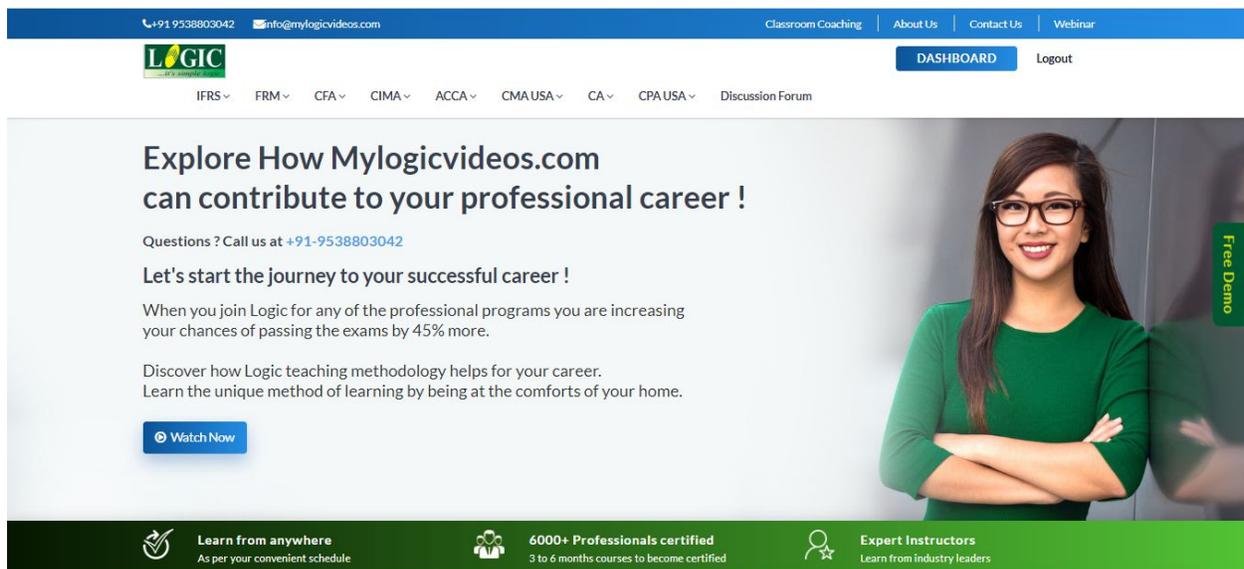


Mylogicvideos is the Self Learning Module (SLM) Online Web Platform of Finance Professional Courses.

MylogicVideos

Project Details



<p>Project Name: MylogicVideos</p> <p>Application Url: https://www.mylogicvideos.com</p> <p>Location: Bangalore, India</p> <p>Domain/Industry: Educational/Online Self</p>	<p>Work Scope</p> <ul style="list-style-type: none">• Web application (website design & development)• Web content development• Video production• Digital marketing management• Social media management• Google Local Business
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learning platform, Online Video Classes

Client Name: Logic Business Studies Pvt Ltd

Launch date: March 2020

management

- Brand awareness
- Advertisement (Google & social platform)
- Lead Generation
- Email Marketing management
- Webinar management

Client Profile:

The LOGIC group is a pioneer in catering world-class training in Finance Professional Courses to students across the globe with the help of its technical expertise, profound faculties & authenticity gained since 2005. Logic started its voyage to provide quality education in the field of Finance & Accounting from those initial days. Keeping an eye on the need of Global Students for Quality Coaching, Mylogicvideos came up with the idea of providing extensive full-fledged training for CMA (USA), CPA (USA), ACCA, CIMA, and other Indian professional courses.

The Problem:

As a leading Finance Professional Course provider institution, Logic wanted to target premium segment students in India & Over the global, who aims to become a Finance Professional, Logic has its headquarter in Bangalore, India. Challenge was: to provide student online and offline classes, Online Lead Generation, online payment gateway, Digital promotion, Social Media awareness, campaign management plan & websites.

Goal:

- A responsive website, where students can register themselves for online/offline classes.
- Development of an admin panel, where the client can update the upcoming courses and details, collect the student resignation database and can also update the blog, faq and more
- Payment gateway integration.
- Video Production for the classes
- Social media channels, google ads, generate leads through Google adwords and social media ad campaigns with a lower cost per acquisition and aim for a high return on advertising spend.
- Search engine optimization to bring the website on top of the Google search result page.
- Email Marketing

Our Approach & Solution:

Having the goal in mind, Nextwebi started working on communication strategy, new websites, multiple landing pages, admin panel, digital campaigns for different regions globally, photoshoots, videos & paid ad campaigns through Facebook, Google, that targets students who recently completed under graduation. With a deep understanding of the trends, we focused on a specific demographic. We optimized the ad clicks to identify the target audience and create a lookalike audience. We identified a best-performing ad copy with our target audience after testing multiple variations

Result and Growth Chart

With the intense research and strategy, we could increase the return on advertising spend by 500% and could lower the cost per acquisition by 50%. The logic website came up on Google 1st page with 30+ highly competitive keywords just in one month. Not done yet, Alexa rank improved rapidly, and the website bounce rating decreased by 70% to 21.96%. MyLogic impressed with the suite of services provided by Nextwebi. Now MyLogic & Nextwebi are having a unique understanding and future goals.

Here We Present Some Growth Charts

Alexa Rank Improvement



1st page Google Search Results - Just in one month

Google X |

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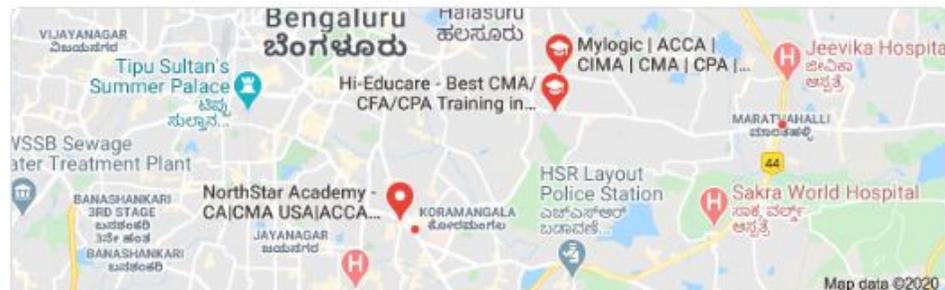


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Mylogic | ACCA | CIMA | CMA | CPA | CA, Online Course

4.5 ★★★★★ (122) · Education center

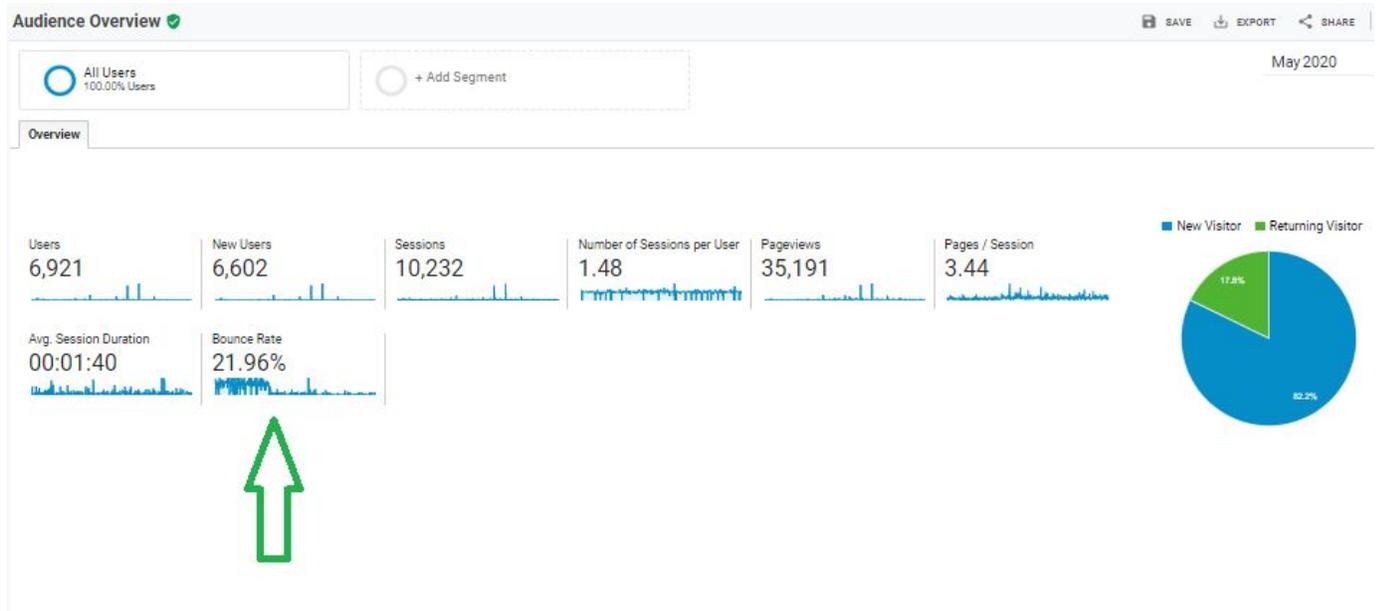
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One Month Website's Traffic and Bounce Rate Metrics



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