



How Webguru Infosystems helped SIP Abacus, a life skills training programme for children, in spreading awareness about an online drawing contest covering the eastern part of India within one month – through digital marketing.

- A Case Study -

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The Overview

SIP Abacus is a unique skill development programme for children in the age group of 5 – 12 years (class I to V) that focuses on improving their learning skills using tools like Abacus, Brain Gym, and Speed Writing. SIP Abacus boosts learning outcomes using fun activities, puzzles, and games. It aims at enhancing faculties such as visual memory, concentration, listening, and self-confidence. The programme began in Malaysia by SIP Academy in 1997 and has since grown into an international programme spread across 10 countries.

The Indian edition of the SIP Abacus programme began in 2003 and as of July 2020, more than 5,50,000 children had benefitted through 800 centres spread across 23 states. To spread awareness about the programme in the eastern part of the country (Assam, Bihar, Jharkhand, Odisha, Tripura, and West Bengal), SIP Abacus wanted to organize a drawing contest for children. In pursuant to the same, it had approached Webguru Infosystems to promote the drawing contest and reach a large section of the target audience in the aforementioned states within one month.

The Proposal

After analyzing the project objectives, we understood that to spread awareness about the drawing contest among the target audience, we needed to first create a web presence for the contest. Thereafter, adequate interest had to be generated for the contest among the target audience comprising parents and teachers. To generate interest, we proposed promoting the contest on social media channels due to their wider reach and a greater likelihood of finding the target audience. Moreover, since the time period of reaching the target audience was limited (one month), we proposed to run an advertisement campaign on select social media channels to create the maximum impact. As a result, we chose Google, Facebook and Instagram for their wider popular appeal.



The Process

We began by creating an attractive web presence for the drawing contest to reach the stakeholders (chiefly parents and teachers in the age group of 25 to 45 years.) At the same time, our design team began working on developing top-quality creatives to act as the primary touchpoints for the target audience on select social media channels (Google, Facebook and Instagram).

Creating the Web Presence

- The primary objective of creating a web presence was to draw the target audience and let them register for the online drawing contest. Since the contest was meant for children, the design of the webpage was made attractive with colourful imagery and motifs of children.
- To let visitors to the webpage signup for the online drawing contest, a registration form was incorporated with relevant fields to enter details such as name, age etc. And to ensure that only genuine entries are registered, an SMS module was added to the webpage. Accordingly, once the submit button on the registration form was clicked a unique ID was generated and subsequently sent to the mobile number of every user as SMS. The participant had to use this unique ID to take part in the online drawing contest.
- Since explainer videos are considered to be the best medium to engage the attention of the target audience, the one shared by the client describing the SIP Abacus programme and the nitty-gritty of the drawing content was added to the webpage.



Development Platform

WordPress was chosen as the platform to develop the webpage. The other technologies include Bootstrap, HTML5, CSS3, and JavaScript.

Designing the Creatives

To spread awareness about the SIP Abacus programme and the online drawing contest, we designed eye-catching creatives containing colourful images of children (real or animated) and other elements related to drawing. The creatives were made attractive enough to stand out among the information overload on social media channels and to draw the attention of the target audience. To increase the appeal of the creatives, suitable and crisp copywriting texts were also added. Post design, each creative was vetted by the client with modifications suggested for a few. Finally, six creatives were approved by the client to be a part of the campaign.







Milestones

- Enquiry received on 29th April 2020 and project awarded on 19th May 2020
- Webpage made live on 16th June 2020
- All creatives were approved by 8th June 2020
- The ad campaign for the drawing contest began on 18th June 2020 and continued until 21st July 2020

Campaigning for the Drawing Contest

Since the target was stiff (to reach the maximum number of the target audience in a month), we decided to run the campaign using one or more creatives every week. We aimed to get the maximum number of people to fill the registration form and click the submit button.

Total Locations Covered

- Assam – 20 centres
- Bihar – 27 centres
- Jharkhand – 51 centres
- Odisha – 13 centres
- Tripura – 9 centres
- West Bengal – 103 centres

First week (18th June to 24th June) : We used two creatives in each half of the week to run the campaign and found the response to be extremely encouraging. We found the total number of people clicking the submit button to be around 5,500.

Second week (25th June to 1st July) : In the second week, we observed the visitors' count clicking on the submit button to touch a healthy 6000.

Change in strategy (2nd week) : However, during the second week, we also observed that a higher amount got deducted for the Google campaign compared to what we had planned for in our daily budget for the platform. Consequently, we had to reduce our daily budget for the Google campaign to optimize the cost.



Change in strategy (3rd week) : In the middle of the third week, we found that the Cost Per Acquisition (CPA) had exceeded than what we had anticipated. Hence, to keep the CPA under control, we decided to stop the campaign on Google and redirect our focus entirely on the campaign for Facebook and Instagram. We had even added the unused budget meant for the Google campaign to the budget for Facebook + Instagram campaign.

Third week (2nd July to 8th July) : The change in strategy worked as we were able to bring down the CPA without impacting the visitors' count, which remained at a healthy 6000.

Fourth week (9th July to 15th July) : With the continued focus of the campaign on Facebook and Instagram, we saw the visitors' count clicking the submit button rise to 9000.

Final week (16th July to 21st July) : The week saw around 8200 visitors hitting the submit button.

Campaign Outcomes

The campaign ran for a period of one month (18th June 2020 to 21st July 2020) on select social media channels and derived the below-mentioned outcomes.

Total Budget: Rs. 1,50,000

• **Google Ad Campaign – Highlights**

Amount spent : Rs. 32,800 | Total visitors received : 28,200

• **Facebook + Instagram Ad Campaign – Highlights**

Amount spent : Rs. 1,14,800 | Total visitors received : 33,000

Result : By spending Rs. 1,47,600, we were able to get 61,200 visitors with 34,700 of them hitting the submit button. Also, we were able to ensure the registration of 16,000 people for the contest

Conclusion

The project was completed within a short period of one month. It was possible due to a focused team effort involving the development, design, content, and digital marketing processes. Finally, we would like to offer our sincere thanks to team SIP Abacus for believing in us and guiding us in every possible way during the execution of the project.





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