

REACH | 360

DIGITAL MARKETING
CASE STUDY

REI INSTITUTE OF MARTIAL ARTS
www.reiacademy.org

About the COMPANY

Rei Institute of Martial Arts is a Martial Training Institute in Kochi affiliated to Bodhidharma JKS India, one of the only three Indian organization affiliated to Japan Karate Shoto Federation. The institute was opened in Kochi by two passionate martial arts instructors.



Customer REQUIREMENT

The client wants to stand out from competitors and aggressively take the marketing to the next level. Rei Institute of Martial Arts was seeking an agency that could improve its online presence, scale digital marketing efforts and continue to increase business and new registrations.



The CHALLENGE

The challenge was to **capture new student registrations from kid and adults** on website while dealing with competitors and the ever-changing search environment.



The SOLUTION

Reach360 did a comprehensive analysis starting from business analysis, Market trends to competitor analysis. We learnt numerous opportunities throughout their account - all the way through PPC strategy, targeting, bid management, implementing proper conversion tracking and organic optimization.

We implemented contact form and call tracking to measure the success of campaigns. We started off the campaign with search terms that has medium competition and use that data to optimize campaigns for keywords that has more search volume and high competition.

Aside from a number of other improvements, we also expanded to other paid channels like Facebook and started search engine optimization that helped convert website visitors and improve brand awareness & engagement in this market.



The RESULT

The success of the PPC was astounding, resulting in a 4x increase in monthly leads. This continued for 4 months of PPC campaigns. Thereafter the website showed considerable improvement in ranking on Google SERP. After 6 months of SEO and social media optimization, the website showed up on all potential search terms on first page of Google

Organic keywords ranking for the website improved consistently as content were optimized for the keywords, driving significant increase in traffic.

The business is also listing on Google local pack.

<input type="checkbox"/>	Keyword	SERP Features	reiacademy.org	
<input type="checkbox"/>	1. karate institutes in kochi			1
<input type="checkbox"/>	2. karate training in kochi			1
<input type="checkbox"/>	3. martial arts training in kochi			1
<input type="checkbox"/>	4. best karate institutes in kochi			1
<input type="checkbox"/>	5. karate school in kochi			1
<input type="checkbox"/>	6. karate classes in ernakulam			2