



DIGITAL MARKETING BLUEPRINT CASE STUDY

# NEW SKILLS ACADEMY

# GROWTH CASE STUDY



**GROW**  
YOUR BRAND

**GROWYOURBRAND.CO**  
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### THE CHALLENGE

“FIRST UNDERSTAND THE ONLINE COURSES  
SOCIAL LANDSCAPE THROUGH INSIGHT. THEN  
GROW THE NEW SKILLS ACADEMY BRAND  
THROUGH SCALABLE AD & EMAIL FUNNELS.”



# THE BLUEPRINT COVERED

## INSIGHT AUDIT, GROW PLAN & ONGOING CONSULTANCY

- INSIGHT AUDIT
- CONTENT STRATEGY
- INFLUENCER OUTREACH STRATEGY
- EMAIL FUNNELS
- FACEBOOK AD FUNNELS
- SEO STRATEGY
- PPC STRATEGY





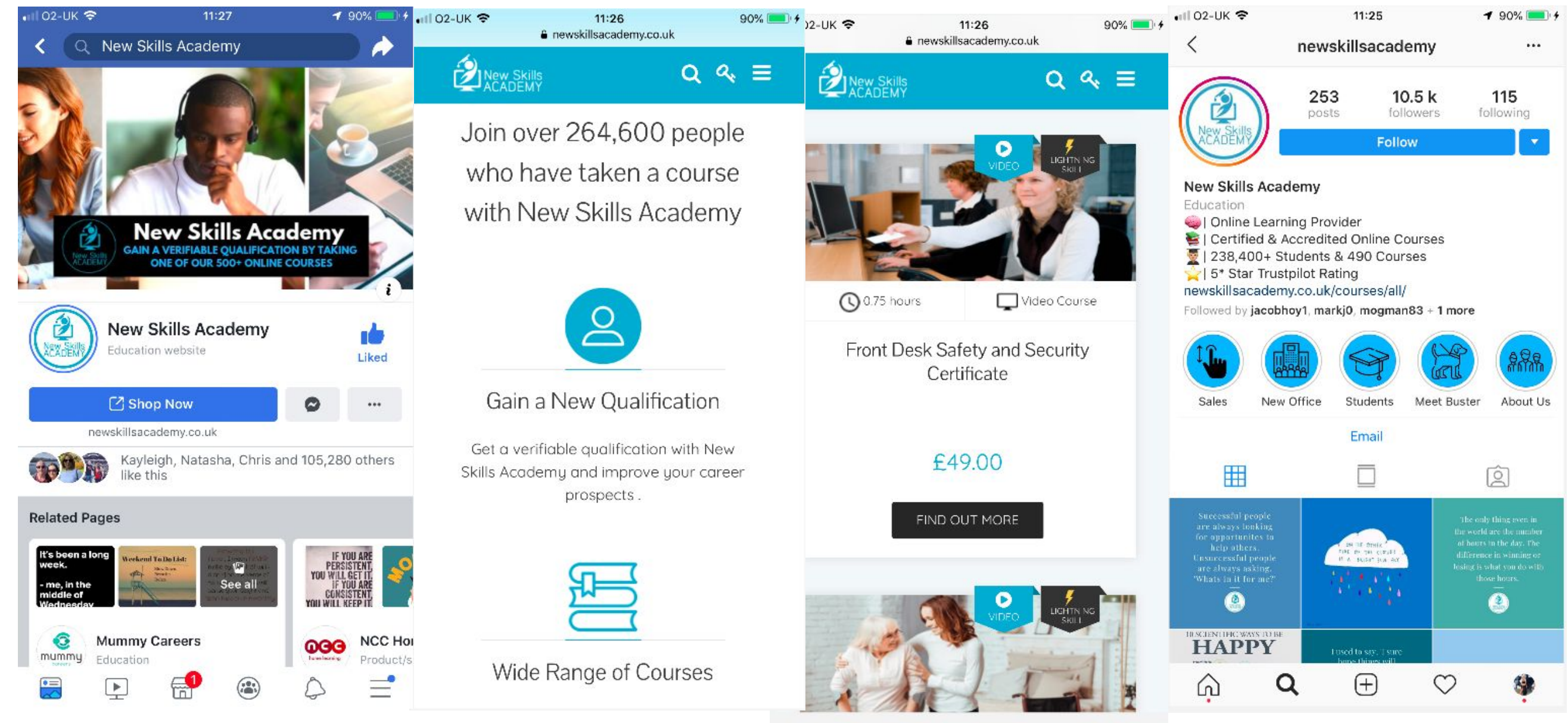
# THE SOLUTION

GrowYourBrand.co initially helped New Skills Academy with an Insight Audit to better understand the potential student market for their online courses, as well as to see what the sentiment was for their competitors.

By listening into the social conversation and better understanding the consumer mindset around online courses, New Skills Academy were now armed with focus on where to place their hard earned advertising budget for maximum ROI.

Upon initial success NSA came back to GrowYourBrand for the GROW blueprint in order to build the right ads and funnels to scale and maximise their ad budget, now that they had a successful model and understanding of their market.

GrowYourBrand.co were then hired to implement the plan on a consultancy basis.



PROVEN SYSTEMS THAT WORK

# Results

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## And Key Performance Stats



New Skills Academy is an online courses website, they offer a broad range of CPD accredited courses in order to give people the ability to study at anytime and anywhere.

GrowYourBrand.co Marketing Blueprints helped New Skills Academy better understand student sentiment towards valuable online courses, and those not so valuable. This helped the business on a deep level, better understand what courses to invest in creating before bringing to market. Saving thousands on production.

Once this insight was accomplished through the social media insight audit, New Skills Academy went on to buy their personalised GROW Marketing Blueprint. This plan was delivered to support their SEO and PPC strategy, as well as their scalable email and ad funnels.

Sales increased 70% ROI month on month across their website, Affiliates, Google search, SEO, Instagram and Facebook.

### Key Performance Stats

- 2000% INCREASE IN LEADS PER MONTH
- 800% INCREASE IN MOM SALES
- MORE THAN 30+ COURSES ON THE FIRST PAGE OF GOOGLE SERPS
- 100% INCREASE IN AVERAGE ORDER VALUE OF CUSTOMERS
- 70% INCREASE IN EMAIL RETENTION RATE





GROWTH BLUEPRINT ADDRESSED: ...Insight/Content/SEO/PPC/Youtube/Facebook/Influencers/Email/Partnerships



NEW SKILLS ACADEMY | CPD EDUCATION COMPANY

# WE HELPED NEW SKILLS ACADEMY INCREASE ONLINE SALES BY 800%



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## BRIEF

- Better understand the online courses market.
- Increase profit through the use of PPC, SEO, Facebook & Instagram..
- Strategy to improve customer service.

## OUTCOME AFTER GROWTH BLUEPRINT AND INTEGRATED CONSULTANCY

- Social insights helped identify key target audience profiles, this in turn helped grow online sales by 800% MOM within the first 6 months of working together.
- Instagram community growth from 1,500 to 10.5k within 9 months.
- New Skills Academy now have a remote team of customer service workers who manage the brand 24/7 which has helped them maintain a 5 star rating on Trustpilot.



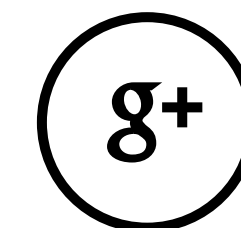
MONTHLY LEADS

**+7,400**



MONTHLY SALES

**+2,900**



COURSES ON THE 1ST PAGE OF SERPS

**+30**

**CHRISTOPHER MORGAN | CEO**

*“GrowYourBrand have changed the game of my business over the past year working together. Aside from our bi-monthly consultancy sessions, their personal blueprint for our brand has helped drive a consistent stream of sale conversions across lots of digital areas, not just Facebook like everyone else. This growth has allowed us to scale into a new brand for staff training launching later this year.”*



GROWYOURBRAND.CO | CUSTOM MARKETING BLUEPRINTS

# THANK YOU

YOU'RE JUST ONE BLUEPRINT AWAY...



**GROW** YOUR BRAND

## CONTACT US

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