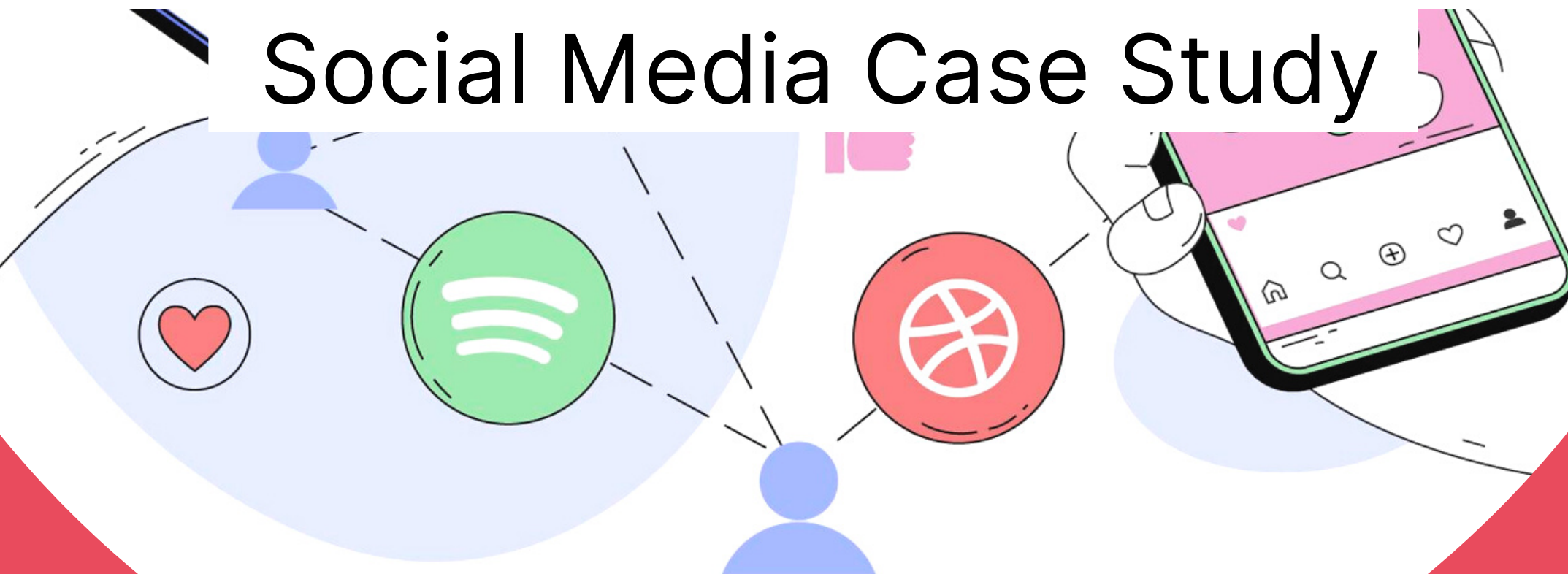




Media Search Group

Social Media Case Study





Coach
Transformation
Academy

ICF & EMCC Approved Coach Training Programs

 VIEW CALENDAR

 DETAILS



<https://www.coachtransformation.com/>



Coach
Transformation
Academy

Coach Transformation Academy (CTA) is a leading global coach training organization building a worldwide network of certified coaching professionals. CTA is a team of industry pioneers and leaders using a proven “TRANSFORMATIONAL COACHING MODEL” to train individuals and organizations

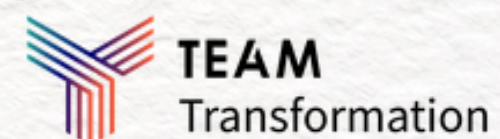
Group of Brands Handled



CTA – Coach Transformation Academy
HSI – Haris Syed International
TT – Team Transformation



HARIS SYED
INTERNATIONAL





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CHALLENGES

Before Media Search Group, CTA which worked in 3 vectors-CTA, HSI and TT faced challenges like:

- Social media page management for all 3 vectors
- Community building
- Content ideation, creation for all three brands and their respective social media platforms
- Getting people to join their courses and training program
- Being from such a niche industry, the client found the social media page management worrisome and faced difficulties generating meaningful leads



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SOLUTION

Growing a Social Community in a Niche Market

Social media specialists of Media Search Group created five industry-specific posts (per week) for all brands on each of the following channels: Instagram, Twitter and Facebook. These posts were a combination of both branded and 3rd party content, following a varied, planned content calendar. Along with this regular organic posting, MSG developed and managed an assortment of social media advertising campaigns, while A/B Testing different variations.

Brand Awareness / Website Traffic Campaign:

The purpose of this campaign was to spread awareness of their available and upcoming Courses and Sessions to join and, secondarily, drive traffic to the website to learn more about the service .



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SOLUTION

The ads were targeted specifically to those who may have been interested in their Courses and Certification Programs

Follower Growth Campaign:

Gaining followers and building an community was the purpose of these ads. They were targeted specifically to those with potential interest in the services and content that we shared to their page.

Remarketing Ads for Campaigns:

An intentional and thought-out strategy was put in place around each campaign to generate quality leads and to maximize awareness and pledges, which included collecting an audience of interested people



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SOLUTION

Organic Post Boosting:

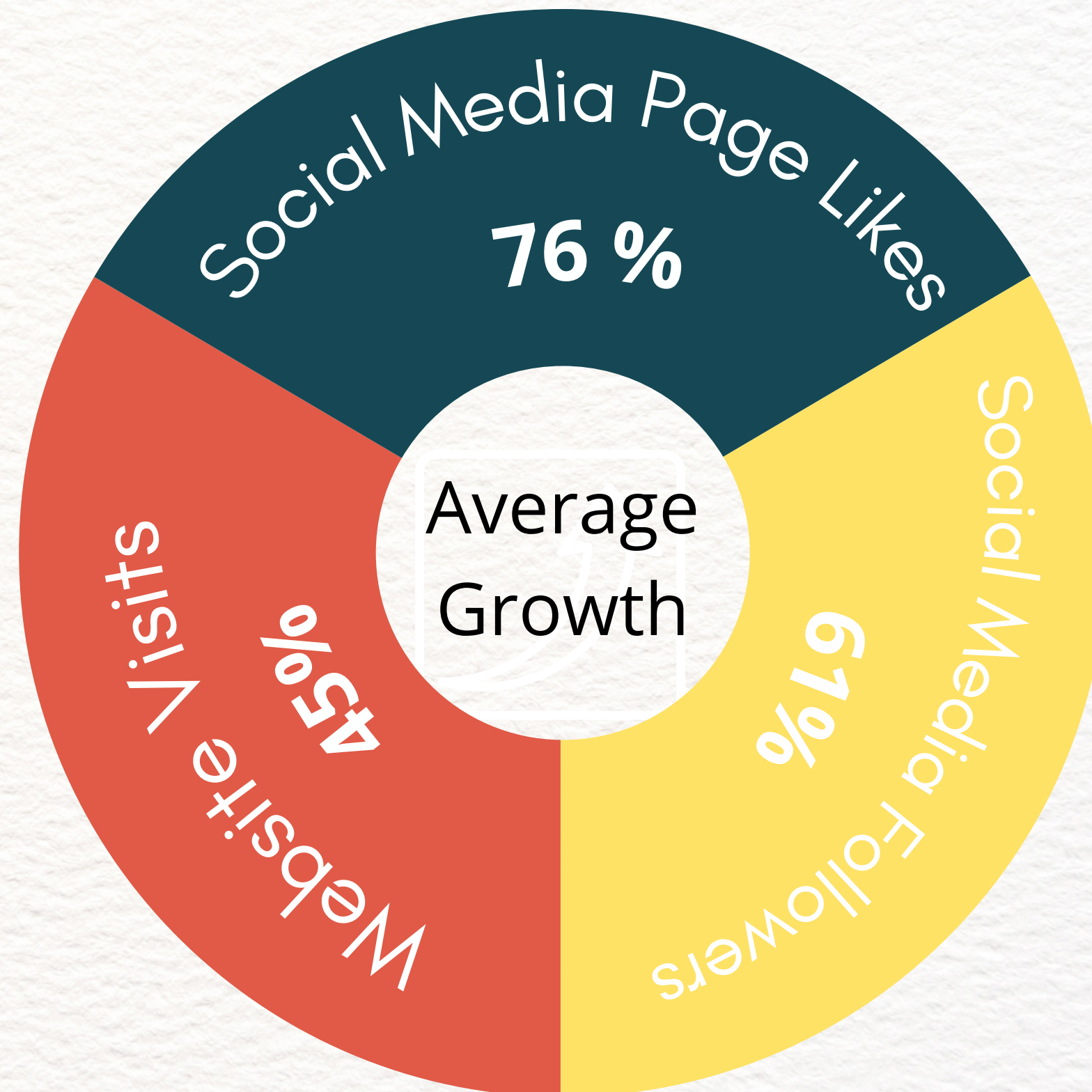
“Boosting” specific branded content on Facebook and Instagram to increase the reach and engagement of the posts, turning them into a “short-term” advertisement. We targeted these boosts specifically to those who may have been interested in the particular topic or product of each piece of content. In addition to these posts and campaigns, Thrive also systematically reviewed all comments and interaction on the company’s social profiles, responding to all questions and continuing conversation initiated by followers.



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RESULTS

- Improved brand Image and awareness about the service and training programs
- Increased Social media likes and followers of platforms such as Facebook, Instagram, LinkedIn and more
- Quality Content Generated
- Increase in the numbers of website visits and online communities
- Quality Leads Gained





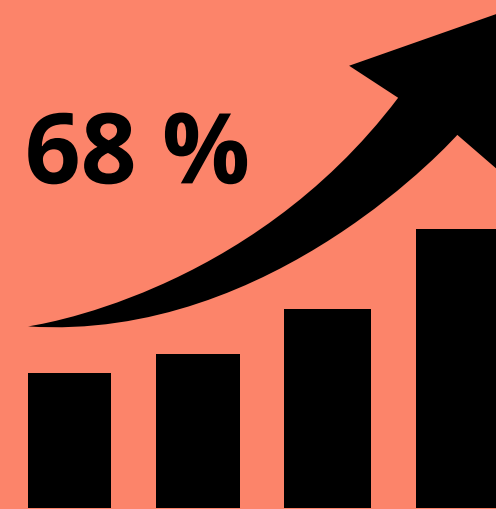
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HIGHLIGHTS

PAGE LIKES

3.5K

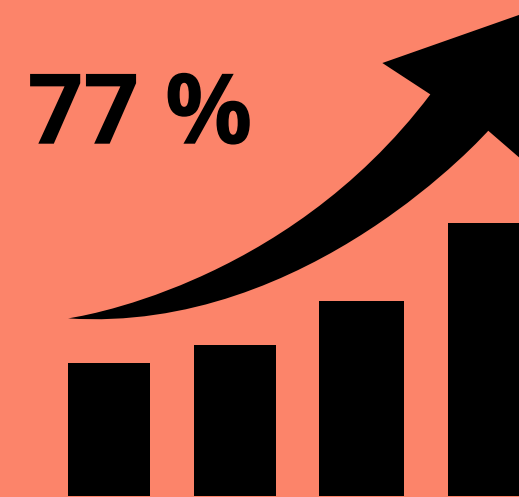
11K



PAGE FOLLOWERS

638

2807





THANK YOU

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