



TutorBright

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An ambitious digital strategy designed and executed by 9thCO sees TutorBright increase its workforce five-fold and expand from one location to 17 cities.

Established five years ago, TutorBright is a company that creates individualized and customized mentorship and academic plans for students of all grades and ages. When it first opened for business, TutorBright relied on traditional channels for marketing its services to the public. Within the past two years though it has become increasingly reliant on digital marketing to grow its customer base.

Learning curve

TutorBright's president Sunny Verma tasked interactive agency 9thCO with the job of stimulating business online. Initially, Sunny asked the agency to focus its efforts on search engine optimization. 9thCO realized however that its client's true objective was not simply improving search rankings but in fact generating qualified leads via the internet. 9thCO consequently presented a holistic strategy that went beyond search engine optimization, proposing a performance model which encompasses multiple online channels, including Search Engine Marketing with Google AdWords, so the fee paid by TutorBright depends on the performance metrics that 9thCO delivers. "At the end of the day, what they're paying us for us actually lead generation as opposed to just marketing services," says 9thCO's president Justin Cook. "Now they're growing quite rapidly as a result."

Smart moves

Alongside work on TutorBright's search accounts, 9thCO implemented a host of advertising products and techniques designed to help any company make their campaigns more targeted and effective: audience targeting, content targeting, remarketing and A/B testing using Google Analytics. All of these measures have paid off tangibly.

Since engaging 9thCO, TutorBright is experiencing consistently high quality leads and has witnessed a 194% increase in traffic year over year. The same time period has yielded a 489% increase in conversions, measured as goals tracked in Google Analytics. Meanwhile organic search traffic has seen a 242% uplift too.

"We've noticed there's been this massive dynamic shift," Sunny says. "If you asked me three years ago, I would have said things like the Yellow Pages were really, really pertinent and they were exceptionally important in the business-to-consumer space. But put it this way - we've moved all our ad spend from most of our print providers and put it toward online because the effectiveness has been unbelievable."

Watch this space

This effectiveness has allowed the company to expand by leaps and bounds. "A year and a half ago we had 100 tutors, and now we're over 500 tutors," Sunny reveals. "If you talk about return on investment, I don't think I've ever made a better spend in marketing as we did in utilizing 9thCO and Google AdWords, Google Analytics, and other Google tools. We have grown dramatically. Prior to going online we were centralized in one location. Now we service 17 cities across Ontario through nine different franchised partners. So a lot has happened because of the demand that we're able to obtain through online platforms."

So what does the future hold? Increasingly, TutorBright is using 9thCO's interactive expertise to help research and uncover even more growth opportunities. "Google tools and 9thCO have helped us analyze the potential of new locations – the viability of the market space, how many people are searching in that specific locality, how much money we should be putting towards it," Sunny says. "So it really helps us to get a good understanding of our growth patterns and development overall."

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