

# Client Stories



## FM ACADEMY

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 exams with confidence. FMA believes in providing quality education and professional excellence to transform students to finance professionals.

### Platform

FM Academy needed lead generation and 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 to boost the web page ranking and the best academy is listed first. This helped 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 access to courses offered by FM Academy.

SEO:

SEO has the tactic to make your website ranked first in SERPs. That is why most students prefer to become 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 social media. Along with this SEO was implemented for the website ranking. The students could easily find the best coaching in Kochi.

## **Results**

More students enrolled for the courses. This is mainly because of the leads that converted to clients. The best services in the form of page likes, shares and followers made FM Academy more 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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