**CRESTMARK STUDIO** 

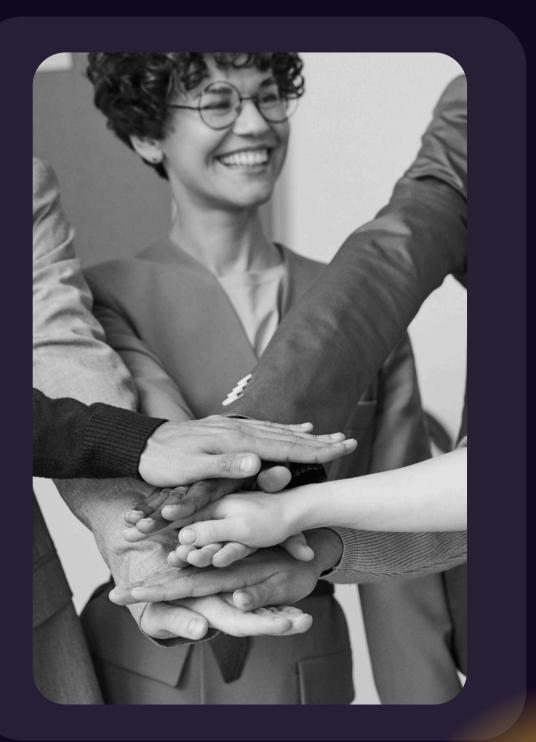
# Innovative management **Consultants Case** Study

www.crestmarkstudio.com

## About Innovative MC

IMC, based in Pune, India, delivers tailored training solutions for businesses in the MENA region, US, and UK. Specializing in employee development, leadership, and management training, IMC offers both in-house and online programs.

Their experienced professionals provide engaging, hands-on training focused on achieving tangible results. They are committed to making learning accessible and convenient, ensuring companies stay ahead of the curve.

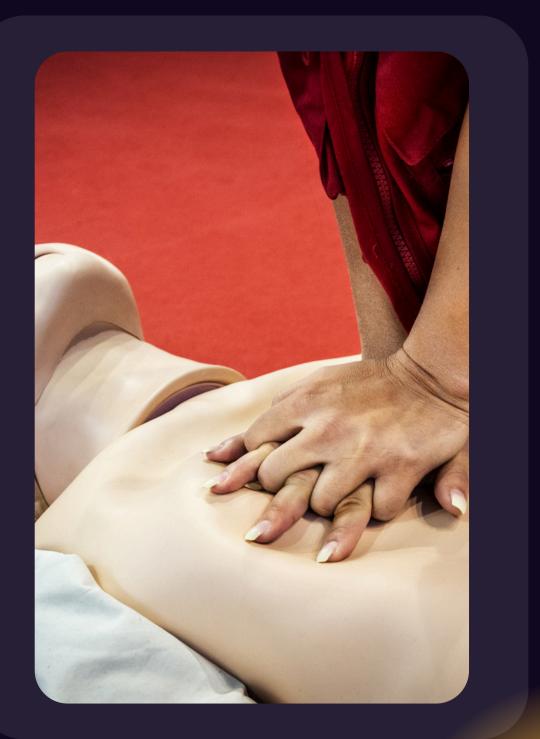


## Project Overview

Innovative Management Consultants (IMC) offers a range of essential healthcare training programs designed to equip professionals with life-saving skills. Their programs include:

- CPR (Cardiopulmonary Resuscitation) Certification
- AED (Automated External Defibrillator) Certification
- BLS (Basic Life Support) Certification
- ACLS (Advanced Cardiac Life Support) Certification

These certifications are crucial for healthcare professionals, ensuring they are prepared to respond effectively in emergency situations. Our target audience for this campaign included healthcare companies, clinics, and hospitals throughout the United States.



## Challenges

### Underwhelming enrollment rates

Despite their strong reputation, IMC was struggling to convert their expertise into consistent enrollments for HSE programs. Their existing marketing efforts weren't reaching decision-makers, causing a bottleneck in revenue growth.

## Inefficient marketing spend

A significant portion of IMC's budget was being allocated to generic advertising channels that were failing to drive high-quality leads. This led to wasted ad spend with little to no tangible return.

## Our Solutions

### Targeted audience segmentation

We focused on corporate decision-makers in industries needing HSE certifications, tailoring campaigns to high-potential markets in the US, UK, and MENA regions.

### Landing page optimization

Revamped IMC's landing pages to highlight program benefits, streamline navigation, and improve conversion rates.

### Data-driven ad strategy

Implemented optimized Google Ads campaigns with precise keyword targeting, split testing, and budget reallocation to reduce wasted spend and maximize ROI.

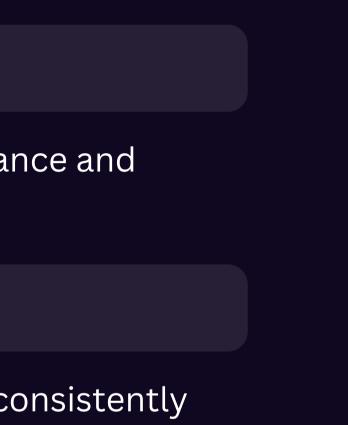
## **Our Solutions**

### Localized messaging

Created region-specific ad copy and visuals to increase relevance and engagement with target audiences.

### **Continuous performance refinement**

Conducted weekly optimizations based on campaign data to consistently improve lead quality and cost efficiency.





Q

 $\oslash$ 

Ο

Select locations for this campaign ⑦

All countries and territories

🔿 India

Enter another location

#### Locations (5)

California, United States state

Florida, United States state

Illinois, United States state

New York, United States state

Texas, United States state

**Q** Enter a location to include or exclude

Advanced search

For example, a country, city, region, or postal code

#### ▲ Location options

Include 🕐

O Presence or interest: People in, regularly in, or who've shown interest in your included locations (recommended)

• Presence: People in or regularly in your included locations

#### Languages

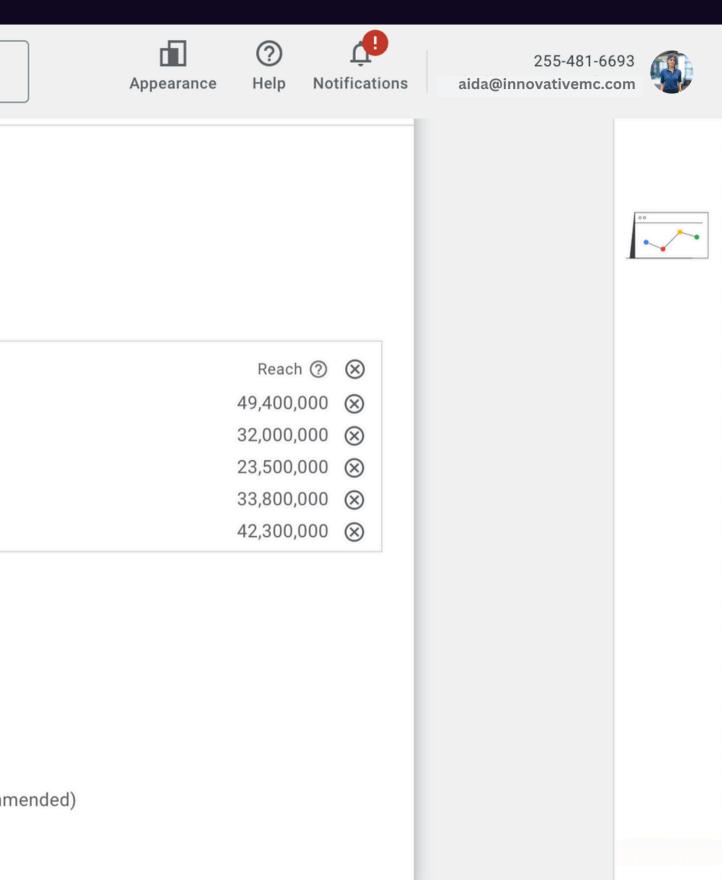
 $\odot$ 

Ο

Ο

Ο

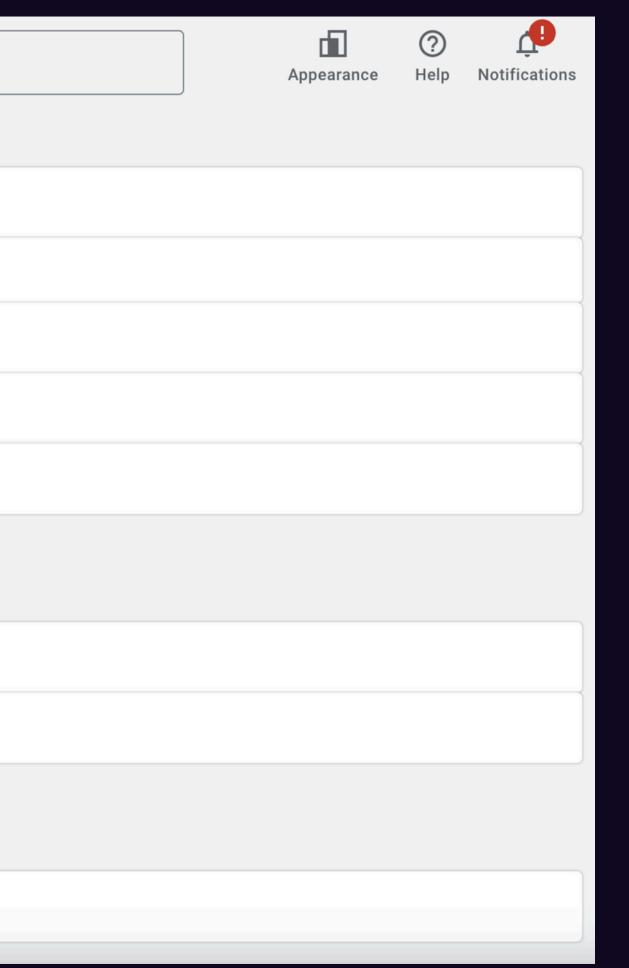
Ο



~

<

×	人 Google Ad	ds New campaign	<b>Q</b> Search for a page or campaign
۵		Campaign settings	
		Networks	Google Search Network, Search partners
0		Locations	California, Florida, Illinois, New York, Texas
$\oslash$		Languages	English
Ø		Audiences	Healthcare US
Ø		Broad match keywords	Off: Use keyword match types
0		Keywords and ads	
		Keywords	30 keywords
		Ads	5
		Budget	
ବ		Budget	₹220,000.00/day



#### <del>ন:</del> Insights and reports Ad groups $\sim$ Campaigns + Campaigns ^ Y $\mathbf{\Phi}$ Add filter Se Goals Campaigns Ad group type Impr. × Ad groups First Aid and Emergency Medicine 120,000 Tools Ads Environmental risk assessment • 80,000 Billing Experiments cpr/aed certification 150,000 **E** Assets $\sim$ **Basic Firefighting** 70,000 Admin Audiences, keywords, and $\checkmark$ Handling hydrogen sulphide 120,000 content Total: All but removed ad groups in your c... O420,000 Change history

3%       \$7,200       3,600       5%       280       \$2.00       \$40	S	All time Apr 22 - May 22, 2024  Show last 30 days											
3%       \$7,200       3,600       5%       280       \$2.00       \$40	^			L .					Segment	Q Search			
	onv.	Cost / con	Avg. CPC	sion	Conver	onv. rate	Co	$\downarrow$ Clicks	Cost	CTR			
2% \$4,000 1,600 4% 64 \$2.5 \$6	0.00	\$40.0	\$2.00	280		5%		3,600	\$7,200	3%			
	62.5	\$62	\$2.5	64		4%		1,600	\$4,000	2%			
4% \$10,800 6,000 6% 360 \$1.80 \$30	0.00	\$30.0	\$1.80	360		6%		6,000	\$10,800	4%			
3%         \$7,200         3,600         5%         280         \$2.00         \$40	0.00	\$40.0	\$2.00	280		5%		3,600	\$7,200	3%			
2%       \$4,200       1,400       2%       28       \$3.00       \$150	0.00	\$150.0	\$3.00	28		2%		1,400	\$4,200	2%			
3%         \$26,200         12,600         5.02%         632         \$2.08         \$41	1.46	\$41.4	\$2.08	632		5.02%		12,600	\$26,200	3%			

## Campaign Success

The Health Safety and Environment (HSE) campaign, encompassing five key ad groups, was a significant success for Innovative Management Consultants. With a total spend of \$26,200, the campaign garnered **420,000 impressions, 12,600** clicks, and 632 conversions.

By targeting corporate clients for various certification courses such as First Aid, Environmental Risk Assessment, CPR/AED Certification, and Basic Firefighting, we were able to generate an impressive \$1.58 million in revenue. The campaign's high performance, evidenced by a Return on Ad Spend (ROAS) of 60.31, underscores the effectiveness of our strategic ad placements and keyword targeting in driving substantial business growth.

## 1.5 Million

Revenue generated

Page 09

### 632 Conversions





## **Optimization Strategies**

Keyword Refinement

## Ad Copy Optimization

- Strategy: Detailed keyword analysis to focus on high-performing keywords; added negative keywords.
- Impact: Reduced wasted spend, improved targeting, lowered CPA.
- Strategy: A/B tested multiple versions of ad copy to determine the most effective messages.
- Impact: Increased engagement and conversions, reduced CPA.



## Solution

20% Reduced CPA Environmental Risk Assessment Ad Group: Reduced CPA from \$62.50 to \$50.00, achieving a 20% reduction.

**BOS** 

Page 12

Handling Hydrogen Sulphide Ad Group: Reduced CPA from \$150.00 to \$105.00, achieving a 30% reduction.

## For Your

www.crestmarkstudio.com



### Attention