

- Case Study -

How an Immigration Company Tripled Leads in a Year Without Increasing Marketing Spending

About the client

A Canadian company providing immigration services to Canada and assisting companies in the processes involved in hiring foreign workers in Canada.

Working with Felipe was a game-changer. He invested time in understanding our industry and audience, assisting us in developing and executing a detailed and comprehensive marketing strategy. Felipe played a crucial role in structuring our marketing department and operations. In a short period, he not only helped us increase the number of leads but also left a lasting impact on how our team thinks about marketing. I cannot recommend Felipe enough.

G. C.
Founder

CHALLENGES & GOALS

In late 2021, after 15 years in the market, a Canadian Immigration Company approached me. They heavily relied on one paid channel to acquire most of their leads, and they struggled with the fact that many of these leads were not qualified. Additionally, the demand for their services was rising, but their internal teams lacked a clear marketing vision, objectives, and processes. They were unsure about where their marketing spend was going and they wanted to efficiently increase qualified leads and boost sales.

SOLUTIONS

I created a **Marketing Plan based on three main pillars**: (1) Enhancing their messaging and standing out from competitors, (2) Diversifying lead sources while improving current marketing activities, and (3) Setting up their marketing team for success.

- ✓ **Messaging and Differentiation:** Developed new positioning strategies highlighting their strengths.
- ✓ **Conversion Rate Optimization:** Launched a new website with a conversion-centric approach.
- ✓ **Diversification of Lead Sources:** Reduced dependence on Google Ads by efficiently incorporating SEO, event participation, outbound strategies, automation, content development, and retargeting.
- ✓ **Audit Efficiency of Current Tactics:** Reviewed paid ads to reduce inefficient spending.
- ✓ **Marketing Team Reorg:** For all of these to work, we had to increase accountability. So, we restructured the marketing team and set up clear Objectives and Key Results for 2022.

RESULTS



2x



More than doubled the website **conversion rate**



17%



Reduced **Ad Spend** by 17%, reallocating the budget towards other marketing activities



3x



Tripled the **number of leads** from 2021 to 2022 while reducing unqualified leads.