



# STUDYINN® Case Study

| 186 leads → 176 Confirmed bookings | 90 days

# Challenges



## COMPANY

Study Inn provides luxury student accommodation to students from all over the world, across 6 locations in the UK.

## CONTEXT

Following the COVID-19 outbreak Study Inn made the decision to increase their online lead generation efforts, with the goal of generating enquiries and bookings via their website.

## THE PROBLEM

Social media advertising was completely new to them and therefore they lacked a clear strategy to generate leads.

# Solutions deep-dive



## PHASE 1



### Customer Research

We examined their current customers typical buying journey to identify who they were and how this varied from Study Inn location to location.

## PHASE 2



### Ad Platforms

Phase 1 enabled us to determine that Google Search + Instagram would be the most effective platforms to advertise on, as well as the countries we should target.

## PHASE 3



### Ad Content

We researched the types of students that were staying at study inn locations in order to create content for location specific campaigns.



# Solutions deep-dive



## PHASE 4



### Campaign Structure

Complete ads funnel designed to move students from the awareness stage, to consideration and finally the booking stage.

## PHASE 5



### Creative + Copy Testing

Various ad creative + ad copy was tested to determine which combinations resonated best with prospects and delivered the cheapest lead cost.

## PHASE 6



### Optimisation

Campaigns were optimised daily to ensure they continued to perform.



# What we did



Designed and executed Facebook & Instagram campaigns in 15+ countries.

## **THIS INCLUDED:**


- Campaign strategy
- Audience research + targeting
- Ad creative consultation
- Landing page consultation
- On-going campaign optimisation

Each Study Inn location had its own set of campaigns and messaging designed to attract the type of student from that university.

These campaigns included a complete ads funnel with retargeting, designed move students from the awareness stage, to consideration and finally the booking stage.

# Results

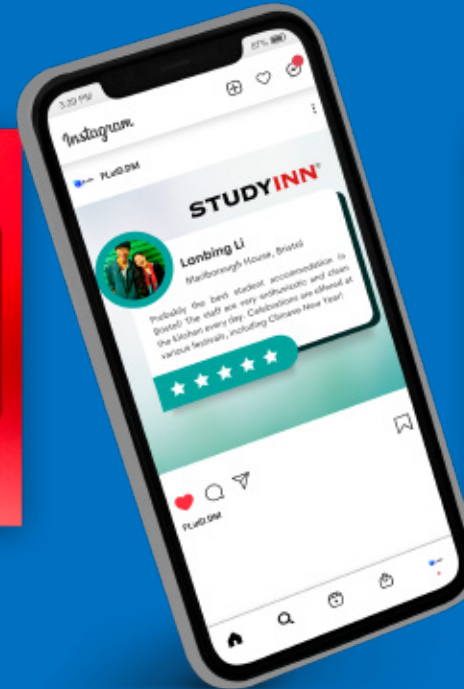
**STUDYINN®**



**Francesco Di Nicola**  
Lemyngton Street, Loughborough

Perfect location. Structure equipped with everything you need. Friendly and helpful staff. Highly recommended.

★★★★★



**STUDYINN®**



**Mary**  
Talbot Street, Nottingham

This student accommodation provides you with great facilities so that you can enjoy your life and chill out in your free time without burning a big hole in your pocket. I have lots of amazing memories of this place. I would definitely recommend it to all the students out there.

★★★★★

# Results • Leads generated



Study Inn - 90 Day Performance | 1 Ad Account | You have unsaved changes | Save | Share | Data refreshed 4 minutes ago

Had Delivery | Search and filter | Clear | Jun 1, 2020 – Aug 31, 2020

Pivot Table | Group Breakdowns | Customize

Campaign Name	Cost per Messaging Conversations Started	Messaging Conversations Started	Amount Spent	Website Leads	Cost per Lead	Confirm Booking	Cost per Confirm Booking
Level 4   Leads   Reach   July 21st	-	-	£85.81	48	£1.79	45	£1.91
Level 3   Any questions?   Link Clicks   June 2020	£5.72	27	£154.39	48	£3.22	49	£3.15
Level 4   Reach   June 2020	-	-	£95.45	39	£2.45	14	£6.82
Level 3   Website Leads   Conversions   July 21st	-	-	£47.69	26	£1.83	45	£1.06
Level 2   link click   carousel   June 2020	-	-	£361.91	9	£40.21	11	£32.90
Level 3   Any questions?   Link Clicks   May 2020	-	-	£1.88	4	£0.47	6	£0.31
Level 1   Clearing Campaign   CNV   August 12th	-	-	£17.81	3	£5.94	1	£17.81
Level 4   Reach   May 2020	-	-	£2.61	3	£0.87	2	£1.31
Level 1   Link Clicks   June 2020	-	-	£244.24	3	£122.12	1	£244.24
<b>Total Results</b> 26 / 26 rows displayed	<b>£10.73</b> Per Action	<b>178</b> Total	<b>£1,909.41</b> Total Spent	<b>186</b> Total	<b>£10.27</b> Per Action	<b>179</b> Total	<b>£10.67</b> Per Action

186 Website leads

179 Confirmed Bookings



# IMPACT

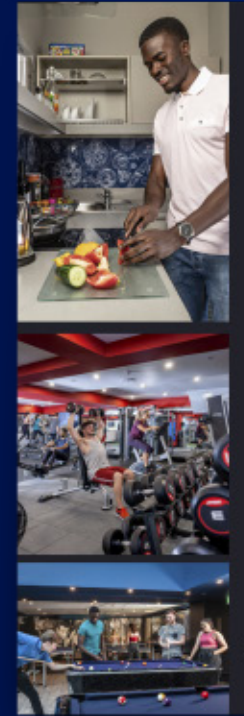
## 90 - Day RESULTS

186 Website leads

179 Confirmed Bookings



Bristol! The staff are ve  
the kitchen every day. C  
various festivals, includi



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contact@studyinn.com

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Mary

Talbot Street

This student accommodation  
facilities so that you can en  
your free time without burn



# What we're good at



## Social Media Advertising



## Google PPC Advertising



Schedule a call with us today to find out how we can help your business

[SCHEDULE CALL](#)

