



12,388
Website Visitors

2,123,423
Total Impressions

NPTC Group of Colleges

ABOUT

NPTC Group of Colleges is one of the largest providers of further education in Wales, covering 30% of the country's landmass, and with a total of nine campuses stretching from south to north Wales. They provide a variety of qualifications for students ranging from school leavers to adults seeking to learn additional skills.

CHALLENGES

NPTC Group of Colleges wanted to increase the number of enquiries as well as increase the number of converted enquiries for each qualification level (A-levels, apprenticeships, adult learning courses etc.).

SOLUTIONS

The LOCALiQ team created a strategic search campaign to drive potential students to NPTC's website. The campaign was set-up to bring perspective students to their website for all courses and qualification levels.

RESULTS

After 3 months, the campaign generated 432 enquiries. With an average cost per visit of £0.15 and cost per lead of £2.39, NPTC Group of Colleges gained a huge potential ROI as they had an average order value of £4,750.



We are very pleased with the initial results. Education is an extremely competitive environment and LOCALiQ have given us the edge in our sector.