

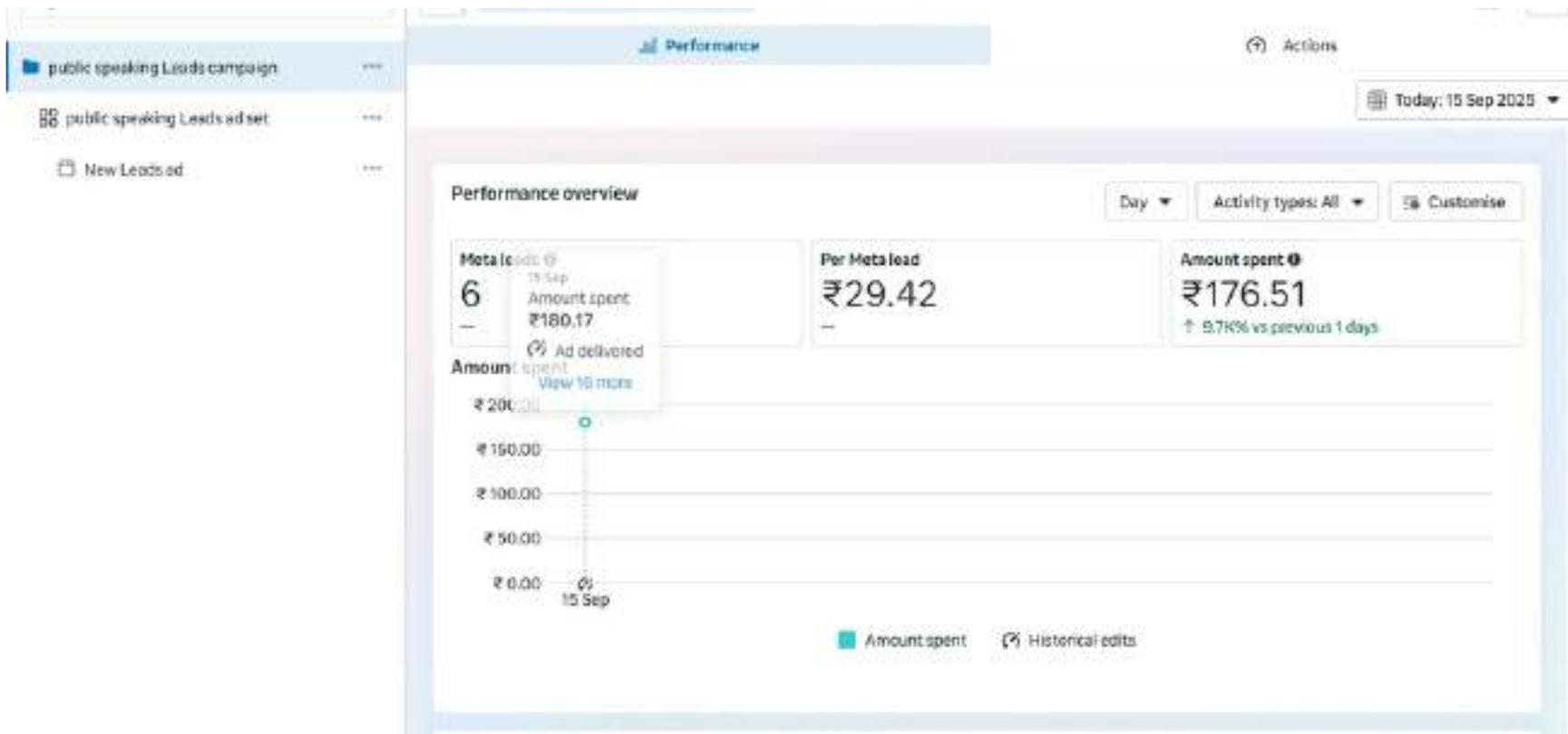
 skillage

About Skillage Academy

Based in Malappuram, Skillage Academy provides expert, hands-on training in fields like Digital Marketing and Hospital Administration. Their Public Speaking Mastery program focuses on building elite communication skills to create job-ready professionals.

How I Generated Leads for Skillage Academy 📵

Campaign Objective : Leads



Campaign Configuration and Targeting :

- **Location Targeting:** Focused on Malappuram, Kerala, to attract local students for on-campus academy training.
- **Campaign Objective:** Optimised for Lead Generation to capture high-intent inquiries for the Public Speaking program.
- **Cost Efficiency:** Achieved an optimised performance with a low ₹29.42 cost per lead.
- **Result-Oriented Spend:** Managed a precise daily budget to secure 6 qualified leads in a single day for under ₹180.

- **Platform Placement:** Expertly managed the campaign across Facebook and Instagram to reach a diverse student demographic in Malappuram.

Overall :

Skillage Academy successfully captured high-intent student interest for their Public Speaking program through a targeted Meta Lead Generation campaign. By optimizing delivery across Facebook and Instagram, the strategy secured 6 qualified leads at an exceptional cost of just ₹29.42 per result. This performance highlights the ability to drive scalable growth and direct student enrollments even with a modest starting budget of under ₹180.