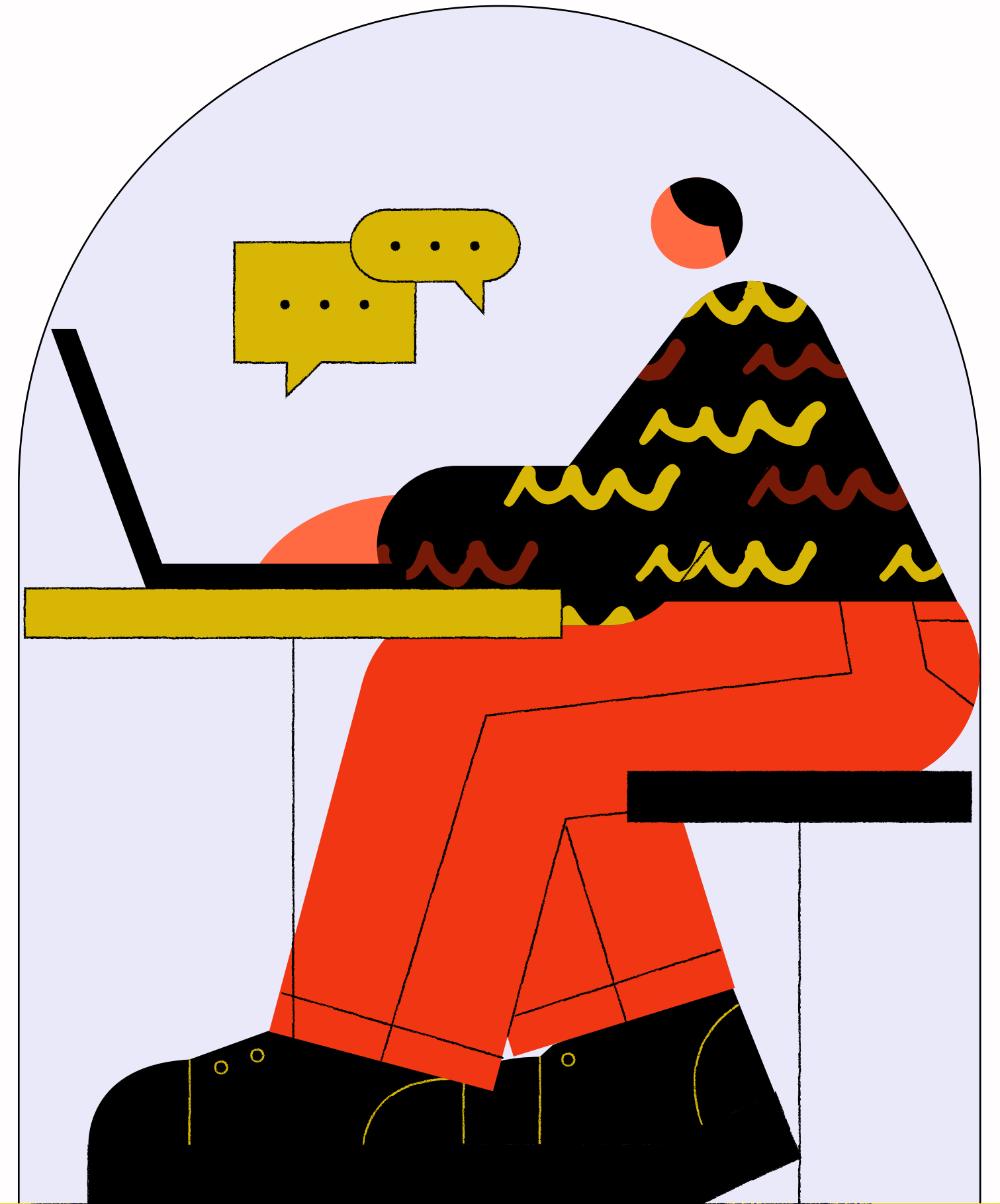


Digital Marketing Report

Performance and Assessment



Report Outline

Insights and highlights
for:



Facebook



Instagram



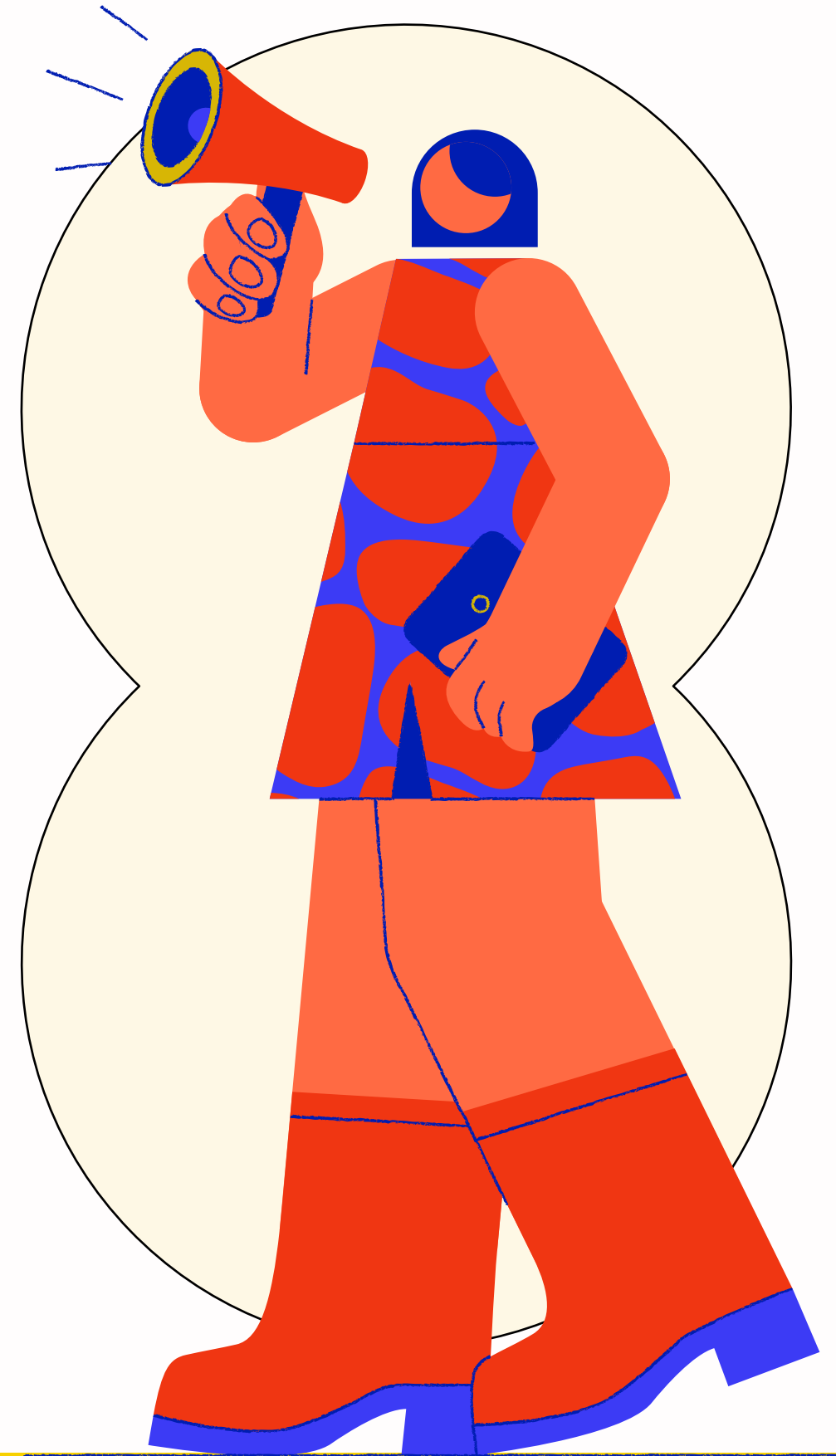
Twitter



LinkedIn



YouTube





Performance Overview for All Social Media Channels

This report provides an overview of the performance of London American City College's digital marketing efforts across all social media channels. The report also includes recommendations for how the college can improve its social media performance.

Key Performance Indicators

- Followers: 5,000+ combined followers across all platforms
- Engagement Rate: 2.5% average engagement rate across all platforms
- Reach: 10,000+ average monthly reach across all platforms

Overall Performance

Marketing Channel	Time Period	Social Media Posts	Audience	Engagement
 Facebook	7 Months	65	3.6k	67,745
 Instagram	7 Months	50	691	17,136
 LinkedIn	7 Months	34	742	2,245

More Insights



21

By Gender

The user base is composed of 65% males and 35% women.

Increased Reach

We have reached 67,745 people on Facebook, 17,136 people on Instagram, and 98,965 people through paid ads.

By Location

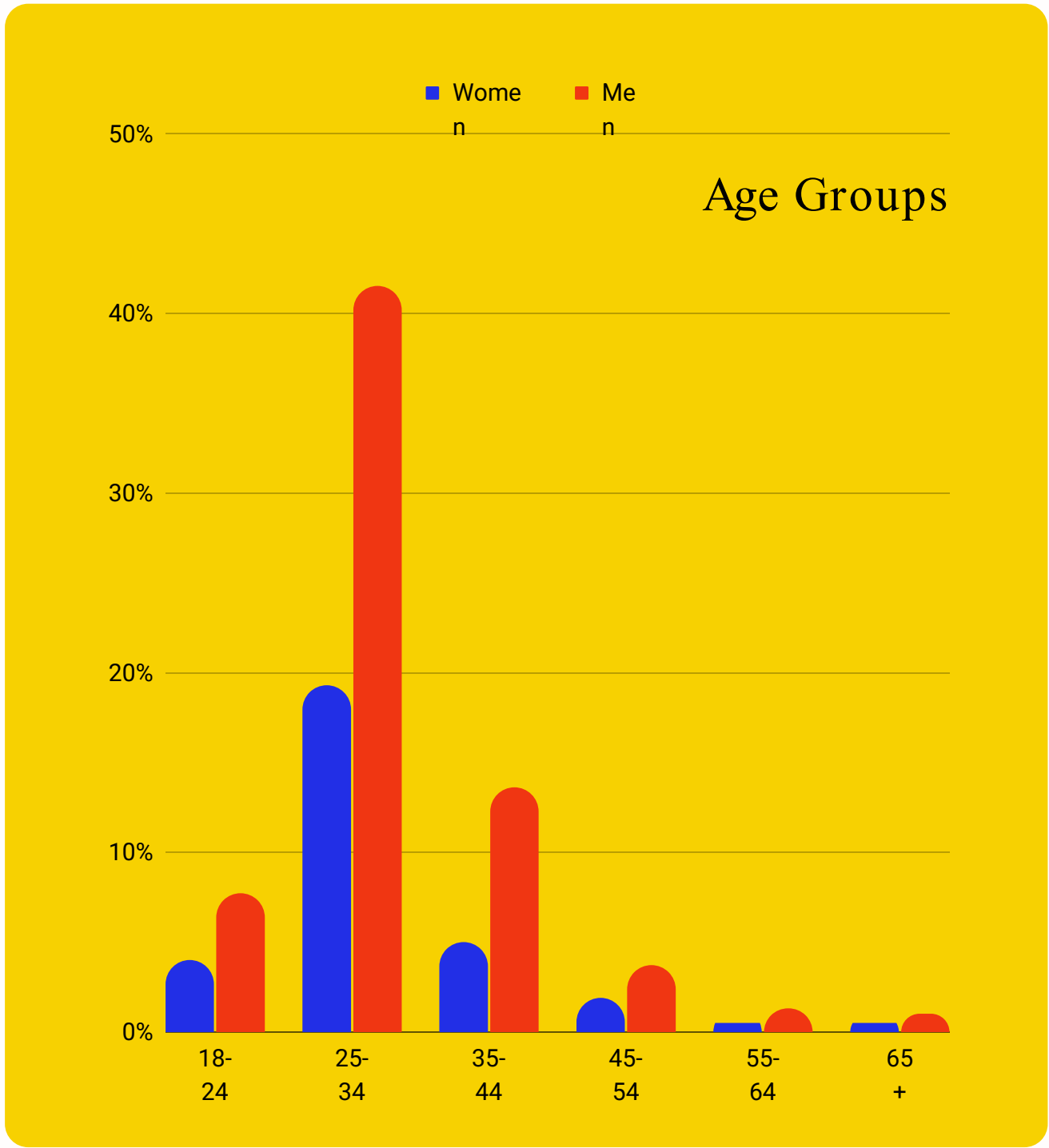
Dubai - 26.2%

Sharjah - 15.2%

Ajman - 4.6%

RAK - 3.6%

Fujairah - 2.7%



Statistics for Facebook

PLATFORM

FOLLOWERS

3.6k

MONTHLY
INTERACTION

14k

436%

MESSAGES

45+

70%

MONTHLY
PAGE VISIT

12k

167%

PAID REACH

99k

100%





Key Campaign

436%

Overall increase in engagement

Previous Quarter

Focused on increasing traffic of websites by doing Search Engine Optimization (SEO).

Did 1 social media campaign as a trail to see the response of the consumers.

Improved SEO for 3 websites mainly:

- lacc.ae
- lacc.me
- londonamerican.university

Current Quarter

Focused on the social media platforms especially Facebook, Instagram, and LinkedIn.

Regularly posted images on social media platforms to increase engagements.

Many successful campaigns were done for both lacc and lauc simultaneously.

Increased brand awareness as well as collected leads.

We Did Campaigns on



laccuae



@laccuae

Our Target Audience

By Location

- Dubai
- Sharjah
- Fujairah
- RAK

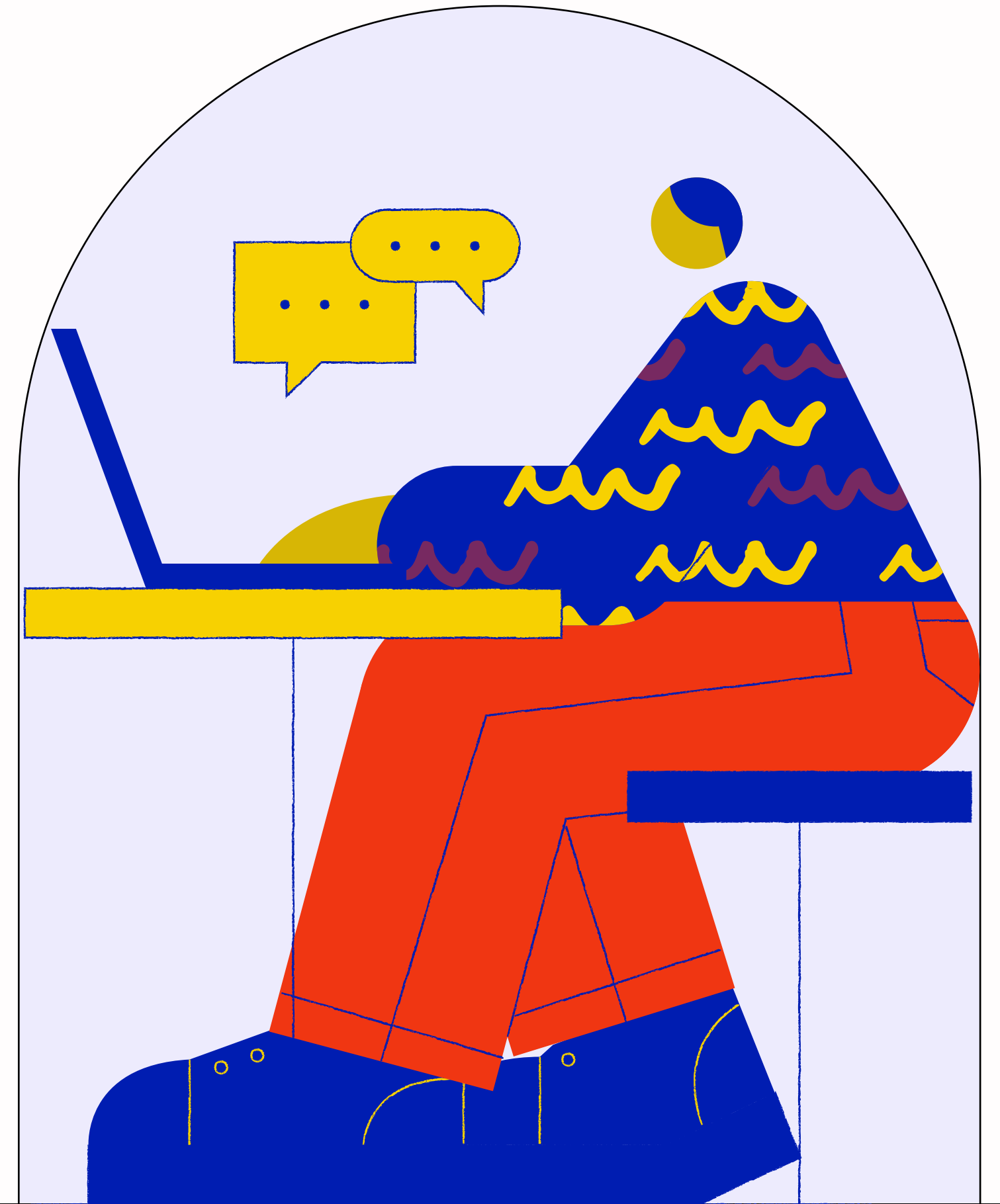
By Age

- 18 to 45

By Interest

- Accounting
- Business
- Business Administration
- Business Development
- Business Travel

- Finance Services
- Human Resource Management
- Information Security
- Information Technology
- Insurance
- Logistic
- Marketing
- Project Management
- Public Relations
- Sales
- Sales Management
- Supply Chain Management



Progress Report (LACC)

Months	Campaigns Leads	Website Leads	Total Number of Leads
May	38	24	62
June	16	16	32
July	61	32	93
August	66	33	99
September	-	25	25
October	17	16	33
Total	198	146	344

Progress Report (LAUC)

Months	Campaigns Leads	Website Leads	Total Number of Leads
May	168	20	188
June	277	27	304
July	1168	60	1228
August	1066	30	654
September	-	9	9
October	170	26	30
Total	2849	172	3021



Overall Performance

What we did right

Audience Growth

Content Plan

New Campaigns

New Channels

Interaction & Feedback

Our Websites

Madonna University



<https://lacc.ae/>

London American
City College



<https://lacc.me/>

College de Paris



<https://lacc.university/>

Euro College



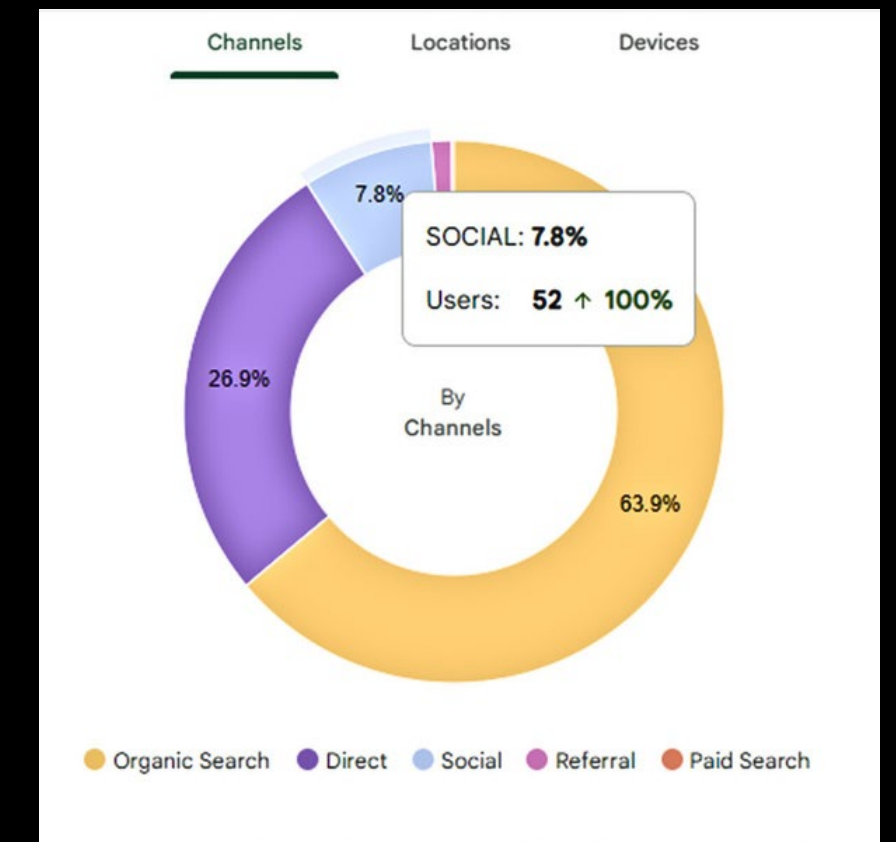
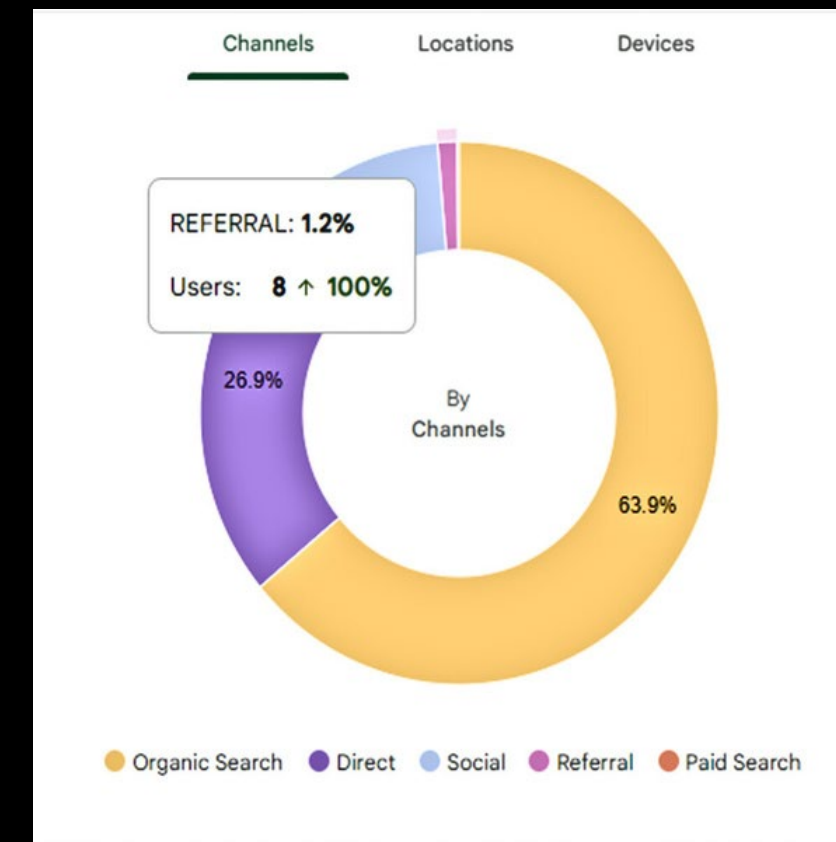
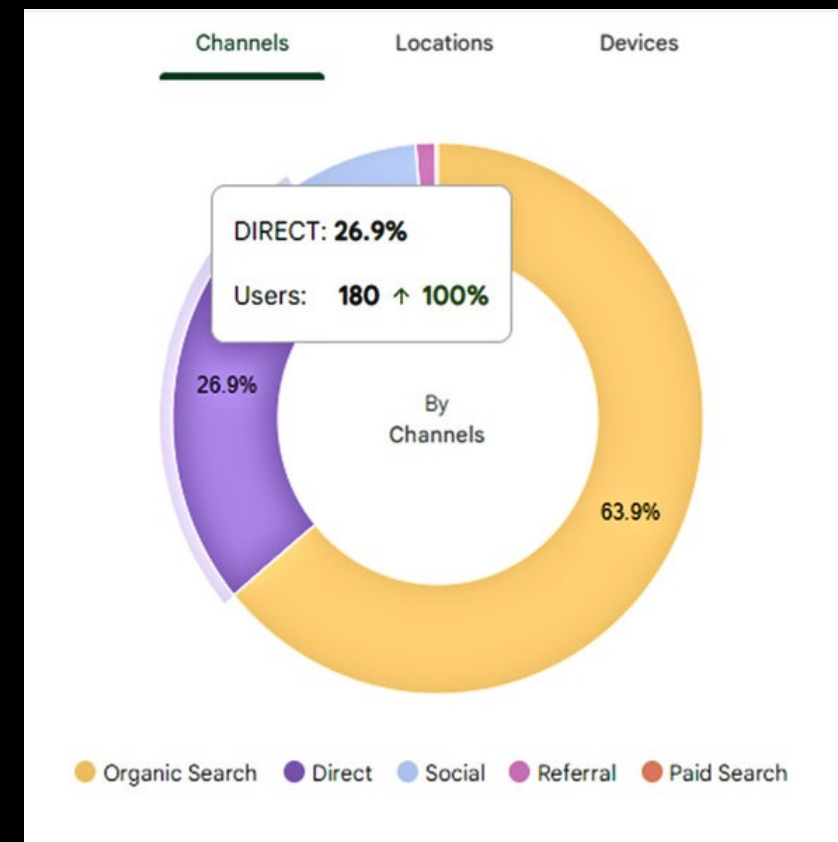
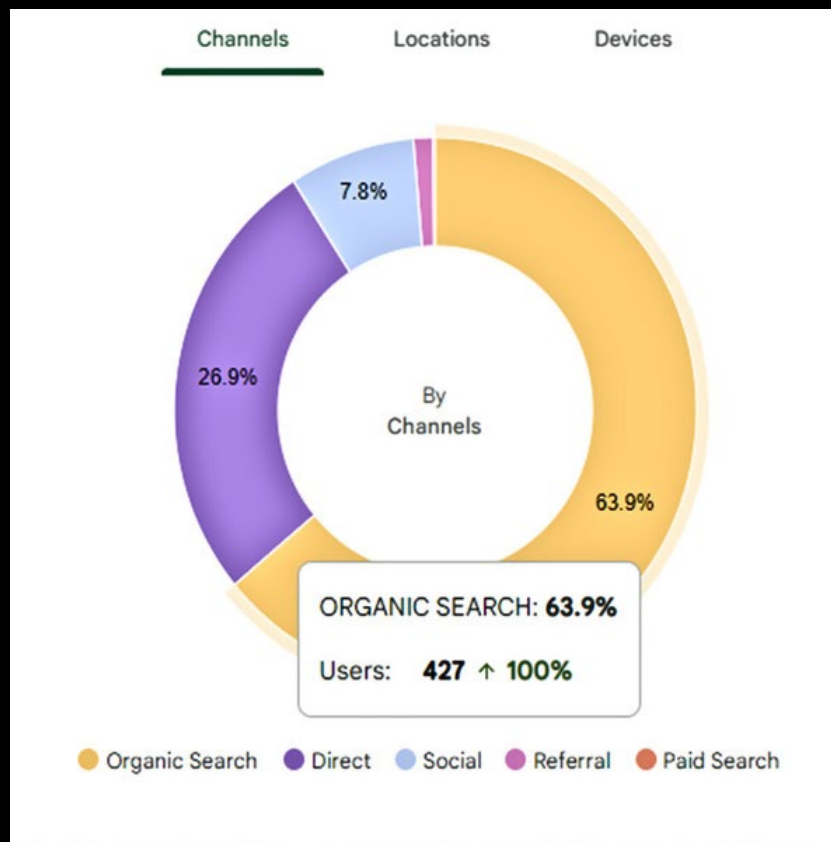
<https://laccuae.ae/>

London American
University College,
Lusaka, Zambia



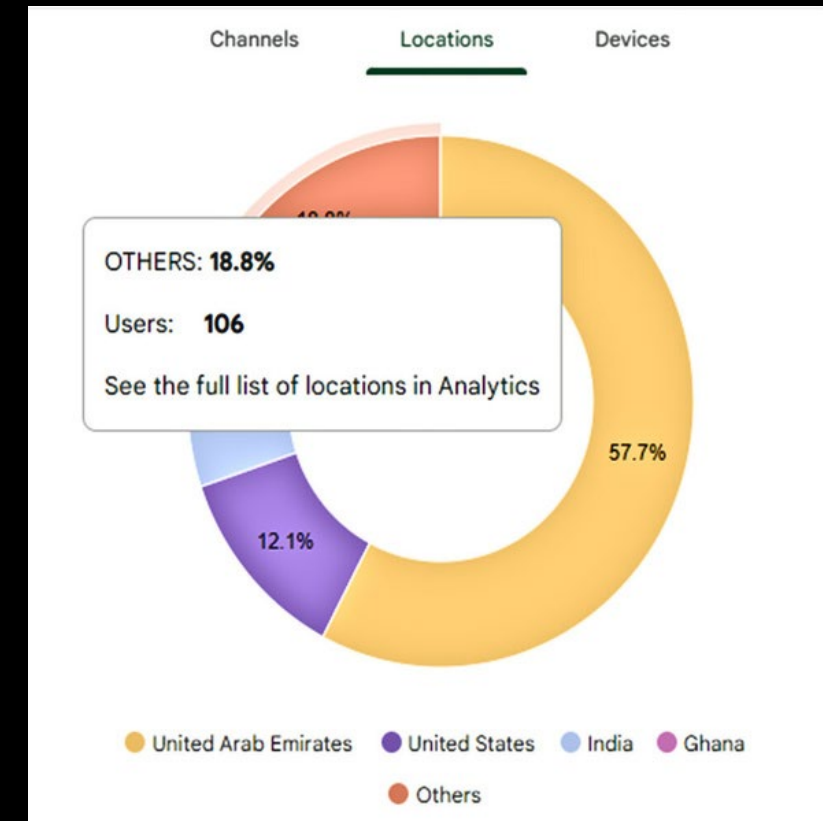
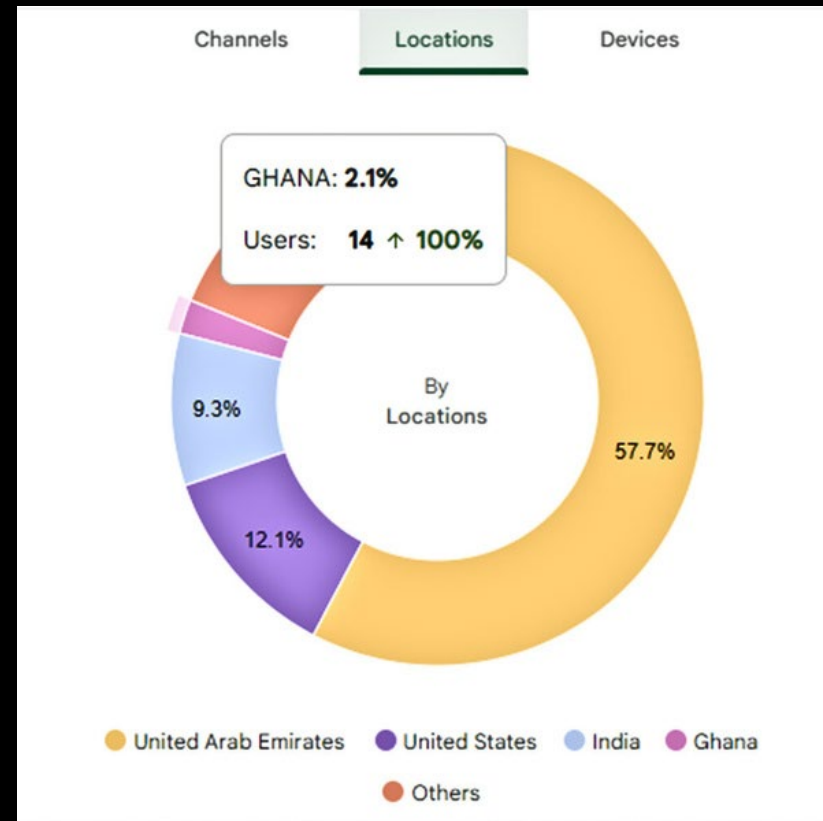
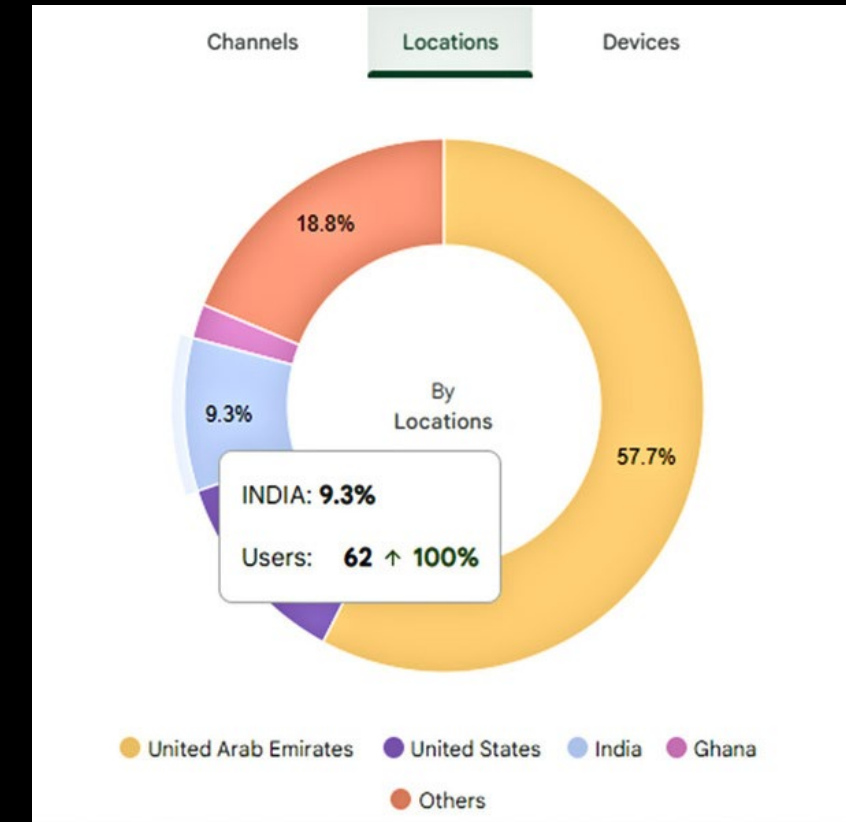
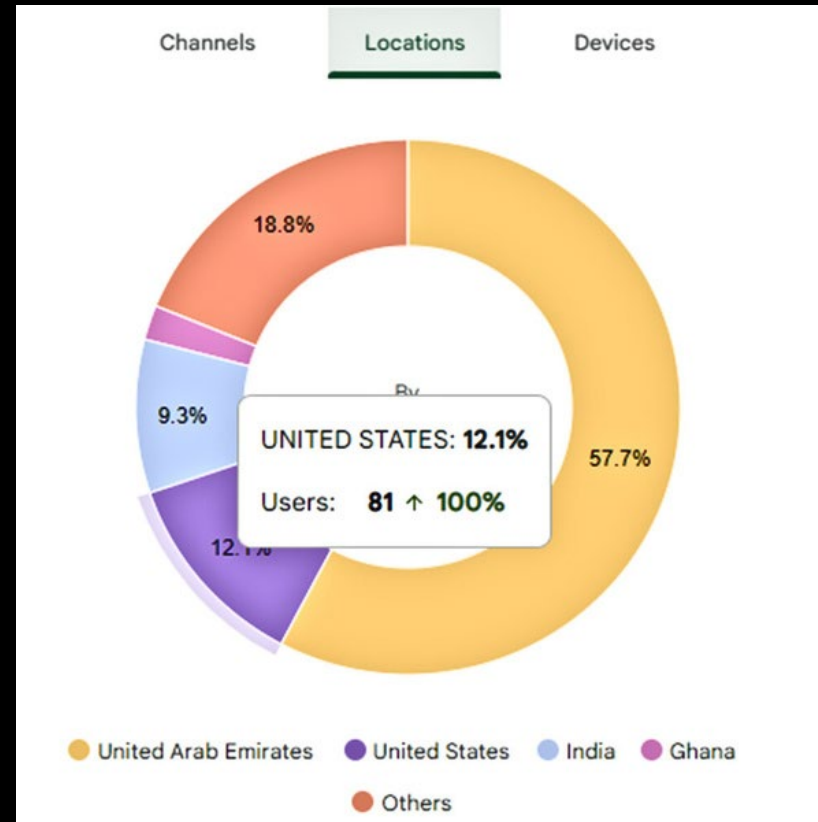
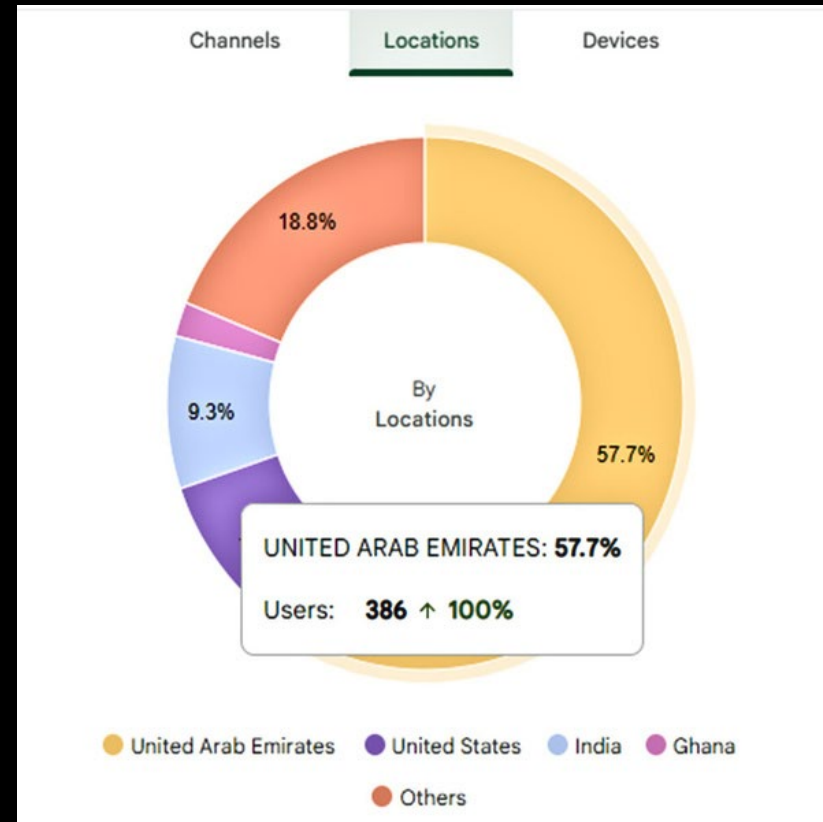
<https://londonamerican.university/>

Website Traffic Growth



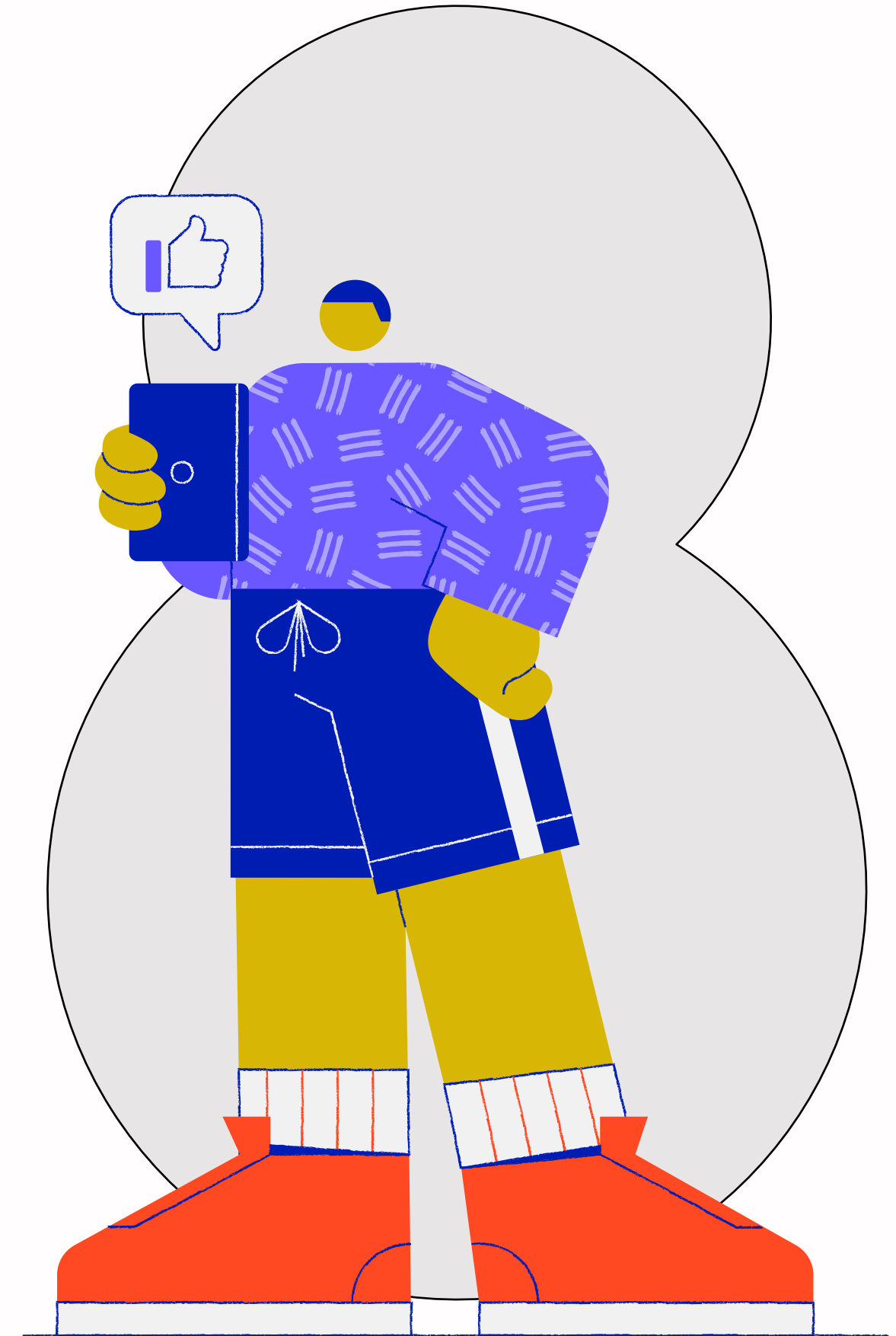
Based on
Channels

Based on Regions



Future Marketing Plans

- **Create and Distribute High-Quality Content:** To create and distribute high-quality content, such as blog posts, infographics, and videos, to attract potential students. This content could be informative and engaging, and it could help LACC to establish itself as an authority in the field of education.
- **Invest in Paid Advertising:** Paid advertising can be a great way to reach a large number of potential students quickly. LACC could use paid advertising platforms, Google AdWords to target potential students who are interested in its programs.





“
Thank You