PERNO DIGITAL

PERNO DIGITAL

Omni channel approach to Digital marketing and advertising with a focus on increasing traction, conversions and generating greater brand loyalty.

ABOUT US

At Xperno Digital, we specialize in digital marketing for the education sector, helping universities, coaching institutes, e-learning platforms and training academies grow their online presence and attract the right students.

With a data-driven approach, we craft SEO-optimized websites, high-converting ad campaigns, engaging social media strategies and result-driven performance marketing to enhance student enrollments and brand visibility.

Our team of marketing experts and education specialists work together to ensure institutions stand out in the digital space.

PERNO DIGITAL

Our Service Offerings

- Social Media Marketing – Engage, grow and convert your audience with strategic social media campaigns.
- Local SEO – Boost your local visibility and attract nearby customers with optimized local search strategies.
- Website SEO – Rank higher, drive traffic and increase conversions with expert website SEO optimization.
- Performance Marketing – Maximize ROI with data-driven paid campaigns for targeted growth and results.

PERNO DIGITAL

Social Media Marketing

Coverage

- Platforms: Facebook, Instagram, Twitter, Pinterest, Quora, YouTube
- Competitor analysis
- Creating graphics for social platforms
- Sharing of post and blogs
- Social Media Page Management and Optimization
- Increase social media engagement organically
- Timely Analytics and Data Reporting
- Influencer Outreach
- Increasing Brand Awareness
- YouTube Channel Marketing: Increasing views and subscribers

Planned Activities

FACEBOOK

- Trending Hashtag research
- Post Sharing In Groups
- Facebook story creation and posting
- FB Cover Image Creation And Upload
- Increase Page Likes
- Video posting and Sharing(Provided By Client)

INSTAGRAM

- Instagram post, reels and story creation
- Targeted Instagram Followers
- Comments & Likes Management [Engagement Strategy]
- Instagram Analytics Monitoring

PINTEREST

- Board Creation
- Post Creation and sharing

TWITTER

- Targeted Twitter Followers Increase
- Retweets
- Cover Photo Creative and Upload
- #Hashtag Trend Research
- Twitter Analytics Monitoring

LINKEDIN

- Company Page Follower Increase
- Sharing on relevant Group

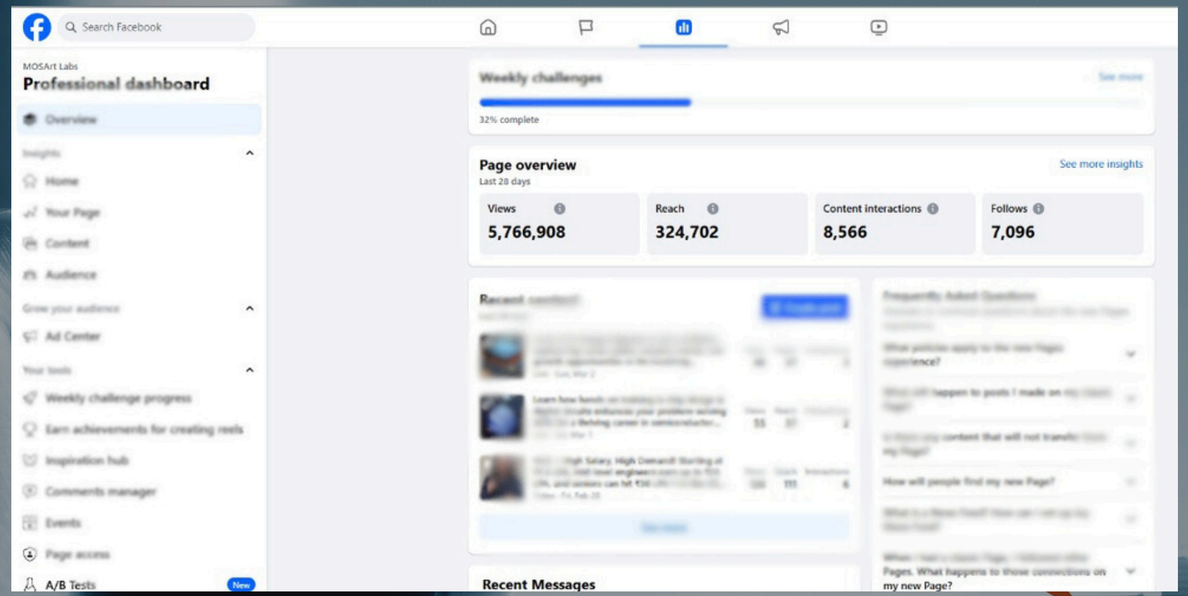
YOUTUBE VIDEO PROMOTION

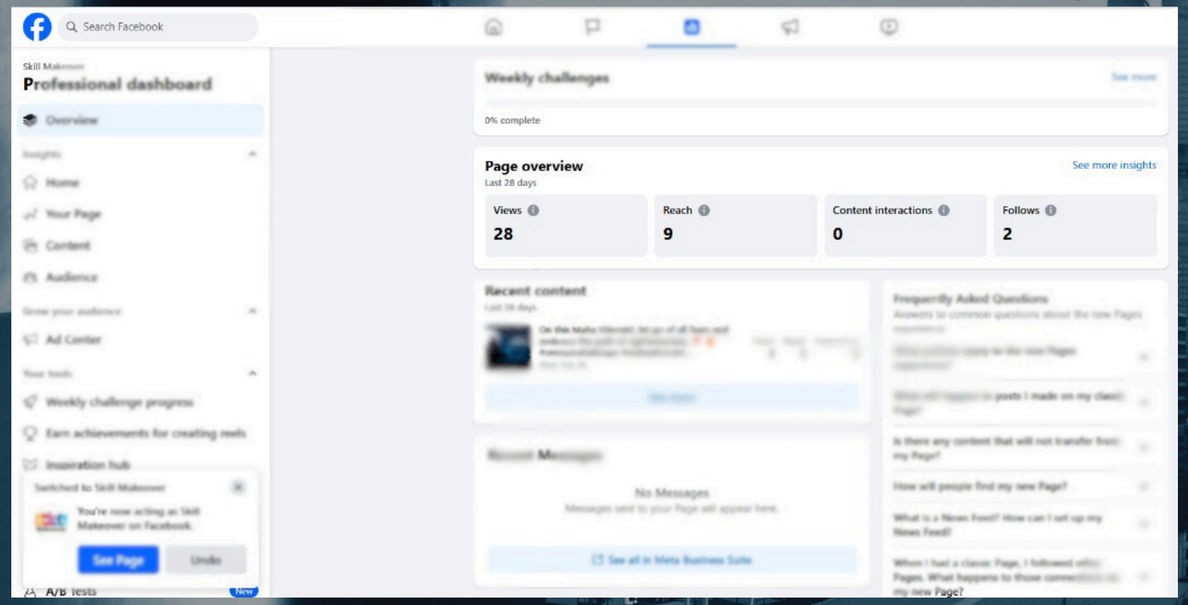
- Video Search Optimization
- Video Views, Likes and Subscriber increase

Specific Deliverables

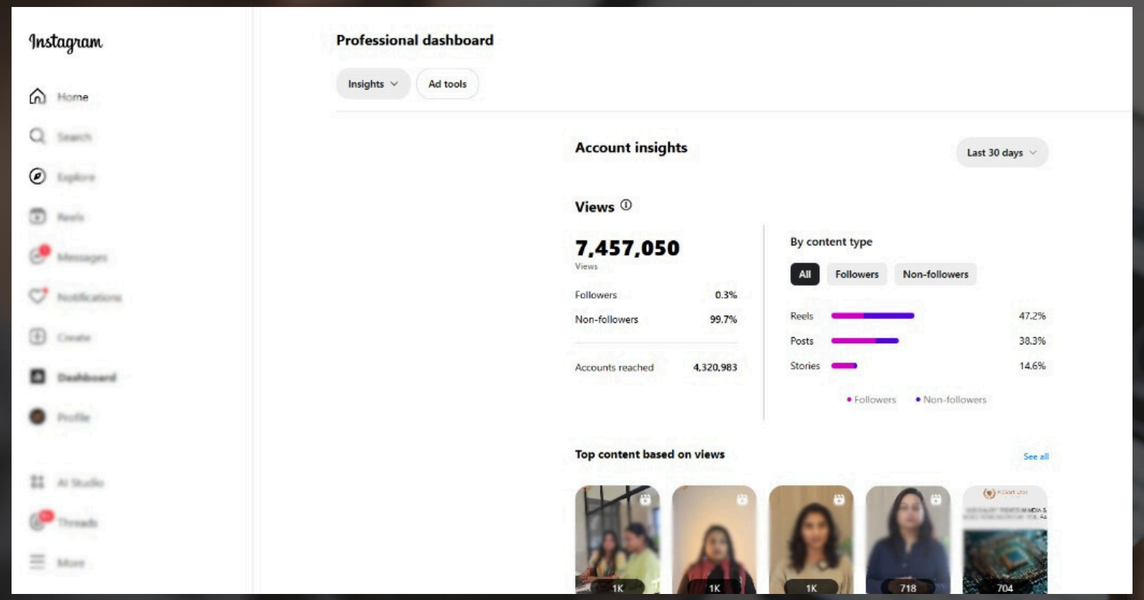
- Regular Content Posting: Manage One social media post daily from Monday to Friday, including images, special offers, reels, and stories.
- Engagement and Outreach: Increase reach by sharing posts in relevant groups and through targeted social media advertising.

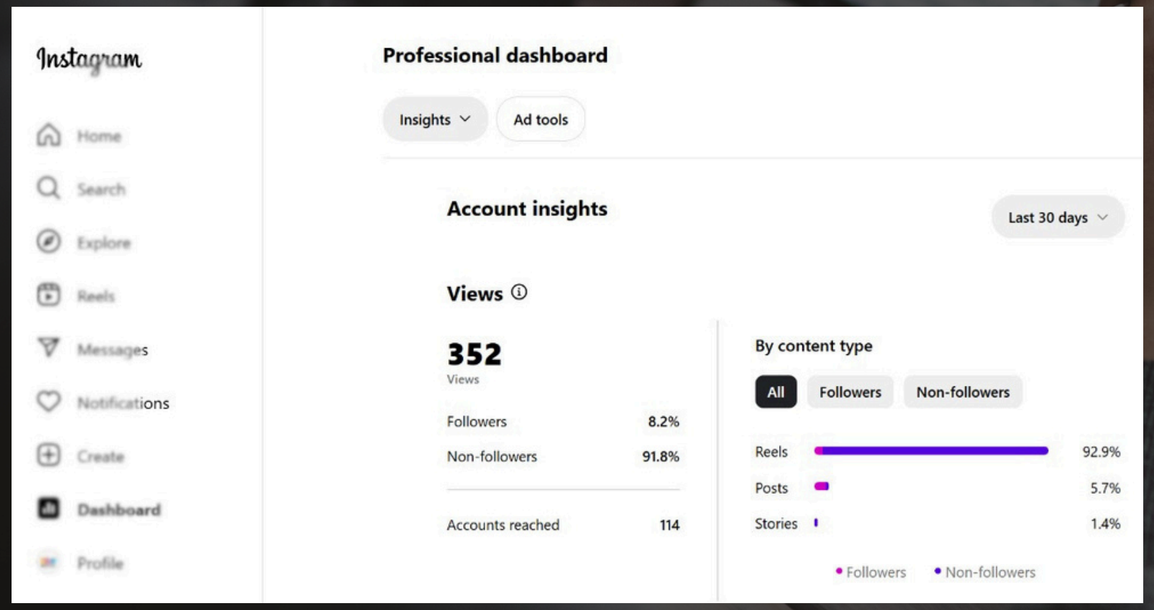
FACEBOOK REACH





Instagram Outcomes





Local SEO Coverage

Objectives

- Rank higher on google local search
- get more reviews and ratings
- improve user experience
- Reach New patients

Planned Activities

- Google business profile optimization and maintenance
- Local citation building
- Near me keyword targeting
- Ratings and review management
- user experience analysis
- Competitor analysis

Specific Deliverables

- Google My Business Optimization: Enhance the Google Business Profile to rank within the top 3 search results for relevant local keywords, aimed at attracting local leads.

- Daily Updates and Offers: Post daily updates and promotional offers on the Google Business Profile to engage potential leads and improve local SEO.

Website SEO

Objectives

- Rank higher on search engine (Google, Bing and Yahoo)
- Improve website's domain authority
- Improve website's page authority
- Increase website traffic

Deliverables

Technical SEO

- Keyword Research and Strategy
- competitor analysis
- Content optimization
- Content creation
- Website audit

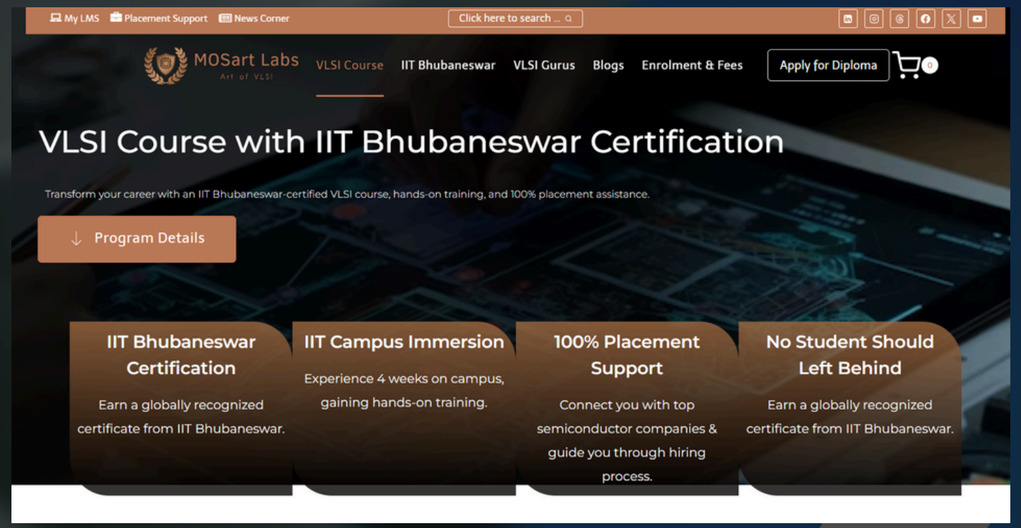
On-Page

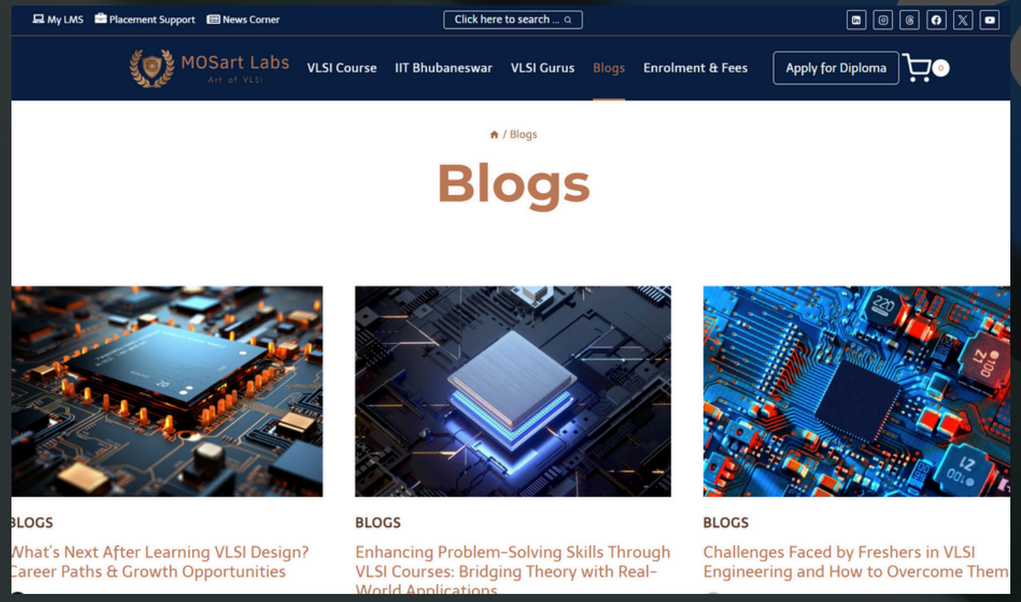
- Meta Tag Optimization
- Heading Tag Optimization
- Cannibalization
- Canonical Tag
- Schema Implementation
- Content Optimization
- Alt Text Optimization
- Image Optimization
- Internal and External Linking
- Keyword Optimization

Off-Page

- Guest post outreach
- Blog submission
- SBM submission
- Classified submission
- Image Submission
- PPT & PDF Submission
- Profile Submission
- HARO Backlinks
- Wikipedia Links

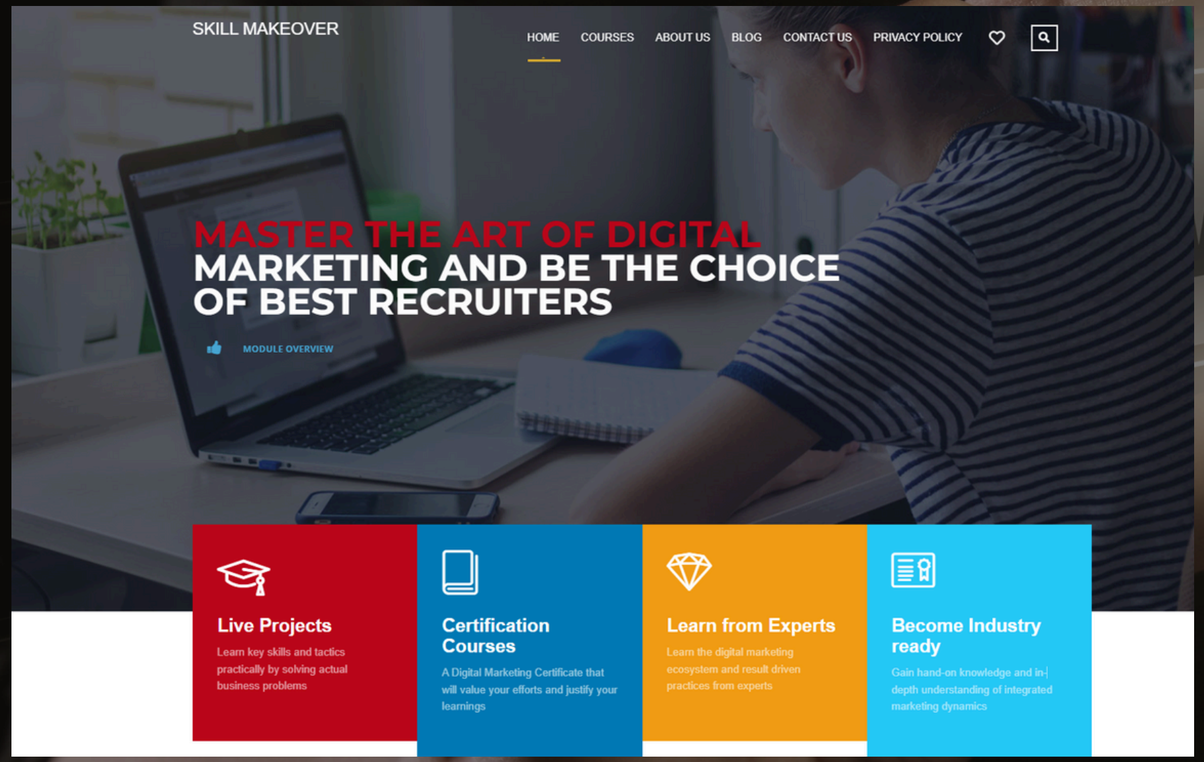
Website & Keywords

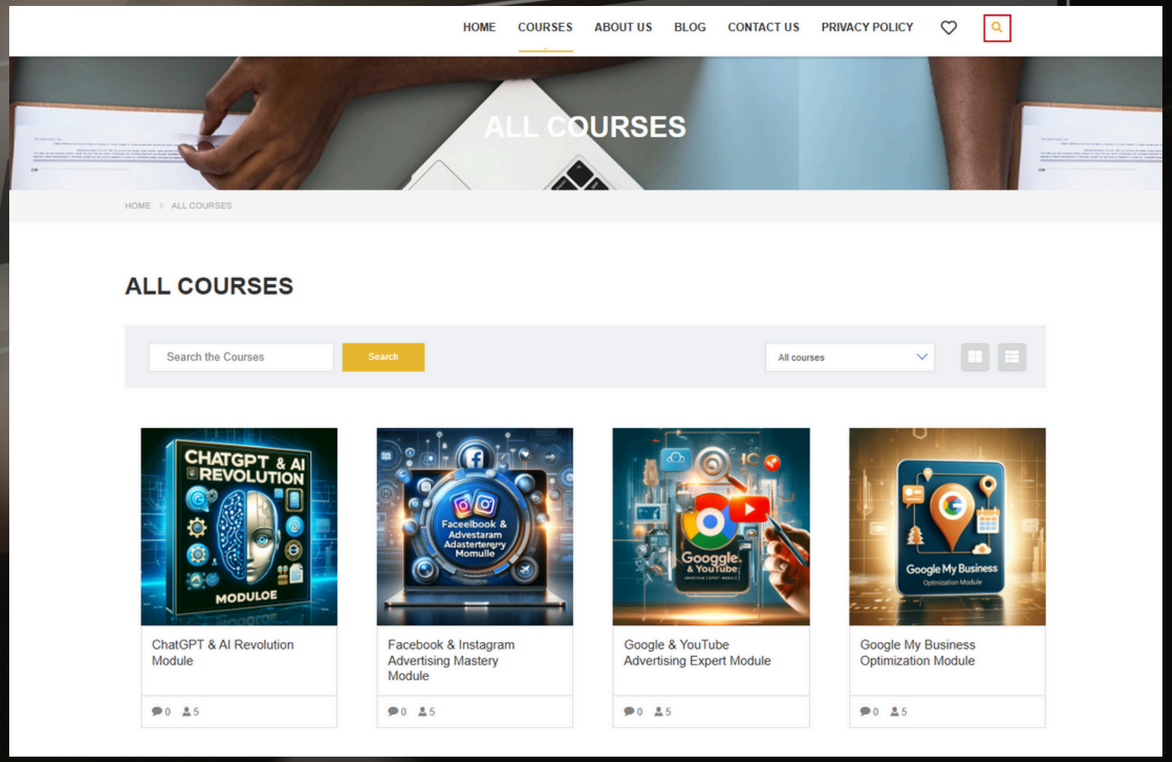




Keyword	Intent	SF	KD %	Your Pot. Traffic	Your Pot. Growth	Pos. Mar 1	Pos. Mar 7	Diff	Visibility	Diff	Est. Traffic	Diff
vlsi course	C	6	33	6.33	+2.37	12	10	↑2	0.275%	+0.087	3.96	+1.26
vlsi chip design course	I	7	35	0.14	+0.05	13	11	↑2	0.25%	+0.075	0.09	+0.03
vlsi design course	I	6	35	2.41	+1.21	29	12	↑17	0.187%	+0.082	1.20	+0.53
vlsi certification courses	I C	5	27	0.15	+0.06	25	14	↑11	0.162%	+0.047	0.09	+0.03
vlsi online course with certificate	C	5	20	0.09	+0.04	21	15	↑6	0.156%	+0.031	0.06	+0.01
vlsi online course	I C	4	25	0.44	+0.09	24	16	↑8	0.15%	+0.032	0.35	+0.08
online vlsi training	I C	6	30	0.35	+0.07	36	23	↑13	0.12%	+0.032	0.28	+0.08
vlsi training	C	8	52	0.11	+0.03	53	41	↑12	0.075%	+0.015	0.08	+0.02

WEBSITE


SKILL MAKEOVER
HOME
COURSES
ABOUT US
BLOG
CONTACT US
PRIVACY POLICY
MASTER THE ART OF DIGITAL
MARKETING AND BE THE CHOICE
OF BEST RECRUITERS
MODULE OVERVIEW
Live Projects
Learn key skills and tactics practically by solving actual business problems
Certification Courses
A Digital Marketing Certificate that will value your efforts and justify your learnings
Learn from Experts
Learn the digital marketing ecosystem and result driven practices from experts
Become Industry ready
Gain hand-on knowledge and in-depth understanding of integrated marketing dynamics


HOME
COURSES
ABOUT US
BLOG
CONTACT US
PRIVACY POLICY
ALL COURSES
HOME > ALL COURSES
ALL COURSES
Search the Courses
Search
All courses
ChatGPT & AI Revolution Module
Facebook & Instagram Advertising Mastery Module
Google & YouTube Advertising Expert Module
Google My Business Optimization Module

Performance Marketing

Objectives

Platforms/ Networks:
Google Ads, Microsoft Ad-center, Facebook, Instagram

- Dramatically improve ROI
- Outperform the competition
- Increase conversion volume
- Better track ROI
- Reduce cost per acquisition
- Improve lead quality

Planned Activities

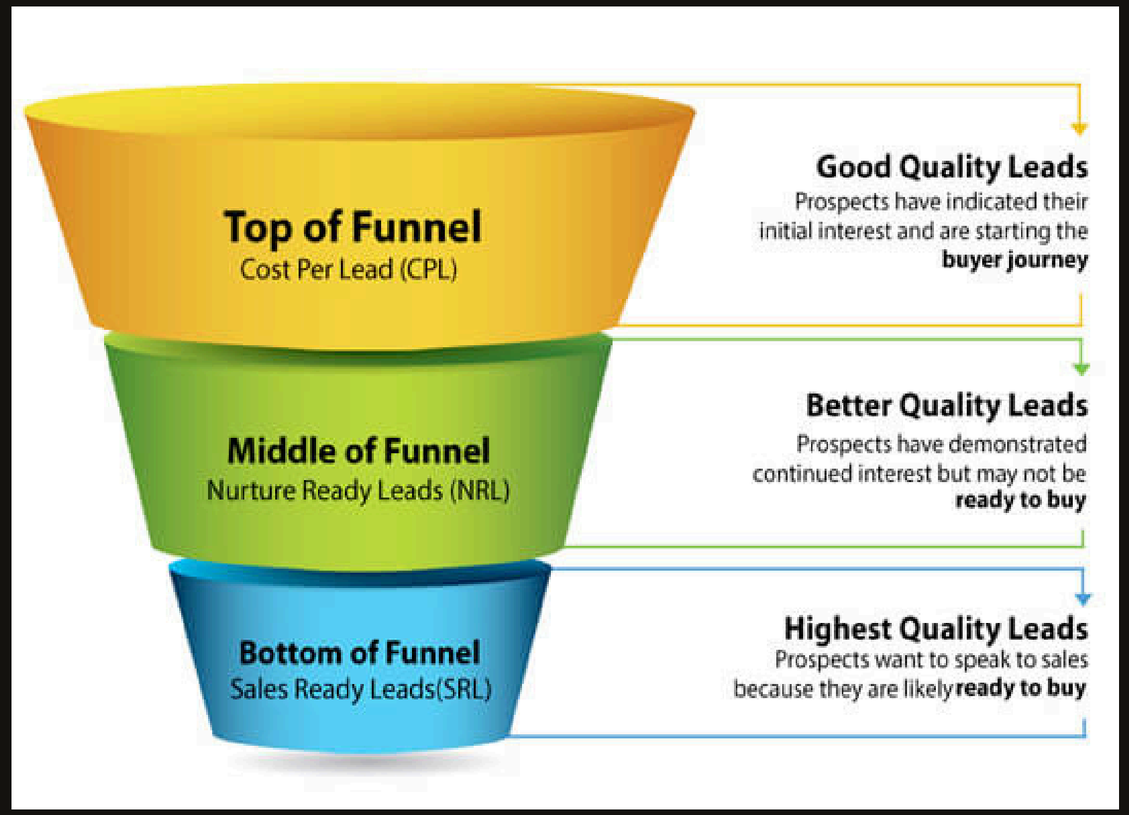
- **Keyword Bid Optimization**
- **Landing Page Optimization Consultation**
- **CTR Analysis**
- **A/B Testing**
- **Keyword Refinements (If Required)**
- **Bid Refinements (If Required)**
- **Analytics Setup**
- **Google Analytics Setup Basic**
- **Google Ads Conversion Setup**
- **Reporting And Support**
- **Weekly Reports**
- **Monthly Reports**
- **Support Email And Chat**
- **Campaign Set-Up**
- **Keywords**
- **Text Ads**
- **Banner Ads**
- **Landing Page Selection**
- **GEO Targeting Setup**
- **Setup Conversion Code**
- **Campaign Management**
- **Competitor Analysis**
- **Keyword Optimization**
- **Ad Copy Optimization**

Specific Deliverables

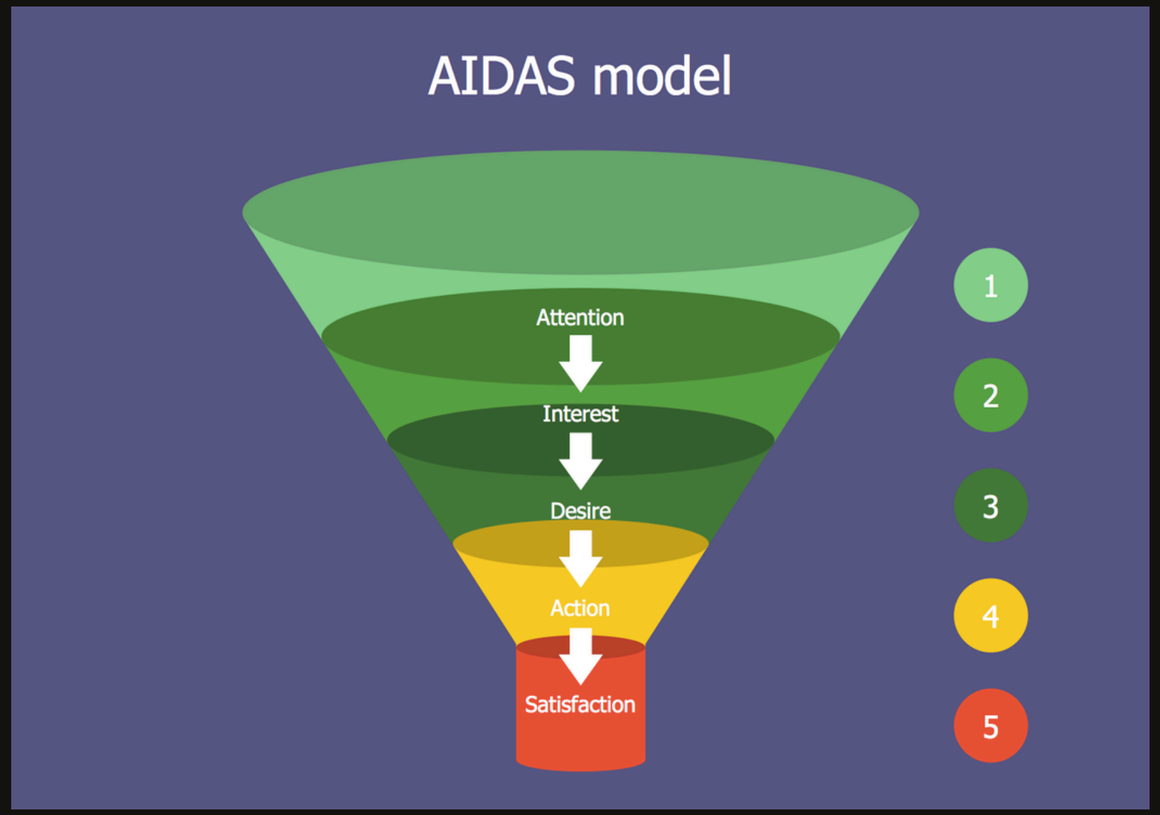
- **Lead-gen campaigns every month and we will aim to get consistent flow of qualified leads.**

Campaign Breakdown Funnels

Lead conversion Funnel



AIDAS Marketing Funnel



Performance Marketing Outcomes

Off / On	Ad set	nificant	Att set	Results	Reach	Impressions	Cost per result	Amount spent
	Launchpad 90% Video Leads Ad Set	025, 10:4... go	7...	479 Facebook leads	423,658	951,517	Per On-Facebook	
	Launchpad Leads Ad Set		7...	376 Facebook leads	235,694	651,077	Per On-Facebook	
	[17-1-2025] Leads Ad Set	025, 1:52... go	7...	86 Facebook leads	76,597	170,033	Per On-Facebook	
	[16-1-2025] Mosart ads Image Leads Ad Set	025, 2:02... go	7...	68 Facebook leads	104,731	203,166	Per On-Facebook	
	MOSart 2nd Leads Ad Set	025, 1:54... go	7...	357 Facebook leads	300,729	748,552	Per On-Facebook	
	MOSart Leads Ad Set	025, 3:05... go	7...	940 Facebook leads	955,182	2,733,584	Per On-Facebook	
	Results from 6 ad sets		7...	2,306 On-Facebook Leads	1,373,343 Accounts Center acc...	5,457,929 Total	Per On-Facebook	

Campaigns | 6 selected | Ad sets for 6 Campaigns | Ads for 6 Campaigns

+ Create | Duplicate | Edit | A/B test | More | Columns: Performance | Breakdown

Off / On	Ad set	nificant	Att set	Results	Reach	Impressions	Cost per result	Amount spent
	[01/21/2025] Promoting MOSArt Labs	025, 4:18... go	7...	5,654 Follows or likes	193,540	583,159	Per Follow	
	IG 3 Ad Set	025, 3:23... go	7...	8,290 Instagram Profile Vis...	960,943	1,514,424	Per Instagram	
	IG 2 Ad Set	025, 3:23... go	7...	6,655 Instagram Profile Vis...	874,693	1,377,530	Per Instagram	
	IG Ad Set	025, 11:49... go	7...	15,242 Instagram Profile Vis...	1,850,712	3,358,394	Per Instagram	
	[12/28/2024] Promoting MOSArt Labs	025, 4:19... go	7...	10,704 Follows or likes	213,060	601,192	Per Follow	
	IG 90% Launchpad Ad Set		7...	9,217 Instagram Profile Vis...	963,856	1,552,202	Per Instagram Pro	
	Results from 6 ad sets		7...	— Multiple conversions	4,196,172 Accounts Center acc...	8,986,901 Total	— Multiple conversions	

Our Xperno Digital Appointment flow accelerator

XPERNO DIGITAL

Pillar 1

Assessment, Identifying the Gold Nugget and Road-mapping

Build the foundations of your funnel by first identifying the premium high-ticket services and package your offer & pricing for your services in a way that your leads can't refuse.

And You will get business in least effort, and minimum amount of money.

Pillar 2

Appointment Flow Accelerator (AFA) Implementation

Enables Consistent Flow of High-Quality Appointments

Instant Surge with Performance Marketing

Running ads on relevant social platforms with the right positioning, messaging and laser-focused target audience for the high-ticket services that we have identified

The Performance Marketing Funnel works as a Lead Magnet, we have generated 100+ leads monthly.

Pillar 2

Appointment Flow Accelerator (AFA) Implementation

Enables Consistent Flow of High-Quality Appointments

Local SEO and Website SEO for Organic Student Leads

Focus on getting student inquiries through organic channels like Google Search & Local SEO!

- Enhancing Local SEO to attract more students actively searching for educational institutions.
- Optimizing Google Search Visibility for a steady stream of admissions & inquiries through website SEO.

Through our experience working with educational institutions, we have seen that organic leads are:

- Consistent & Predictable – A stable source of student inquiries year-round.
- Cost-Effective – Lower acquisition costs compared to paid ads.
- High-Quality – Attracting Leads genuinely interested in admissions.

A strong Local SEO & Website SEO strategy will increase inquiries, improve visibility, and build a reliable funnel for student enrollments!

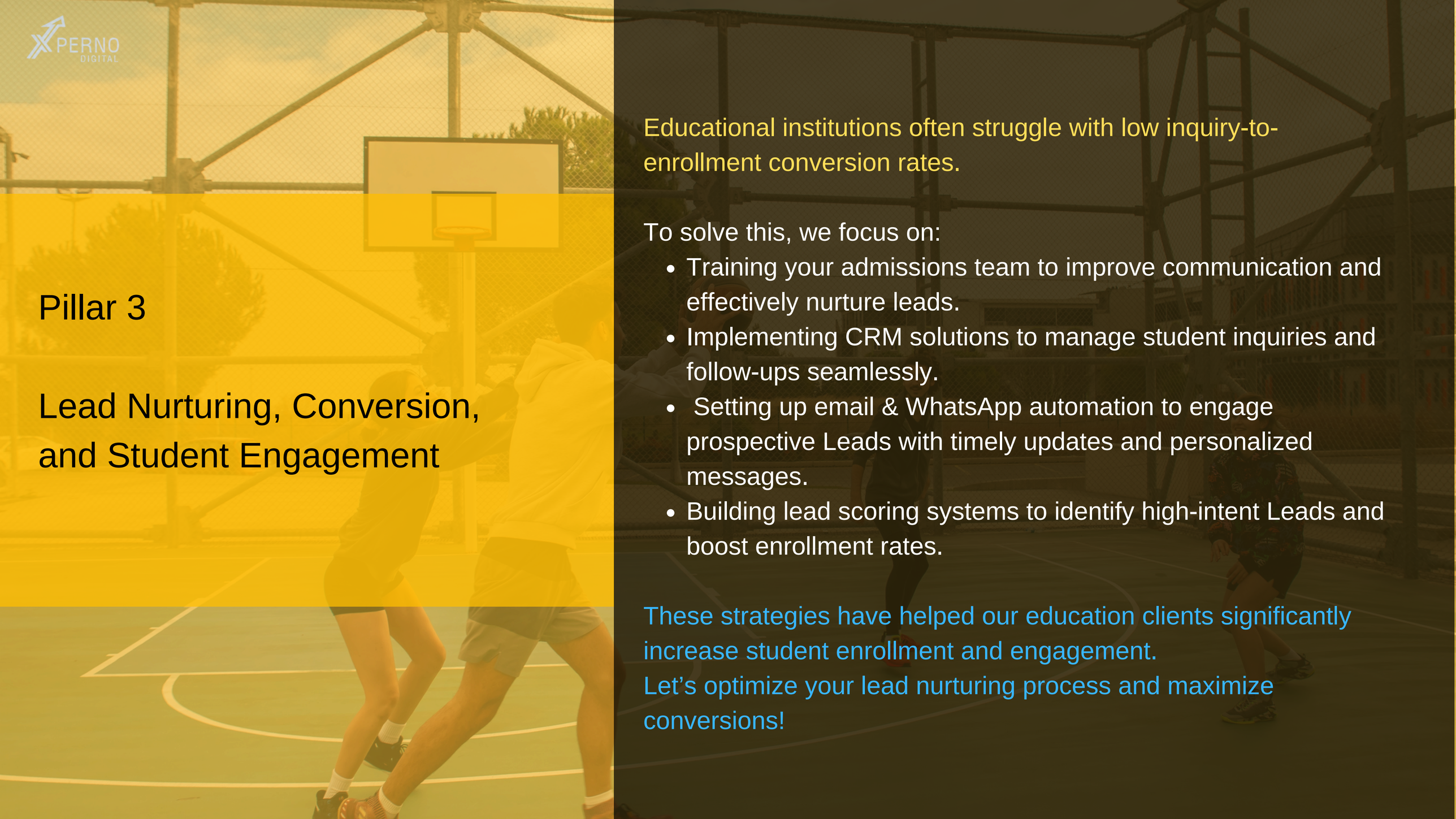
Pillar 2

Appointment Flow Accelerator (AFA) Implementation

Enables Consistent Flow of High-Quality Appointments

We work as your extended marketing Team and take care of every marketing effort

- Social media management
- Lead Gen Paid Campaigns
- Website SEO
- Website Management
- Local SEO
- Online Reputation Management
- News & PR
- Content Creation and Marketing



Pillar 3

Lead Nurturing, Conversion, and Student Engagement

Educational institutions often struggle with low inquiry-to-enrollment conversion rates.

To solve this, we focus on:

- Training your admissions team to improve communication and effectively nurture leads.
- Implementing CRM solutions to manage student inquiries and follow-ups seamlessly.
- Setting up email & WhatsApp automation to engage prospective Leads with timely updates and personalized messages.
- Building lead scoring systems to identify high-intent Leads and boost enrollment rates.

These strategies have helped our education clients significantly increase student enrollment and engagement.
Let’s optimize your lead nurturing process and maximize conversions!

XPERNO DIGITAL

Xperno Digital enables businesses to grow exponentially and penetrate new markets by engaging as Marketing Advisors and Implementors.

Omni channel approach to Marketing with a focus on increasing traction, conversions, and generating greater brand loyalty.

Founded in 2017

20+ **Interdisciplinary Experts**

We own & Operate

Cricadium

WAT-NOT

1.2M+
Monthly Visits

THANK
YOU
PERNO
DIGITAL
DIGITAL MARKETING