

# Your future in IT begins now

We help you learn, master and then secure your dream career within IT

FREE TRIAL



## AT A GLANCE

### Challenges

- No PPC strategy in place
- Starting from scratch
- Creation of all copy / creatives and custom landing page
- Small budget

### Benefits

- Average CPL £8.67
- Annual return of £568k new business from £81k spend in 2022

"With no real PPC strategy in place we looked to The Linked People to supplement our current lead gen funnels. Not only were they able to do this they have become our most profitable lead source in only a matter of months - thank you Josh & the team!"



**Jazz Singh**

IT Career Swap

## PPC CASE STUDY

### OBJECTIVES

To establish a new lead gen source for IT Career Swap on Facebook & Instagram - there was no strategy in place and no resources in-house to build this. TLP were given full control over the process including building an optimised for purpose landing page to generate and track conversions. This is for a B2C course provider, selling online IT Training.

### SOLUTIONS

Intensive brand & competitor research to be able to properly design a landing page and creatives whilst remaining within brand guidelines. Starting on a very small budget (£250 a month) - we could only split test a couple of either creatives or copy at a time. However, we still managed to generate £3k revenue in the very first month. Building on this we kept split testing new creatives and copy until we reached a cost per lead we were happy with (just under £10 CPL) in the first few months.

### RESULTS

#### Result One

Small budget was worked around to create a £3k new business revenue in the first month from only £250

#### Result Two

Cost per lead reduced from ~£13 to £10 in first few months, to now £8.67 after 3 years relationship, quality has remained the same

#### Result Three

Over 3 and a half years, we have spent ~£256k and returned ~£1.73m in new business revenue

#### Result Four

Reduced lead spend as a % of new business revenue from 21% down to 14.7%