

# CASE STUDY

MEDIAMAGIC & EBL COACHING



**Services:** Google Ads



**Industry:** Education



**Objective:** get call inquiry and leads for the tutoring service



**Website:** [www.eblcoaching.com](http://www.eblcoaching.com)



COST PER CONVERSION

**76% DROPPED BY**

NUMBER OF CONVERSIONS

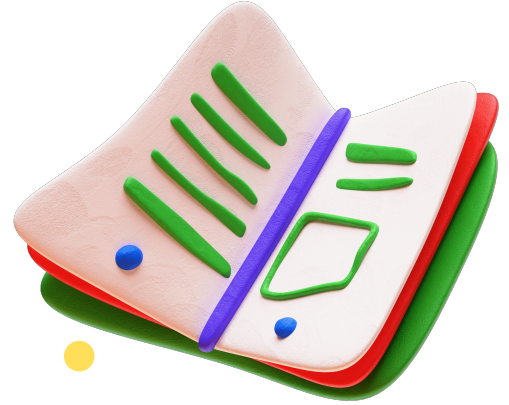
**INCREASED BY 400%**



## PROBLEM AND CHALLENGES

they faced before they came to the MediaMagic Team for Help

Our main challenge for this account was to place the right event goal & increase the relevant conversion count for it. The other challenge that we faced was related to the old campaign structure. It needed a lot of restructuring in a way that we focused only on the relevant keywords.



## SOLUTION AND RESULTS



EBL Coaching is a specialized tutoring program that offers individualized one-on-one home and on-site instructions using research-based, multi-sensory techniques in New Jersey and New York locations.

Since the old campaign requires a lot of restructuring, which may not give us desired results down the line due to its instability, we created a new search campaign and paused the old ones. The targeted keywords included high-traffic & conversion-focused terms. After working on the keyword part, we structured the text ads in a way that could deliver a meaningful message to the audience related to our service. In between, we also implemented a new strategy of creating a smart campaign (for the non-performing location), which helped us raise the call inquiries count by a good amount.

At the end of the month, we received great results from the targeted audience (through keywords). The results can be seen in the below campaign overview. Down the line, the overall cost/conversion reduced while the conversions increased. Along with the conversions, we did receive a good amount of traffic and CTR.

# CAMPAIGN OVERVIEW

Campaign ▾	Campaign type ▾	↓ Clicks ▾	Impressions ▾	CTR ▾	Avg. CPC ▾	Impr. (Top) % ▾	Conversions ▾	Cost / conv. ▾	Conv. rate ▾	Cost ▾
Search   EBL Coaching   MM	Search	443	12,543	3.53%	\$2.06	46.63%	9.00	\$101.22	2.03%	\$910.99
EBL Coaching   Smart   NY   MM	Smart	276	29,933	0.92%	\$1.22	84.71%	6.00	\$56.05	2.17%	\$336.29

## MONTHLY CAMPAIGN PERFORMANCE

Month	Clicks	Impressions	Conversions	CTR	Avg.CPC	Impressions (Top)	Cost / conv.	Cost
Apr 2021	198	19,314	2	1.03%	\$2.47	55.69%	\$245.02	\$490.05
May 2021	521	23,162	13	2.25%	\$1.45	48.97%	\$58.25	\$757.23

## AD SAMPLES

Smart Search Campaign Ads

Ad • eblcoaching.com/trained-tutors/enroll-now

**Learning Disability Programs | Call us Today to Get Started | Multi-Sensory Tutoring**

Does your Child have Dyslexia, ADHD or a Learning Challenge? Contact us Today! Let us Help your Child with Research-based Techniques, including Orton Gillingham Method. One-on-One Tutoring. Multi-Sensory Technique....

Ad • eblcoaching.com/trained-tutors/enroll-now

**Special Kids Summer Camp | Contact us Today | Individualized Learning Plans**

Does your Child Struggle with Reading, Writing, Math or Organizational Skills? Call us Now. Accelerate your Child's Learning with Online & In-person Tutoring Tailored for your Needs One-on-One Tutoring. Multi-Sensory Technique....

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**30 MINUTE MEETING**



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