



Marta Carvalho

Certified Digital Marketing Consultant
Meta Ads and Google Ads

Making Your Goals My Goals!

**HELPING BUSINESS OWNERS GET MORE AWARENESS,
LEADS AND REVENUE WITH PAID SOCIAL.**

MATHNASIUM FULHAM CASE STUDY

AT A GLANCE

Challenges

- Understanding Digital Marketing
- Gaining awareness for their business
- Having regular enquiries about their programmes

Outcome

- Become the go-to maths learning centre in Fulham
- Consistent inflow of enquiries
- High-qualified leads and conversion rates

Dan Tregoning, the owner of Mathnasium Fulham, the Maths Only Learning Center in Fulham, reached out to me for help boosting its centre visibility when establishing his business in 2020.

His business was starting, but he knew how significant having an active online presence would be. Fulham is a residential area with numerous schools with both English and international families, and it was imperative to establish a presence and spread the news of the tutoring services.

Dan's commitment, expertise and focus were on the business's operational and strategic side, and he needed a partner for Digital Marketing.



Marta has been providing me with digital marketing advice for several years. As a small business owner the world of digital and social media marketing is daunting and a bit of a minefield. We have monthly meetings to discuss Facebook and Google Ads strategy, budgeting and advice, during which she is so tolerant of my repeated questions and naivety. Marta is now a much valued member of my team. I cannot recommend her highly enough.

Dan Tregoning

Mathnasium Fulham



Combining an active organic presence on social media and paid social media with Meta Ads and Google Ads allows Mathnasium to be at the top of people's minds regarding Maths Tutoring. We secure awareness of the business and a continuing inflow of new parents looking for tutoring services throughout the year.



SOLUTIONS

Our collaboration began with training the team in Social Media Marketing, setting up essential components, such as their Facebook page and Instagram profile, and providing guidance on enhancing their appeal and engagement.

In the subsequent stage, I took on overseeing their Paid Social efforts. Running Meta Ads and Google Ads simultaneously allows us to reach people in different customer journey phases, sending people to the website and retargeting them with our best offer.

Campaigns must be kept fresh with new offers to maintain interest and relevance and always give a solution to parents' and children's pain points.

Technically, we're using campaign objectives aligned with the business goals and testing broad audiences, interest-based, lookalikes of their emailing list and constantly testing creativity, headlines and text to achieve the intended results.

"She [Marta] is producing good lead numbers from our Facebook campaign alone, and we are just about to launch Google ads. Over the last month, we have seen between **4 and 8 leads per week**. From the FB leads, we have **converted to enrolment approximately 30%**, so it is pretty much in line with the target demonstrating the quality."

Dan Tregoning referring me to other centre owners

CONCLUSIONS:

Having a proven offer and showing that joining Mathnasium is a good investment is where success comes from. Not only do they get results, but children have fun while they are learning in the Centre.

Four years have passed, and it is a pleasure to work with such an active team, being their Digital Marketing Partner, offering Meta Ads and Google Ads on a rolling basis, as well as for three other centres, and supporting them with advice on any other aspect of marketing.

Thank you ,Dan and the Team.

I am happy to offer you guidance and help you achieve your desired outcome, just as I do for my clients on a daily basis.

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