

## Case study for LBF



### Client and Project Background

'Learn By Fun' (LBF) is the institute governing brilliancy development of chicks. They garnish children by utilizing latest techniques and employ the tools responsible for their holistic growth. With the help of this technique, there is an all-round development in the children and they become highly responsible and cultured citizens. This technique also has a unique method to make the students self-dependent citizens of the nation who are concerned about the welfare of their society as well as the country. Over 10,000 students have proved this system of education and on the basis of which, we can say that 'Learn By Fun' is a scientific technique.

The inventor of Learn By Fun technique, Mr. Purshottam Agarwal, is a self-made entrepreneur who has started his career at a tender age of 11 years. Being a part of AGRAWAL GROUP, whose turn-over is of more than Rs. 15,000 crores, he delivered all the essential ingredients responsible for building a child into responsible citizen of nation. And amidst all these new challenges the institute is progressing admirably.

LBF have their yearly events and to great joy they organize in a grand way where the participants join hands from PAN India. Apart from students, teachers, parents, schools, principal participate in that and win exciting prizes more than Rs 50 Lakhs.

### Category

School and learning institute.

### Challenge

The challenge confronting our team was to perform internet marketing of LBF campaign within limited tenure, with confined resources and to huge amount of website owners. Promotion need to be performed on a huge scale and within a decent budget.

### Krystal Kones Solution

At Krystal Kones Technologies, our expertise deals with each promotional campaign in systematic and well defined manner. We design an overall portfolio including the internet marketing strategies and solutions to be followed in our marketing process. After methodical planning we proceeded assuring the needs and requirement of our clients.

To begin with the internet marketing process, we designed an Advertisement Banner incorporating value laden content, compelling images and emphatic video. Followed by this was the pay per click campaign in which we submitted the Ads in major search engine like Google. Our experts performed the social media marketing to the social network like Face book, Twitter etc.

We involved all the seo tactics essential for the success of campaign. Finalizing this was daily monitoring and submitting weekly report to the client.