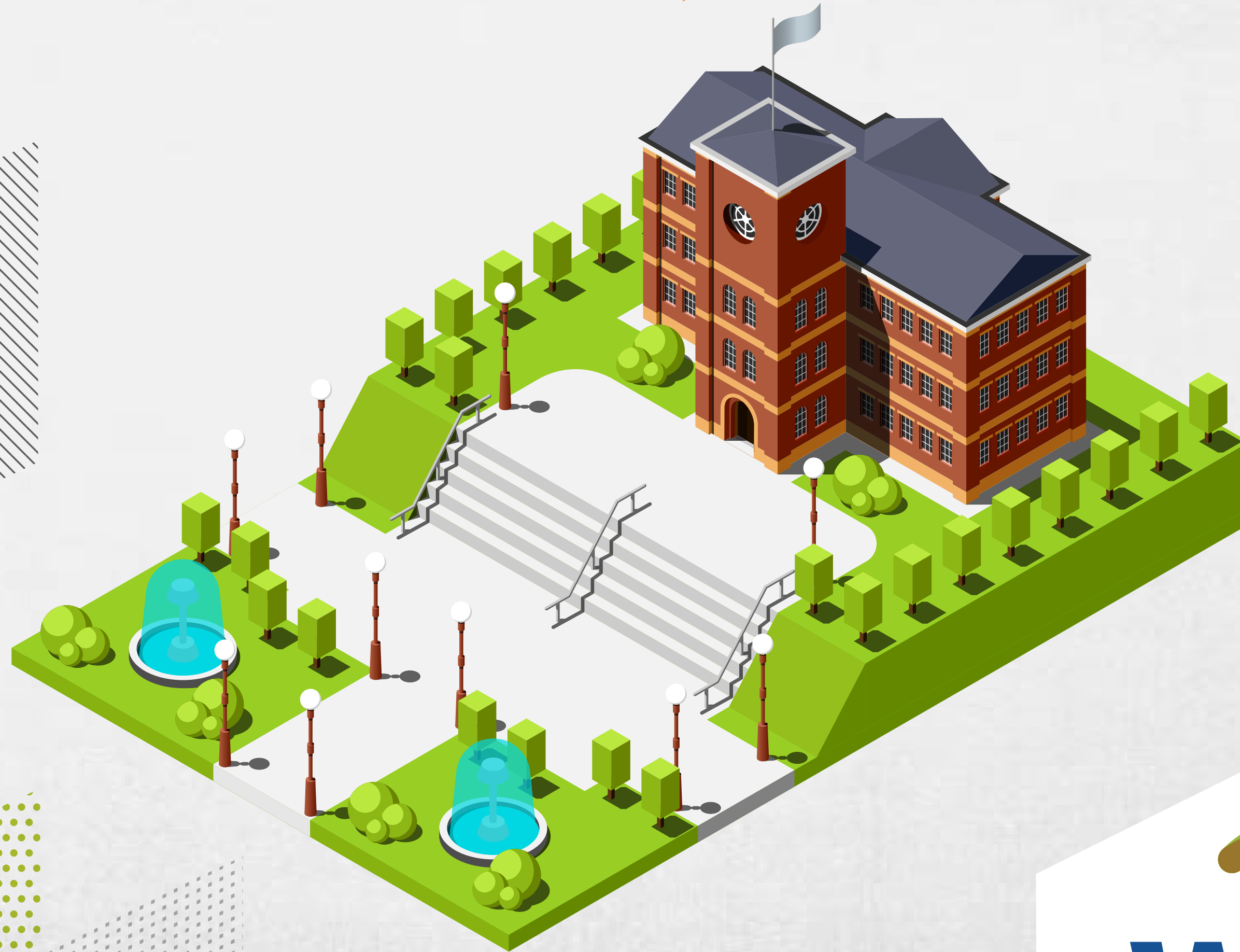




**MANIPAL
UNIVERSITY**
DUBAI CAMPUS

CASE STUDY

Lead Generation Campaigns





ABOUT THE CLIENT

Manipal Academy of Higher Education, Dubai is a branch campus of Manipal Academy of Higher Education, India, the largest private university in the country enrolling over 25,000 students across 23 disciplines.

Manipal Academy of Higher Education established its presence in Dubai, UAE in the year 2000. At present, Manipal Academy of Higher Education, Dubai enrolls over 1,500 students from 26 nations across the globe and is an Indian multi-disciplinary university in the region.

THE ASK:

Create awareness about data science program offered by Manipal.

Generate more interest and get leads of students interested in the course.

**LOVE SOLVING PROBLEMS
WITH DATA AND TECHNOLOGY?**



**JOIN MAHE DUBAI'S
PG DIPLOMA PROGRAM
IN DATA SCIENCE**

SWIPE UP TO REGISTER

**Forbes
HIGHER
EDUCATION
AWARDS
2019**

MANIPAL
ACADEMY of HIGHER EDUCATION
DUBAI CAMPUS
(Deemed to be University under Section 3 of the UGC Act, 1956)

**MBA PROGRAM IN
GLOBAL BUSINESS**



**BECOME A STRATEGIC
BUSINESS LEADER
WITH MAHE DUBAI'S**

ADMISSIONS NOW OPEN!

**Forbes
HIGHER
EDUCATION
AWARDS
2019**

MANIPAL
ACADEMY of HIGHER EDUCATION
DUBAI CAMPUS
(Deemed to be University under Section 3 of the UGC Act, 1956)

MANIPAL
ACADEMY of HIGHER EDUCATION
DUBAI CAMPUS
(Deemed to be University under Section 3 of the UGC Act, 1956)



**A GLOBAL PROGRAM
FOR THE LEADERS
OF TOMORROW**

MBA GLOBAL BUSINESS

APPLY NOW

Manipal Academy of Higher Education - MAHE, Dubai
Sponsored · 🌐

Become a Data Scientist with Manipal's PG Diploma Program. Seats Filling Fast. Admission Open For Sep 2019!



MANIPAL
ACADEMY of HIGHER EDUCATION
DUBAI CAMPUS
(Deemed to be University under Section 3 of the UGC Act, 1956)

BECOME A DATA SCIENTIST

**UPGRADE YOUR IT CAREER
WITH A PG DIPLOMA IN DATA SCIENCE**

APPLY NOW

MANIPALDUBAI.COM

PG Diploma in Data Science

Upgrade your IT career with a PG Diploma in Data Science.

Ps Imran, Faisal Bin Basha and 13 others · 1 Comment

Like · Comment

Manipal Academy of Higher Education - MAHE, Dubai
September 9, 2019 · 🌐

An insightful session at #MAHEDubai campus on "Why Choose Data Science as a Career?" with our expert speaker Dr. Ramesh Babu, an IIT Bombay graduate with over 23 years of professional IT industry experience. Become a Data Scientist today with #MAHEDubai's PG Diploma in Data Science! Admissions closing soon.



OUR SOLUTION:

Used a combination of Social Media & Offline Activity. Inviting Students to participate in Data Science Meetup where a scholar presented benefits of Data Science Course.

CAMPAIGN SUMMARY:

- **Number of Events: 2**
- **Total Impressions – 220,477**
- **Total Leads – 235**
- **Total Event Turn Up – 45**
- **Total People Signed up for the course: 12**

#MAHEDubai



Evening Program | Weekend Program



LetsTalk

+971 4 321 0710

UAE - USA - INDIA

www.wisoftsolutions.com