



9.9%

Google Search CTR

194

Suitable Families Converted

81k

Targeted Social Impressions

4.46%

Social CTR

Case Study: Pippa's Guardians

ABOUT

Founded in 1997 by Pippa Hughes, Pippa's Guardians is a nurturing and welcoming guardianship service built on philanthropic values. UK boarding schools require all international students to have a UK resident aged over 25 to be their guardian during school holidays and weekends, to look after them if they are sick, and take care for all of their needs that do not fall under the remit of a teacher. Pippa's Guardians provides that care by connecting international students with their own guardians who will care for the child's non-educational needs and outside of school accommodation. Their aim is to provide international students with the best, most comfortable and positive stay during their overseas study.

CHALLENGES

Our client were initially getting a lot phone calls from parents looking for families to host their children, but didn't have enough families available to host the children for them. Pippa's Guardians were very much needing to drive more credible, suitable and high-quality leads and generate interest from prospective guardians. Pippa's Guardians weren't doing any advertising before they partnered with us, so they were eager to see the value digital advertising and marketing could bring.

SOLUTIONS

LOCALiQ researched and analysed our client's existing online digital presence using our proprietary Grader digital marketing tool. From these insights we decided to curate a targeted Lead Ads campaign across Facebook and Instagram, with multiple placements, alongside a conversion-optimised search campaign that focused on strategic longtail and geo-based keywords.

There was a heavy focus on Client Centre so Pippa's Guardians could nurture and monitor incoming leads, which was assisted by a tailored, customised lead ad form on our client's social campaign.

Facebook Lead Ads:

Using geo-targeting across 50 chosen postcodes, our social campaign drove awareness of Pippa's Guardians to Facebook users who matched our client's ideal customer profile.

The lead ads form allowed our client to filter out the best possible leads to convert to guardians.

Search Engine Marketing:

Our SEM campaign ran across Google and Bing to drive maximum traffic. Our strategic keyword plan brought in 364 leads for potential guardians within 2 months, which our client's area managers could nurture and convert using LOCALiQ's Client Centre.

We applied geo-targeting across 50 locations, changing this to focus on areas where families were needed on an ad-hoc basis.

The campaigns are on-going, starting on 7th March 2021. Our client has been so impressed with our campaigns, they are doing an awareness display campaign with us and have opted to advertise in our luxury print publication, Living Magazine.

“ We have been very happy with the quantity of leads and the conversion is currently about 60% so pleased with that... especially as the leads do seem to be getting better in quality as time goes on. Chris & Ellie have been excellent so far & the clarity as to how much response we're getting had been superb.”