



# DEVAM'S MUNIMJI

Teaching • Training • Placement

*“Aadiguru implemented a 360-degree digital marketing strategy for Munimji, from revamping our website design and structure, to marketing it in front of the right audience, Aadiguru exceeded our expectations and helped us achieve unbelievable results. Hats off to the team Aadiguru.”*

*- Jigar Sir, Founder Munimji*

## CHALLENGE

A well-designed website and a solid marketing plan is crucial for the success of any accounting training institute. Munimji aims to train and educate students in the accounting field, and offer 100% job opportunities. The major reason why Munimji approached Aadiguru was the lack of website traffic and potential leads. They used to receive fewer inquiries. Therefore, ensuring their firm’s website receives the maximum possible leads was one of our main objectives of their marketing strategy.

10%

Increase in Monthly  
Website Leads

117%

Increase in Sessions  
YoY

80%

Increase in Social Media  
Followers



## MUNIMJI

### CHALLENGES:

- Website design needed an improvement
- High website traffic was needed
- Target new customers
- High local visibility

### ABOUT MUNIMJI

Munimji is an accounting training institute that aims to provide the accounting industry with skilled professionals. Munimji teaches, trains and offers 100% job placement opportunities to students on completion of B.Com, M.Com and BBA degrees. Until today, the firm has trained over 2500 students and offered placements to over 1000 students.

Munimji offers various courses in the commerce stream, such as accounting, taxation, marketing, sales and HR along with offering tuition to 11th, 12th, B.Com, M.Com and BBA students. They also offer specialized GST training, helping students stay on the top of the tax reform. The firm has a huge experience in assisting students to achieve excellence and excel in their career.

### THE CHALLENGE

Digital transformation is as important for accounting firms as any other business. However, many firms often overlook the advantages of digital marketing for their website. Just like other things, students also search for training institutes online. Accounting firms must adopt strong digital strategies in order to keep up with the fast-paced digital world and get noticed.

When Munimji approached us, they used to receive only 7 to 8 leads per month. Their main priority was to get more traffic to their website. We began with a thorough website and SEO audit. The report concluded that the website was not optimized and many important elements, such as contact form, influential call-to-actions and client testimonials were missing.

Moreover, the site was not SEO-friendly. Meaning, both on-page and off-page elements were needed to be optimized. Optimizing the website for SEO increases the search engine rankings and brings more relevant traffic to the website. Munimji also did not have a Google My Business page, which is an important component if they wish to target students in the surrounding area.

Furthermore, their social media channels were not optimized. There was a lack of consistency in information, content, posting and aesthetics. Thus, for Munimji, it was essential to revamp the entire site and implement full-fledged marketing strategies that increase its visibility on the search engines and bring more leads.

## AADIGURU CUSTOMER STORY

### **SOLUTION:**

- Optimized website design and structure
- Developed a robust keyword optimization strategy
- Executed search engine optimization
- Created Google My Business listing
- Set up social media profiles
- Implemented paid ads

### **THE SOLUTION**

First of all, we did a website audit to understand its strengths and weaknesses. After analyzing Munimji's homepage, we recommended an investment in optimizing the website design. Revamping website design includes adding intuitive navigation, well-thought course pages, clear call-to-action buttons, video testimonials and detailed contact information.

Next, we worked on search engine optimization so search engines can crawl and index the website. Since the accounting field is overcrowded and keywords are common across many firms, we pitched special keywords that delivered incredible results. We then optimized on-page factors, such as content optimization, internal linking, page speed, creating unique titles and description.

We also submit their accounting training institute to Google My Business along with adding valuable information, such as office location, hours of operation, ratings, and photos. That means when any student from the local area searches for the accounting training course, their institute shows up at the top.

Then, we created a social media marketing strategy for Munimji. We followed a consistent approach, from maintaining critical information, such as name, address, and phone number, to regular posting and using the same tone of voice and aesthetics across all the channels, we made their business recognizable to gain the attention of their target audience.

We took it a step further by setting up the paid ad campaign. To advertise Munimji to a wider audience, we incorporated numerous advertising channels, such as paid social media marketing, Google Display ads, search ads, PPC marketing and remarketing into overall strategy.

After following a 360-degree marketing approach for a few months, they gradually started seeing measurable results. Presently, Munimji receives about 70 to 80 leads every month.

### **RESULTS**

Our robust SEO strategy for JantaManch delivered dramatic results.

- 10% Increase in Monthly Website Leads
- 117% Increase in Sessions YoY
- 80% Increase in Social Media Followers

