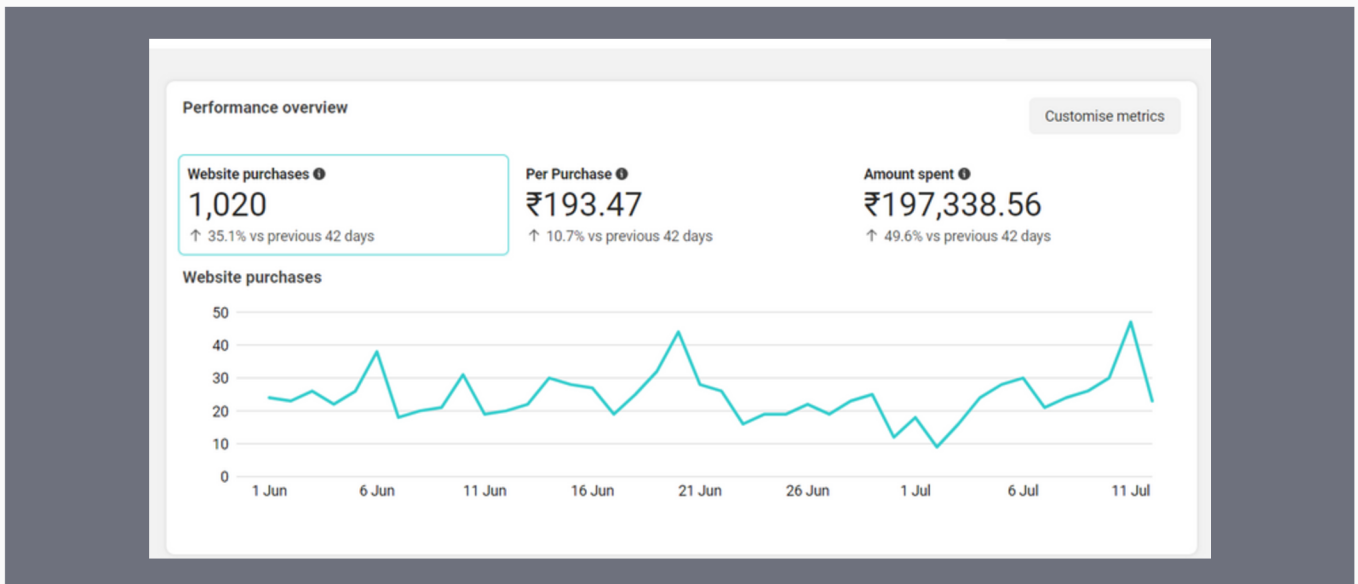
STUDENT ENROLLMENTS

1020+

HIGH QUALITY
LEADS GENERATED

193

CPP(COST PER
PURCHASE)



- Generated **1,020** leads for Paid Workshop Funnel through Targeted meta Ads.
- The brand **Closed 70+ High Ticket Course Seats** from the leads in 2 months
- Got **45% lower CPP** (cost per purchase) for workshop ticket than industry average price.

TESTIMONIAL

"We are extremely happy and satisfied with the service, your teams end to end performance marketing solutions has definitely helped us hit our target revenue "

Suresh Khorate
Director, Tekgence Technologies

**Want to 3X Your Course Sales/ Student Enrollments
in the coming 30days?**

Feel Free to Book Consultation by dropping an email at;
kanishk@kanmarkmedia.com or WhatsApp at +91 6260462477