



Dr. Philip University & Wibits Digital: Mastering NEET PG Lead Generation

CASE STUDY ↴



A comprehensive case study on Wibits Digital's Google Ads and Meta Ads management for Dr. Philip University, successfully driving 1000+ monthly leads for NEET PG and Dental NEET PG exam preparation.

Client

Dr. Philip University

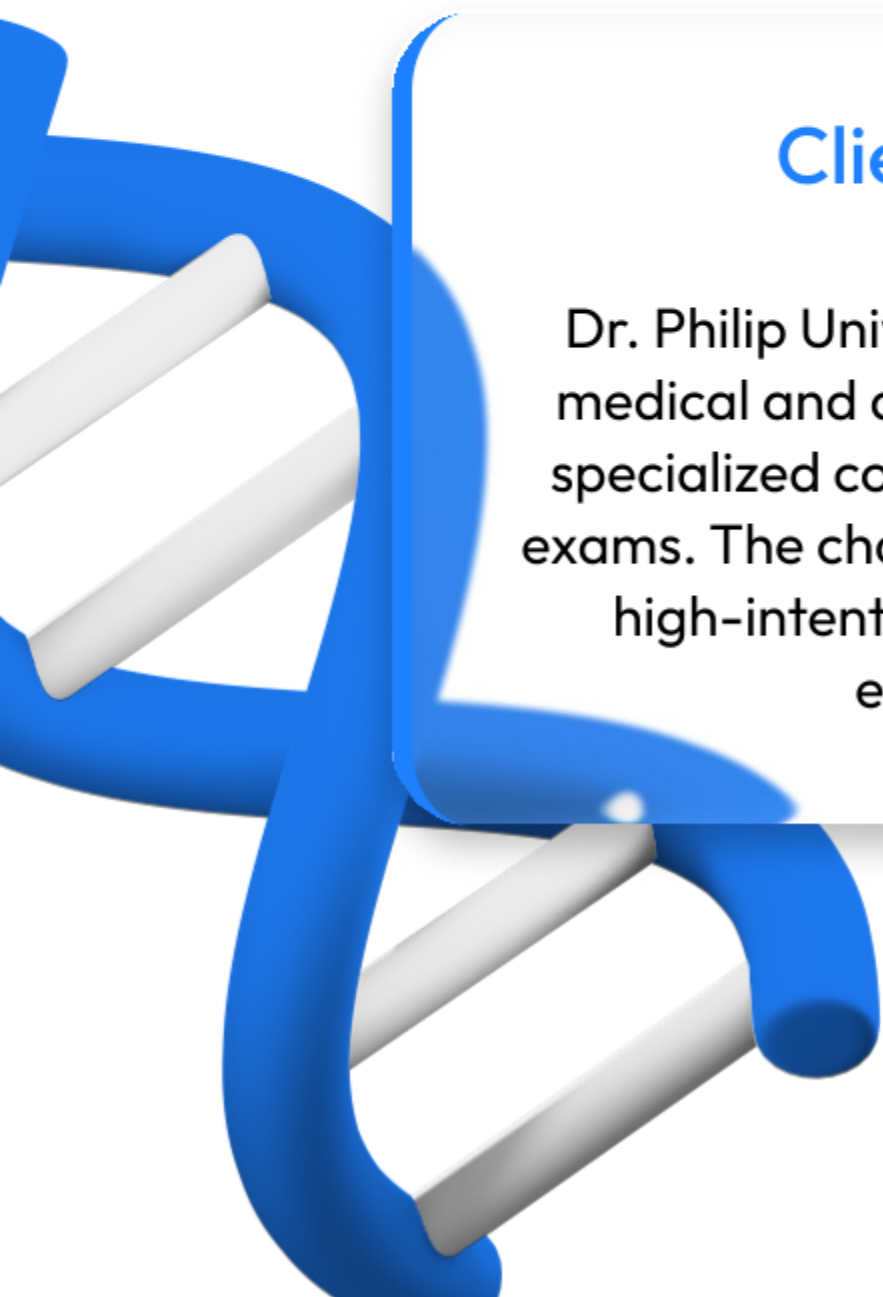
Agency

Wibits Digital

Key Achievement

1000+ Monthly Leads





Challenge The Challenge

Dr. Philip University aimed to reach aspiring medical and dental post-graduates, offering specialized content and courses for NEET PG exams. The challenge was to efficiently capture high-intent leads in a highly competitive educational market.

Client Background

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The Core Objectives

The primary goal was to generate a consistent volume of high-quality leads for their NEET PG and Dental NEET PG offerings. This required a robust digital advertising strategy that could effectively target a niche audience of medical and dental graduates, convert interest into inquiries, and ultimately drive enrollments for their courses and content.

Our Strategic Approach

Wibits Digital implemented a dual-platform strategy, leveraging both Google Ads and Meta Ads, complemented by continuous optimization to maximize lead generation for Dr. Philip University.

Google Ads Strategy

Search Campaigns: Focused on high-intent keywords like "NEET PG solved papers," "dental NEET PG courses," "medical PG entrance prep," "NEET PG video solutions."

Competitive Bidding: Employed smart bidding strategies to maintain visibility for crucial search terms, ensuring Dr. Philip University appeared prominently for relevant queries.

Ad Extensions: Utilized sitelink extensions for direct access to course pages, call extensions for immediate inquiries, and structured snippets for key course features.

Remarketing Lists for Search Ads (RLSA): Targeted users who previously visited the website but didn't convert, with tailored ads and bids.



Meta Ads Strategy

Audience Targeting: Precisely targeted medical and dental students, recent graduates, and individuals interested in higher education and specific medical/dental fields.

Video Ads for Content: Created engaging video ads showcasing snippets of solved question paper explanations and key answer points, driving traffic to landing pages for full content access.

Lead Generation Campaigns: Utilized Meta Lead Forms for quick lead capture, promoting free demo classes, sample papers, or course brochures.

Community Engagement: Leveraged Facebook groups and Instagram communities relevant to NEET PG aspirants to build brand awareness and trust.



General Approach & Optimization

Cross-Platform Synergy: Ensured consistent messaging and branding across both Google and Meta Ads, creating a cohesive user journey.

A/B Testing: Continuously tested various ad creatives, headlines, ad copy, and landing page variations to optimize performance.

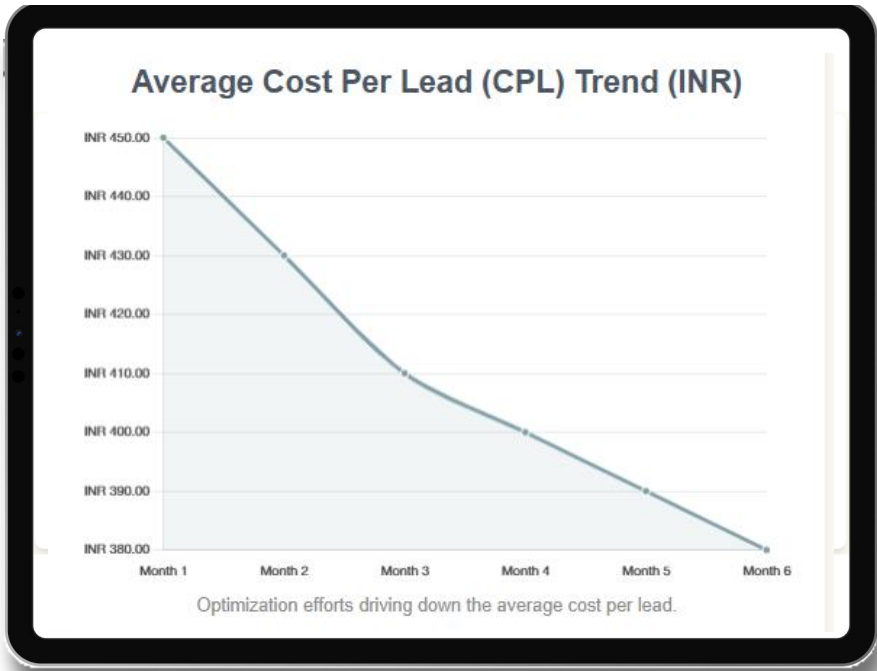
Dynamic Budget Allocation: Optimized budget distribution based on real-time performance, shifting spend to campaigns and ad sets delivering the best CPL and lead quality.

Conversion Rate Optimization (CRO): Provided recommendations for landing page improvements, streamlining the inquiry process, and enhancing the overall user experience to boost conversion rates.

Achievements

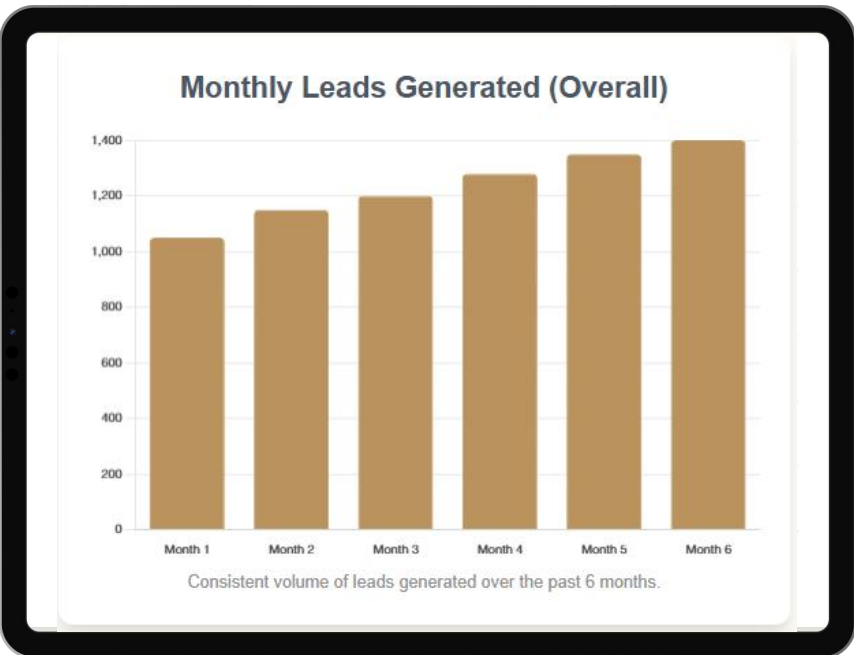
Key Achievements

Wibits Digital implemented a dual-platform strategy, leveraging both Google Ads and Meta Ads, complemented by continuous optimization to maximize lead generation for Dr. Philip University.



1200+

Average Monthly Leads



INR 400

Average Cost Per Lead

Campaign Performance Overview (Monthly Average)			
Metric	Google Ads	Meta Ads	Total/Average
Total Leads	700	500	1200
Reaches	NA	2,000,000	2,000,000+
Impression	2,500,000	2,500,000	5,000,000+
Average Cost Per Lead (CPL)	INR 350	INR 480	INR 400
Click-Through Rate (CTR)	5.5%	1.8%	NA

4.0x

Projected ROAS

Tactics Effective Lead Generation Tactics

Key tactics employed across Google Ads and Meta Ads to capture high-quality, relevant leads for NEET PG programs.

Free Sample Papers

Promoted downloadable solved question papers as a lead magnet, attracting high-intent students.

Video Solution Previews

Used short video ads showcasing expert explanations of key answer points, driving interest in full video courses.

Targeted Student Demographics

Precise targeting of final-year medical/dental students and recent graduates on Meta platforms.

Competitive Pricing Offers

Highlighted competitively priced courses and bundles to attract value-conscious aspirants.

Website Retargeting

Engaged users who visited the site but didn't convert, with personalized reminders and special offers.

Alumni Success Stories

Featured testimonials and success stories from past students who cleared NEET PG exams.



Conclusion

Conclusion & Future Outlook

The ongoing partnership between Dr. Philip University and Wibits Digital has proven highly effective in navigating the competitive landscape of NEET PG exam preparation. By strategically combining Google Ads and Meta Ads, we have consistently delivered over 1000 high-quality leads per month, demonstrating robust ROI.

As the project continues, Wibits Digital remains dedicated to refining targeting, optimizing ad creatives, and exploring new opportunities to further enhance lead quality and conversion rates, ensuring Dr. Philip University maintains its leading position in empowering future medical and dental professionals.

THANK YOU

[Get In Touch](#)

Phone: +91 9514451062

Mail: Info@Wibits.Digital