

LEAD**MANAGEMENT****TOOL****A CASE STUDY**

ABOUT

How the lead management tool helped us to increase the number of leads and setup automated responses for events.

CHALLENGE

Hanson Language School has been organizing CELPIP events since January 2020 and conducting registrations online. In Jan 2020, they launched the event without capturing leads & taking registrations through a simple jot form.

No knowledge of who was going to turn up to the event until the day, no follow up Emails and lower attendance.

SOLUTION

With the implementation of the lead management tool in the month of February 2020, we were able to create a FORM on our Hanson Language School website & track registrations which directly populated our database. We promoted the event on social media & third party event websites. We shared confirmation emailers to all registered members through the lead management tool and sent out a follow-up email offering our CELPIP course promotions.

GROWTH & IMPACT



Over 300+ leads
(50% increase in leads) created in the last 2 months (3 events)



190% increase in web traffic
in Feb alone (compared to Jan*)



82% open rate
in web traffic in Feb alone (compared to Jan*)



\$60 spent
on social media promotions



100+ attendees
for our CELPIP events

CAMPAIGN FLOW

How it works

CELPIP ORIENTATION FORM

Date: March 19, 2020
Time: 6:00 pm - 8:00 pm
Presenters: Anna Baxter and Patrick Maccarone
Location: HSL School of Languages, Suite 401, 36 Eglinton Avenue West, Toronto, ON, M4R 1A1

ABOUT THE EVENT:
 Hosted jointly by Paragon Testing Enterprises and HSL School of Languages, this FREE CELPIP and CAEL student orientation will help you decide if CELPIP or CAEL are right for you.

If you are a newcomer to Canada and wish to apply for Permanent Residency or Canadian Citizenship, the Canadian designed CELPIP is a great option for all candidates. If, however, you are looking forward to pursuing post-secondary education in Canada, the CAEL is accepted as part of the English language proficiency requirement of all colleges and universities in Canada.

Join us to learn about how both CELPIP and CAEL work, how they are different from other English tests such as IELTS and TOEFL, and most importantly, gain all the essential insights into how to prepare for these tests from the very experts responsible for designing them. Paragon Testing Enterprises. Brought to you by HSL School of Languages.

REGISTRATION FORM | MARCH 2020

This is a free orientation on CELPIP and CAEL programs organised by Hanson School of Languages.

First Name

Last Name

Email Address

Phone Number

Preferred Language

No. of Attendees

Special Requests & Preferences

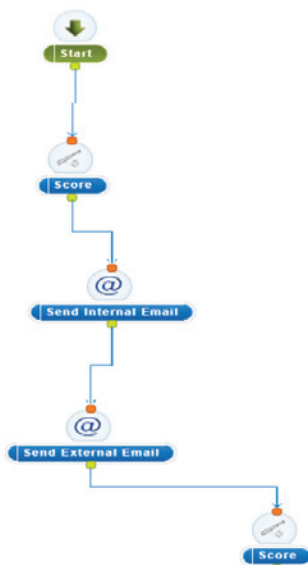
Are you coming from an agency? If yes, which one?

Contacts - 346 Total Sort By: Created Date -

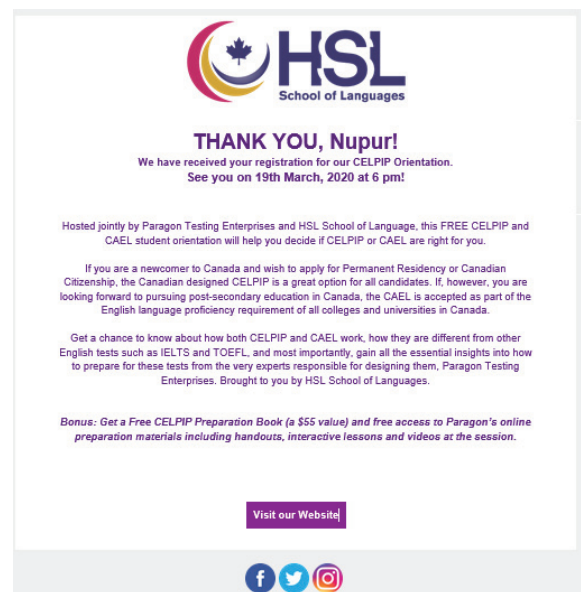
	First Name	Last Name	Email	Tags
<input type="checkbox"/>	Jeongeun	Lee	—	
<input type="checkbox"/>	Usle	Jung	ysopjung@gmail.com	
<input type="checkbox"/>	Dong	Huyhn	donghuyhn2612@gmail.co...	CELPIP Attendee
<input type="checkbox"/>	Rojan	Soltani	royking16@gmail.com	CELPIP Attendee
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<input type="checkbox"/>	QuynhLan	Nguyen	juila.nguyen.humber@gm...	
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<input type="checkbox"/>	Olga	Gagarina	info@canpassgroup.com	
<input type="checkbox"/>	YoungHoon	Seo	blackshang56@gmail.com	

CELPIP Form

Database



Campaign



Emailer