



Scaling from 15 Lakh to 32 Cr

Transforming Executive Education Marketing for Directors Institute in India.

A CASE STUDY



Background

Directors institute offers executive education for international corporate directorship & ESG programs

Target markets include US, MENA, APAC, LATAM, and India.

Target audience comprises senior executives with 15+ years of work experience in roles such as CXO, VP, and Directors.



Initial Challenges

High Lead Cost

Cost per lead was Rs. 2500 before engagement.

Low Conversion Rate

Conversion rate stood at 0.8%.

Creative Restrictions

Ad creatives were restricted by the authorities, making them look non-engaging and overtly promotional.

Low ROAS

Return on Ad Spend (ROAS) was 2.2X, which was not sustainable due to significant revenue sharing with the respective authorities. The client required an ROAS of 8X to 10X.

Results & Impacts

Cost per Lead

Reduced from Rs. 2500 to Rs. 350.

Conversion Rate

Increased from 0.8% to 2.5% for a high-priced course of Rs. 1.5 lakhs.

Warm Leads

Percentage of warm leads increased from 35% to 78%.

Invalid Leads

Reduced invalid leads from 24% to 12%.

Brand Search Volume

Increased from 800 to 4500 searches per month.

Ad Engagement

High engagement on ads, reflected in increased comments and shares.

Spearheaded by
Harvard Alumnus

John Poullose

**Business Strategist | Experienced
Leader**



He is the founder and the cerebrum, the intellect behind Insightus Digital. An alumnus of Harvard Business School with over 20 years of hands-on experience and palpable success in building and scaling businesses seamlessly.

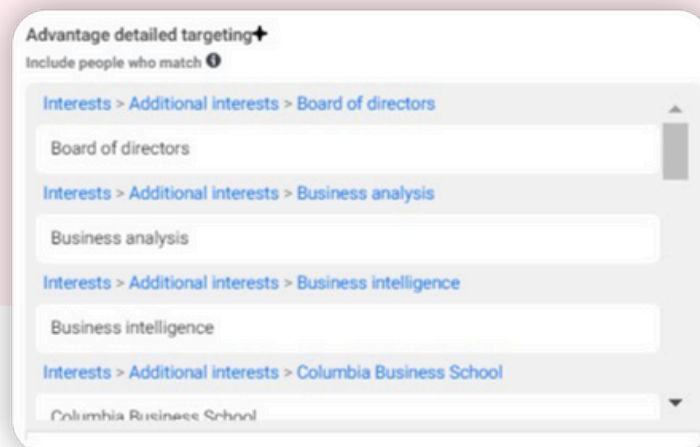
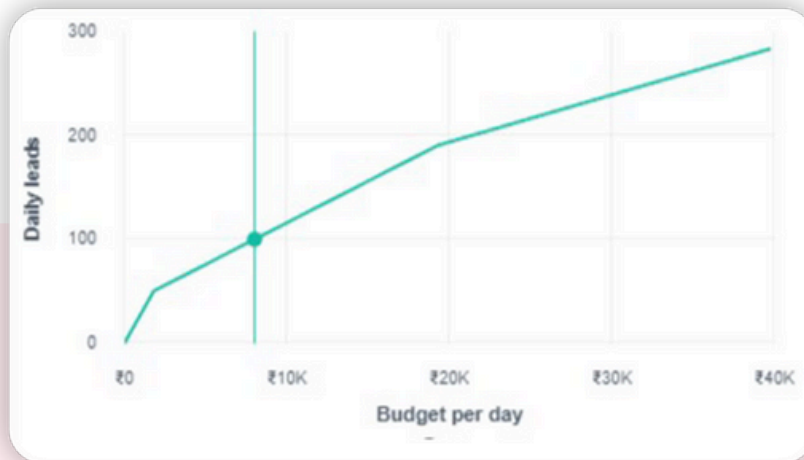
John is an author with Bookboon Learning, creating audiobooks, podcasts and webinars for the global audience.

He is an Entrepreneurial leader, strategic planner, and business executive skilled in implementing viable business solutions.

Strategy and Implementation

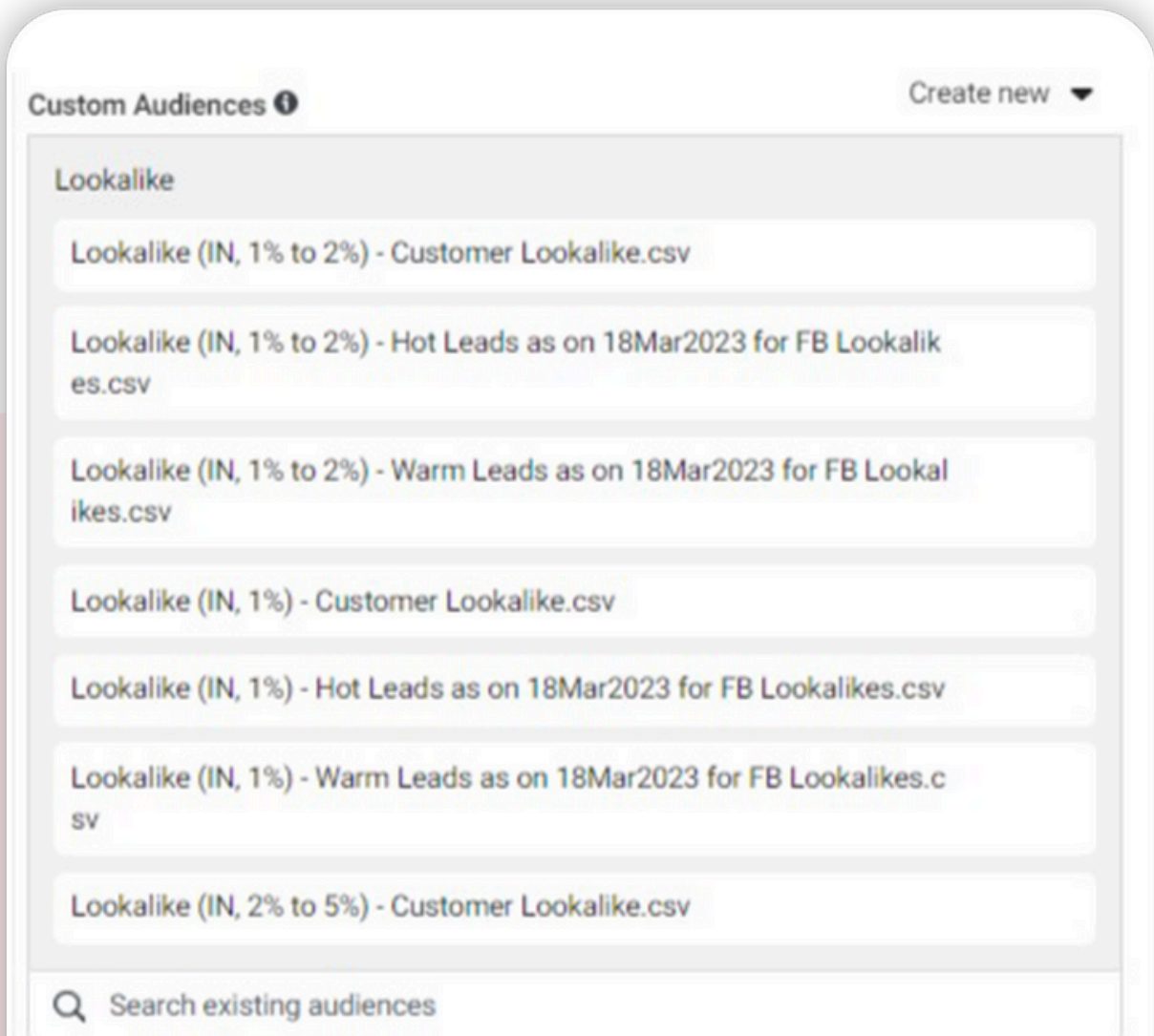
Growth Marketing

Scraped data from relevant LinkedIn groups and Meta groups to create lookalike audiences. Leveraged lookalikes of warm audiences for targeting.



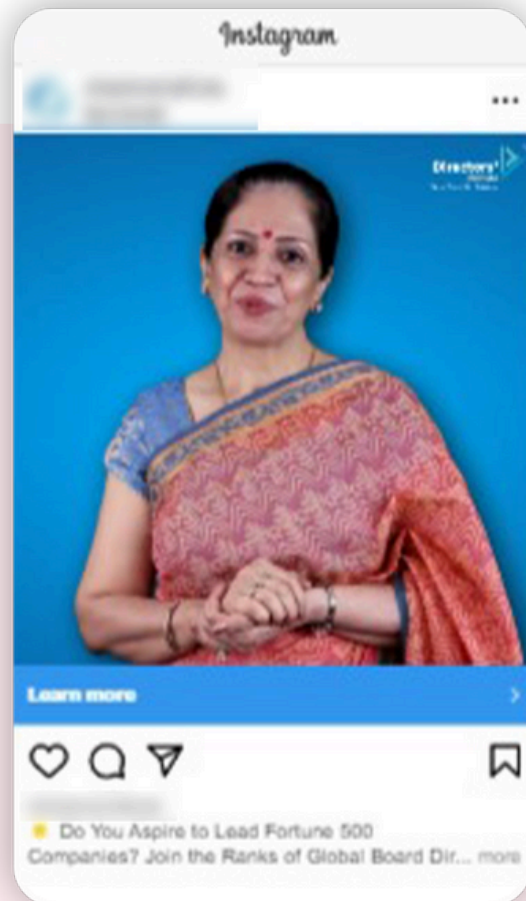
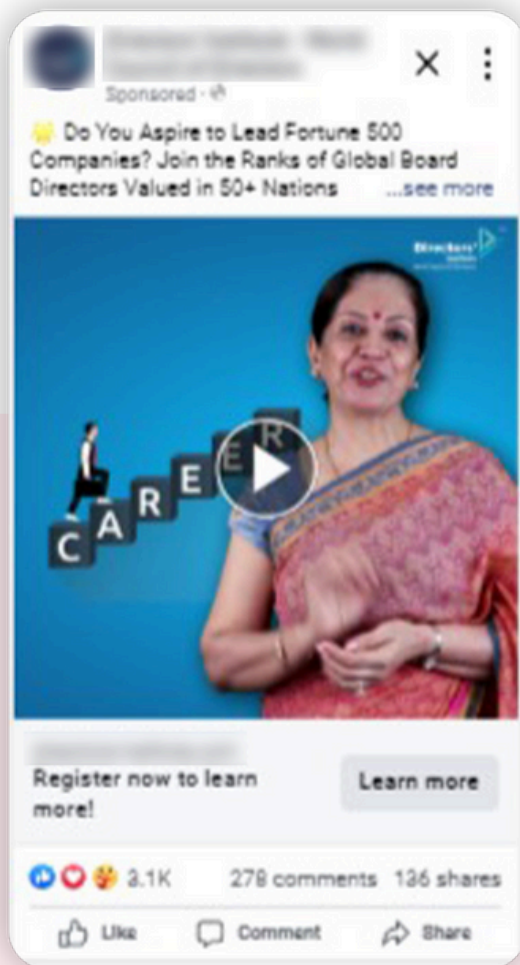
Double Filtered Targeting

Implemented a double-filtered targeting strategy to ensure precision in reaching the right audience.



Dynamic Creatives and Video Ads

Developed dynamic creatives and engaging video ads to capture attention and improve engagement.



Lead Nurturing

Nurtured leads with continuous brand campaigns to build trust and keep the audience engaged.

Results	Reach	Impressions
450 [2] Website leads	116,659	196,012
168 [2] Website leads	226,127	314,740
157 [2] Website leads	141,549	248,884
775 [2] Website leads	489,531 Accounts Centre acco...	759,636 Total

Inbound Lead Campaigns

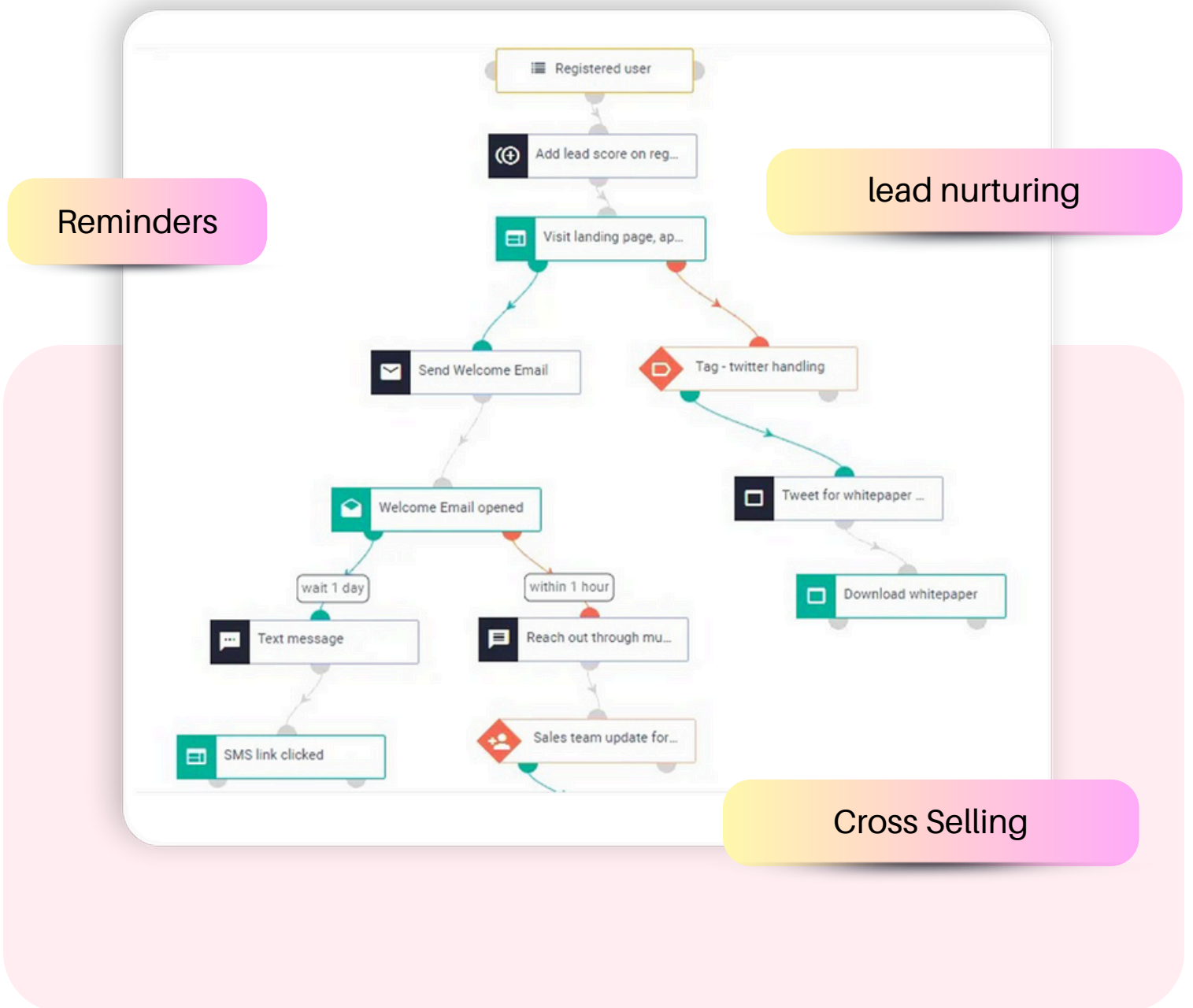
Ran inbound lead campaigns to drive high-quality leads and facilitate direct engagement.



Results	Reach ↓	Frequency	Cost per result
3,067 Website leads	965,419	4.81	₹658.70 Per lead
16,540 Website leads	4,051,361	5.80	₹333.53 Per lead
5,467 Website leads	3,318,790	2.59	₹310.18 Per lead
6,174 Website leads	2,869,770	3.13	₹199.09 Per lead
7,657 Website leads	2,429,141	4.79	₹494.01 Per lead
1,961 Website leads	2,353,114	2.13	₹299.09 Per lead
3,558 Website leads	2,289,526	2.84	₹257.71 Per lead
6,015 Website leads	2,257,947	5.02	₹518.04 Per lead
5,520 Website leads	2,126,444	3.49	₹338.18 Per lead
3,620 Website leads	2,057,096	3.07	₹251.79 Per lead
5,216 Website leads	2,044,024	3.15	₹282.96 Per lead
1,734 Website leads	2,016,255	1.97	₹388.12 Per lead
5,209 Website leads	1,988,091	3.60	₹323.83 Per lead
5,420 Website leads	1,978,471	4.26	₹343.10 Per lead

Automation Implementation

Introduced automation for lead nurturing, reminders, and up & cross-selling.



Key Takeaways

Targeted Growth Marketing

Leveraging data from relevant groups and creating lookalikes can significantly improve targeting accuracy.

Double Filtered Targeting

Precise targeting strategies can enhance lead quality and conversion rates.

Dynamic and Engaging Creatives

Utilizing dynamic creatives and video ads can boost engagement and effectiveness of campaigns.

Lead Nurturing

Continuous engagement through brand campaigns is essential for building trust and converting leads.

Inbound Strategies

Direct engagement through inbound campaigns can yield high-quality leads and improve overall campaign performance.

Get In Touch With Us, if you would like to have

- 1 A 30-Day Pilot with us – **Assured Results** or **100% refund**.
- 2 A Paid account audit of all your ad accounts – **\$33 USD**
- 3 **Performance marketing consulting** for your in-house team or agency

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Thank You