

## Case Study

### Lead Generation for Overseas Nursing Career Coaching Institute

#### 1. Client Overview

The client is a nursing career coaching institute that prepares Indian nurses for international job placements.

They provide end-to-end support including:

- Coaching for international qualifying exams (OET, CBT, Foundational English training)
- Visa processing assistance
- Hospital selection guidance
- Scholarship support
- Pre-departure to post-landing assistance

#### Core USP

Unlike typical coaching centers, they offer complete A-Z international placement support, from exam preparation to overseas hospital placement and landing assistance.

#### 2. Objective

- Generate high-quality leads from South India
- Target fresh nursing graduates and nurses seeking overseas opportunities
- Maintain controlled Cost Per Lead (CPL)
- Ensure scalable lead flow within daily budget constraints

#### 3. Target Audience Strategy

##### Location Targeting

Structured location-wise segmented campaigns across South India to identify high-performing regions, track CPL variations, and allocate budget based on performance.

##### Audience Segmentation

- Fresh Nursing Graduates
- Nurses interested in OET, CBT, and international nursing jobs
- Career Switchers (Domestic to Overseas)
- Interest-based healthcare targeting
- Open and broad audience testing

Each audience set was evaluated based on CTR, CPC, conversion rate, and lead quality feedback.

#### 4. Campaign Structure

Budget: Approx. ₹4,000 per day across campaigns.

Used Ad Set Budget Optimization (ABO) for controlled testing and scaling.

Implemented high-volume bid strategy to maximize delivery, reduce learning phase limitations, and capture a larger audience pool.

## 5. Creative & Placement Testing

### Creative Formats Tested

- Static creatives
- Exam-focused informational creatives
- USP-focused creatives (Visa + Hospital + Scholarship)
- Reels format
- Student testimonial-style ads

### Messaging Angles Tested

- Clear OET & Move Abroad
- Complete Overseas Nursing Package
- Scholarship + Placement Support
- From Exam to Landing — We Handle Everything

### Placement Testing

- Automatic placements
- Feed-focused testing
- Reels-focused testing

## 6. Optimization Process

### Phase 1 – Data Collection

Identified best-performing locations, lowest CPC regions, and highest converting creative angles.

### Phase 2 – Performance Optimization

- Shifted budget toward low CPC + high conversion regions
- Paused underperforming creatives
- Scaled winning ad sets gradually
- Refined audience targeting

Average CPL achieved: ₹100 – ₹150 across active campaigns.

## 7. Results

- Consistent daily lead flow
- High-intent nursing leads
- Scalable model with geographic clarity
- Improved cost efficiency over time
- Delivered qualified leads aligned with overseas program requirements

## **8. Key Learnings & Strategic Impact**

- Geographic segmentation improves optimization clarity
- Migration clarity and visa assurance messaging drives stronger response
- Reel creatives improved engagement among younger nursing graduates
- ABO allowed controlled testing before scaling

## **9. My Role & Contribution**

- Market & competitor research
- Audience strategy & structuring
- Campaign architecture planning
- Creative direction & testing
- Budget allocation & scaling strategy
- Daily optimization & performance analysis
- Lead quality monitoring

## **10. Strategic Value I Bring**

- Data-driven decision making
- Structured campaign testing approach
- Location-based performance scaling
- CPL control with quality maintenance
- Full-funnel performance mindset