
CRESTMARK STUDIO

Innovative Management Consultants Case Study

www.crestmarkstudio.com

About Innovative MC

IMC, based in Pune, India, delivers tailored training solutions for businesses in the MENA region, US, and UK. Specializing in employee development, leadership, and management training, IMC offers both in-house and online programs.

Their experienced professionals provide engaging, hands-on training focused on achieving tangible results. They are committed to making learning accessible and convenient, ensuring companies stay ahead of the curve.



Project Overview

Innovative Management Consultants (IMC) offers a range of essential healthcare training programs designed to equip professionals with life-saving skills. Their programs include:

- CPR (Cardiopulmonary Resuscitation) Certification
- AED (Automated External Defibrillator) Certification
- BLS (Basic Life Support) Certification
- ACLS (Advanced Cardiac Life Support) Certification

These certifications are crucial for healthcare professionals, ensuring they are prepared to respond effectively in emergency situations. Our target audience for this campaign included healthcare companies, clinics, and hospitals throughout the United States.



Challenges

Underwhelming enrollment rates

Despite their strong reputation, IMC was struggling to convert their expertise into consistent enrollments for HSE programs. Their existing marketing efforts weren't reaching decision-makers, causing a bottleneck in revenue growth.

Inefficient marketing spend

A significant portion of IMC's budget was being allocated to generic advertising channels that were failing to drive high-quality leads. This led to wasted ad spend with little to no tangible return.



Our Solutions

Targeted audience segmentation

We focused on corporate decision-makers in industries needing HSE certifications, tailoring campaigns to high-potential markets in the US, UK, and MENA regions.

Landing page optimization

Revamped IMC's landing pages to highlight program benefits, streamline navigation, and improve conversion rates.

Data-driven ad strategy

Implemented optimized Google Ads campaigns with precise keyword targeting, split testing, and budget reallocation to reduce wasted spend and maximize ROI.



Our Solutions

Localized messaging

Created region-specific ad copy and visuals to increase relevance and engagement with target audiences.

Continuous performance refinement

Conducted weekly optimizations based on campaign data to consistently improve lead quality and cost efficiency.



Select locations for this campaign ?

- ☐ All countries and territories
- ☐ India
- ☒ Enter another location

Locations (5)	Reach ?	ⓧ
California, United States state	49,400,000	ⓧ
Florida, United States state	32,000,000	ⓧ
Illinois, United States state	23,500,000	ⓧ
New York, United States state	33,800,000	ⓧ
Texas, United States state	42,300,000	ⓧ

🔍

Enter a location to include or exclude

Advanced search

For example, a country, city, region, or postal code

^ Location options

Include ?

- ☐ Presence or interest: People in, regularly in, or who've shown interest in your included locations (recommended)
- ☒ Presence: People in or regularly in your included locations

Languages





Google Ads

New campaign



Search for a page or campaign



Appearance



Help



Notifications



Campaign settings

Networks

Google Search Network, Search partners

Locations

California, Florida, Illinois, New York, Texas

Languages

English

Audiences

Healthcare US

Broad match keywords

Off: Use keyword match types

Keywords and ads

Keywords

30 keywords

Ads

5

Budget

Budget

₹220,000.00/day

Campaigns
 Goals
 Tools
 Billing
 Admin

Insights and reports
Campaigns
Campaigns
Ad groups
Ads
Experiments
Assets
Audiences, keywords, and content
Change history

Ad groups

All time Apr 22 - May 22, 2024 Show last 30 days

	type	Impr.	CTR	Cost	Clicks	Conv. rate	Conversions	Avg. CPC	Cost / conv.
<input type="checkbox"/>	● Ad group								
<input type="checkbox"/>	● First Aid and Emergency Medicine	120,000	3%	\$7,200	3,600	5%	280	\$2.00	\$40.00
<input type="checkbox"/>	● Environmental risk assessment	80,000	2%	\$4,000	1,600	4%	64	\$2.5	\$62.5
<input type="checkbox"/>	● cpr/aed certification	150,000	4%	\$10,800	6,000	6%	360	\$1.80	\$30.00
<input type="checkbox"/>	● Basic Firefighting	70,000	3%	\$7,200	3,600	5%	280	\$2.00	\$40.00
<input type="checkbox"/>	● Handling hydrogen sulphide	120,000	2%	\$4,200	1,400	2%	28	\$3.00	\$150.00
Total: All but removed ad groups in your c...		420,000	3%	\$26,200	12,600	5.02%	632	\$2.08	\$41.46

Campaign Success

The Health Safety and Environment (HSE) campaign, encompassing five key ad groups, was a significant success for Innovative Management Consultants. With a total spend of \$26,200, the campaign garnered **420,000 impressions, 12,600 clicks, and 632 conversions**.

By targeting corporate clients for various certification courses such as First Aid, Environmental Risk Assessment, CPR/AED Certification, and Basic Firefighting, we were able to generate an impressive \$1.58 million in revenue. The campaign's high performance, evidenced by a Return on Ad Spend (ROAS) of 60.31, underscores the effectiveness of our strategic ad placements and keyword targeting in driving substantial business growth.

632

Conversions

1.5 Million

Revenue generated

6030%

ROAS



Optimization Strategies

Keyword Refinement

- Strategy: Detailed keyword analysis to focus on high-performing keywords; added negative keywords.
- Impact: Reduced wasted spend, improved targeting, lowered CPA.

Ad Copy Optimization

- Strategy: A/B tested multiple versions of ad copy to determine the most effective messages.
- Impact: Increased engagement and conversions, reduced CPA.

Solution

20%
Reduced CPA

Environmental Risk
Assessment Ad Group:
Reduced CPA from
\$62.50 to \$50.00,
achieving a 20%
reduction.

30%
Reduced CPA

Handling Hydrogen
Sulphide Ad Group:
Reduced CPA from
\$150.00 to \$105.00,
achieving a 30%
reduction.



THANK YOU

For

Your

Attention

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