

# Boosted online visibility for a new e-learning platform launched by a leading US-based educational publisher

## About the Client

A US-based educational publisher that creates web-based learning experiences for families and children around the world

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Its learning resources consist of encyclopedias, blogs, e-books, videos, education tools, and research guides

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It's been in the business for more than 100 years and has massive expansion plans for the near future

## Business Needs



Drive awareness for the new e-learning product



Engage with the millennial customer base



Enhance visibility for the new e-learning product



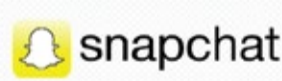
Maximize target audience reach using social media channels

## Solutions

- Utilized images that included multiple branding messages
- Created videos that got published across social channels
- Ran short versions of the videos on Facebook and Snapchat to engage with millennials
- Set-up and optimized cross channel campaigns with fresh ideas
- Generated mail content and templates for email campaigns
- Delivered daily reports that provided complete visibility
- Leveraged an analytics platform for tracking the campaign



## Technology Stack



## Business Impact

The video ads achieved a high-end feel at a cost-effective advantage

Cross channel promotions leveraging video content helped build awareness and interest in the B2C segment

## Cybage MarTech Services



Content Marketing



Analytics and Insights



Creative Production



Strategy and Consulting



Campaign Management

**Increasing online visibility through thoughtful social media strategies**