

# Client Stories



**FM Academy**

*Get Trained by the Best!*

## **MOBILE KING**

Social Media Marketing  
Search Engine Optimisation  
Lead Generation



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## FM ACADEMY

### Client description

FM Academy (FMA) is an educational institution located at Kaloor, Kochi. FMA provides expert coaching for advanced global qualifications in finance / accounting like CMA and CPA. The efficient learning techniques and state of the art study tools help students to master the art of cracking these exams with confidence. FMA believes in quality education and professional excellence to transform students to world class finance professionals with an ethical outlook.

### Platform

FM Academy needed lead generation and so the only platform used was Facebook. Also SEO was implemented so as to reach more audience. The leads that got converted to clients were mainly from the social media. SEO helped boost the web page ranking and the best academy is listed first. This helps students to find the best academy for CPA, CMA.

### Objective

Lead generation

Increasing the reach is the main objective and the audience is the Facebook followers who have the access to the courses offered by FM Academy.

SEO:

SEO has the tactic to make your website ranked first in SERPs. This is why most students prefer to be finance professional through FMA. SEO helps using key words like CMA coaching Kochi, CMA coaching institute Kochi, CMA coaching Ernakulam, CPA coaching Kerala.

### **Action**

Boosting the post brings the courses to the audience and they get the required information across the social media. Also SEO was implemented for the website ranking. The students could easily find the best coaching among the ones in Kochi.

### **Results**

More students enrolled for the courses. This is mainly leads that converted to clients. The best services in the form of page likes, shares and followers make FM Academy popular. SEO makes the website easily accessible and this makes the academy popular among the people. Special keywords made the website popular in SERPs.



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*Thanks*



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