

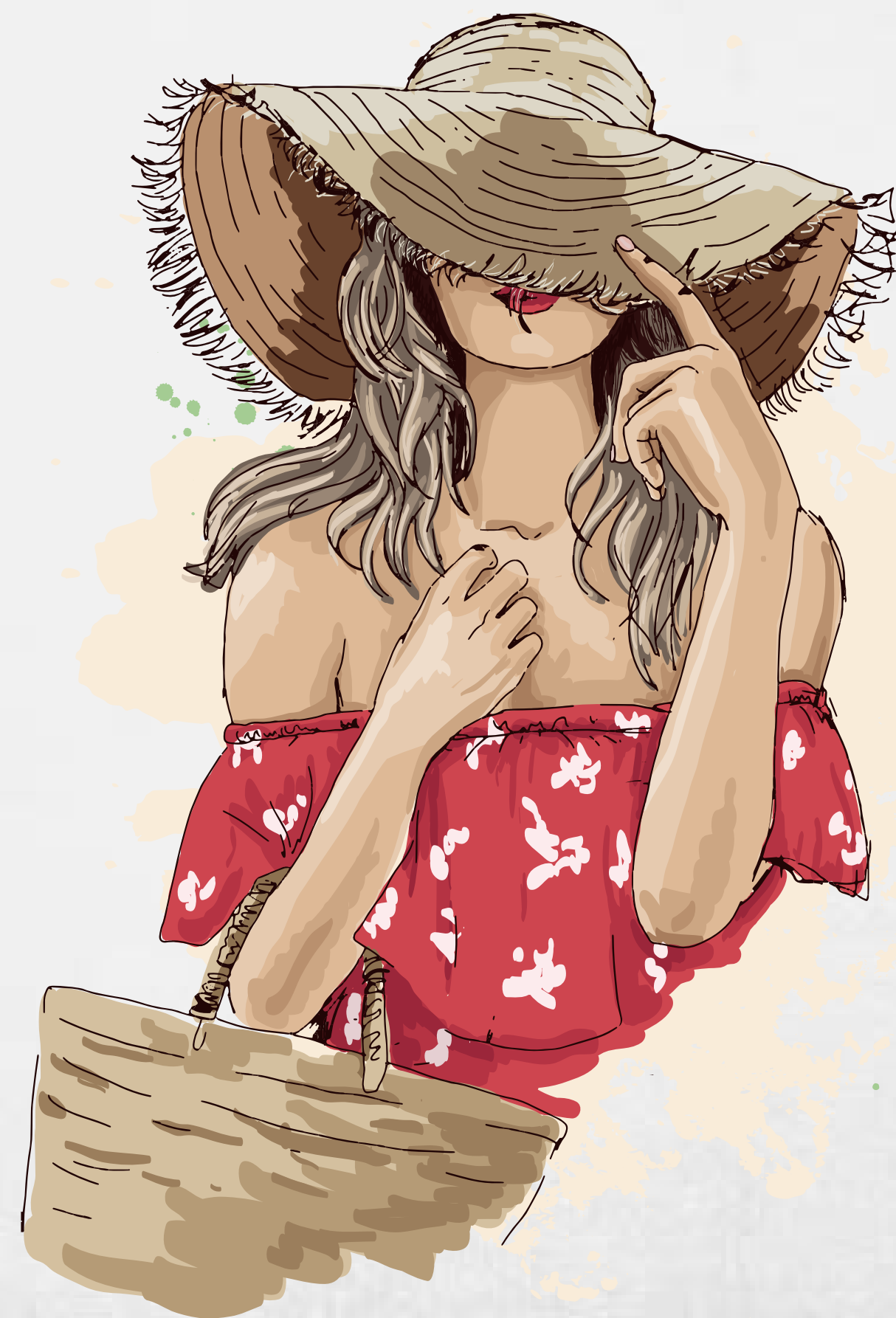


THE COLLEGE *of*  
**FASHION  
& DESIGN**

DUBAI

## CASE STUDY

Lead Generation Campaigns







# ABOUT THE CLIENT

The College of Fashion & Design (CFD) was established with a clear objective to nurture local, regional and international talent in the field of Fashion & Design. We believe in fostering a creative environment that enables our students to express themselves and unleash their potential.

Being the first accredited college, focusing primarily in the field of Fashion and Design, CFD aims to become the choice destination for Fashion Education in the GCC and beyond by providing all of their students with tutelage from exceptional faculty, access to state of the art facilities, international and regional exposure through industry collaborations and interaction with designers and most importantly, a safe and supportive environment.





# OBJECTIVES:

- To grow the online presence for CFD using strategic solution.
- Get maximum results from the existing marketing campaigns.
- Get better conversion from the leads being generated.

# OUR SOLUTION:

We successfully integrated HubSpot in their overall marketing activities. From creating marketing emailers, to creating automated workflows based on various actions/triggers by the prospects/leads.







## WE HELPED THEM TO IMPLEMENT THE FOLLOWING:

- Online Admission Process
- Lead Qualification & Scoring
- Lead Nurturing through various Automated Workflows

## RESULTS WE ACHIEVED OVER A YEAR:

- **%725 increase in subscribers**
- **%262 increase in leads**
- **%150 increase in marketing qualified leads**
- **%175 increase in the customers**





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