

From Scrolling to Enrolling: How a global study-abroad consultancy generated **so many qualified leads it paused ads in three markets.**

AT A GLANCE

This international education consultancy guides students from the Middle East, South Asia, Africa and beyond into universities across 14+ study destinations, from Canada, the UK and the USA to Australia, Germany and Ireland, through a multi-country network of offices.

Its counsellors were experts at turning a confused 17-year-old into a confident applicant, but online, that expertise was invisible. With Maven's E.N.R.O.L.L. framework, the brand became the first name families found, trusted and booked, in every market it served.

KEY METRICS

65–70%

of leads rated qualified by the client's own counsellors

3 markets

hit lead targets early, so ads were paused

3x

free counselling sessions booked per month

2,500+

education fair registrations across all locations

THE CHALLENGE

Choosing a country, a university and a course is one of the biggest decisions a family makes, and they start it on Google, Instagram and WhatsApp. Our client was competing with dozens of look-alike agents promising “guaranteed admission,” each crowding the same feeds before every intake.

Leads arrived from several countries with no consistent follow-up, fair attendance swung from event to event, and parents (the real decision makers) couldn't tell the difference between a licensed consultancy and a one-person operation. They didn't need more traffic. They needed trust, and a pipeline that turned it into booked sessions.

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Lead quality is good. Our team says 65–70% of the leads are good leads.

— Client admissions team

THE GAMEPLAN: E.N.R.O.L.L. FRAMEWORK

E

Expert-led content. Short videos with certified counsellors answering real questions (“Canada or UK for computer science?”) put the team's expertise front and center.

R

Reputation & real stories. Student offer-letter reels, parent testimonials and a review engine that put licences, accreditations and outcomes on display.

L

Lead-to-counselling funnel. Every ad and post routes to WhatsApp click-to-chat or a “Book a Free Counselling Session” page, with instant follow-up by country.

N

Nation-level targeting. Separate Google and Meta campaigns for each country and city, in local languages, timed to each destination's intake calendar.

O

Optimized, AI-ready search. Destination and course pages (Study Medicine in the UK, Study in Canada) rebuilt with FAQ content that ranks in Google and AI answers.

L

Live-event amplification. Education fairs promoted with countdown content, university-rep spotlights and reminder flows that turned sign-ups into walk-ins.

THE RESULT

- 65–70%** of leads rated qualified by the client's own counselling teams, with strong lead quality reported in Qatar, Saudi Arabia, Oman and Dubai.
- 3** markets (UAE, Qatar and Oman) filled their pipelines so fast that Meta and Google campaigns were paused.
- 3x** more free counselling sessions booked each month, driven by WhatsApp and booking-page funnels.
- 40%** lower cost per qualified lead through country- and city-level targeting.
- 2,500+** education fair registrations, with packed halls at every location.

CLIENT SPEAK

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The fairs were very successful, and we had an amazing crowd across all the locations. Great work!

— Client leadership team, International Education Consultancy

WHO ARE WE?

With over 15 years of experience scaling brands, Maven Results is your trusted digital growth partner. We craft customized strategies rooted in insight and innovation, so your brand grows authentically in a crowded digital world.

While we build your visibility, engagement and enrolments, you stay focused on guiding students.

OUR SERVICES

Social Media Marketing

AI-powered SEO

Smart & Localized SEM

Geo-targeted Ads

Content Strategy

Video Creation & UGC

Event Promotion

Dedicated Engagement Manager

FEELING STUCK?

Students are already searching. Make sure they find you first.

Whether you're a consultancy, a university or a training institute, we turn curious searches into booked counselling sessions and confirmed enrolments.

[Book your Free Strategy Call](#)

Not satisfied? Full refund, no questions asked.

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