



Dehradun National Academy of Defence (DNAD)

Industry: Education (Defence Academy in Dehradun)

Digital Marketing Case Study.





About DNAD



Dehradun National Academy of Defence (DNAD) is a premier defence coaching institute based in Dehradun, specializing in the preparation of candidates for competitive exams like NDA, CDS, AFCAT, and other armed forces-related entries. With an inspiring learning environment and a dedicated faculty, DNAD nurtures aspirants to develop discipline, clarity, and excellence in their pursuit of joining the Indian Armed Forces.

Target Audience:

DNAD primarily targets young defence aspirants (ages 16–24) preparing for NDA, CDS, AFCAT, and SSB interviews. Its core audience includes students from Uttarakhand and nearby states, as well as parents seeking credible, result-oriented coaching for careers in the Indian Armed Forces.



Objectives / Goals



WEBSITE CREATION & MAINTENANCE

Design a high-performance, responsive website reflecting DNAD's military-style discipline and credibility, while enabling inquiries and student engagement.



SMM

Build a brand identity that inspires young aspirants and generates interest through visuals, reels, testimonials, and updates.



META ADS

Leverage Facebook and Instagram ads to promote upcoming batches, success stories, and demo classes.



BRAND VISIBILITY

Position DNAD as a leading institute in the defence education niche through consistent branding and digital presence.



SEO

Improve rankings for high-intent keywords like "best NDA coaching in Dehradun" and increase organic visibility.



PPC (GOOGLE ADS)

Capture high-converting traffic for NDA, CDS, and AFCAT keyword groups and increase admission inquiries.



SHOOTS

Create high-quality visuals capturing DNAD's classroom energy, discipline, and student testimonials.



CONTENT MARKETING

Educate and attract aspirants with blog posts, FAQs, video content, and success strategies aligned with search trends.



Challenges

- **Limited Digital Visibility:**
Despite strong offline performance, DNAD had low search visibility and no website presence.
- **Scattered Branding :**
No cohesive brand identity or content strategy across digital platforms.
- **High Competition:**
Competing with long-established coaching brands in a saturated defence prep market.
- **Low Lead Conversion:**
Lack of lead tracking, remarketing, and landing page optimization reduced inquiry-to-enrolment rates.
- **Minimal Visual Content:**
No professional photos or videos to highlight student success, infrastructure, or coaching style.



SEO Strategy & Implementation

DETAILED SEO AUDIT

We began with a comprehensive audit of DNAD's online presence, identifying keyword gaps, technical issues, content needs, and missed backlink opportunities.

KEYWORD RESEARCH

Identified high-intent keywords like: "best NDA coaching in Dehradun," "CDS coaching near me." Mapped these to specific landing pages to boost search relevance.

ON-PAGE OPTIMIZATION

Implemented proper meta tags, alt texts, H1/H2 structuring, internal linking, and schema markup to ensure search engine clarity.

TECHNICAL SEO

Resolved indexation issues, ensured HTTPS, added XML sitemaps, compressed images, and improved core web vitals.

WEBSITE OPTIMIZATION

Developed a fast-loading, SEO-friendly website featuring all courses, faculty insights, testimonials, and direct inquiry CTAs. Optimized for mobile, navigation, and engagement.

LINK BUILDING

Built high-quality backlinks through education directories, local citations, and content outreach to improve domain authority and trust flow.

LOCAL SEO

Optimized Google My Business profile, embedded location-based content, and encouraged student reviews to boost local discoverability.

TRAFFIC INCREASE

Combined all strategies to increase qualified organic traffic from defence aspirants, reducing dependency on paid promotions over time.

Results

Top Keyword Ranked

Google Best defence coaching institute in dehradun

1 ▶ dehradunnda.com
https://dehradunnda.com/

Best Defence Coaching institute in Dehradun - NDA | CDS ...

Dehradun National Academy of Defence (DNAD) is the best defence coaching institute in Dehradun, offering a platform to begin your journey of serving the nation ...

About DNA Defence How To Prepare For Defence... About NDA About

2 ▶ Top Defence Coaching Institute in Dehradun

3 ▶ Best Defence Coaching Institute in Dehradun

Google Best Airforce coaching institute in Dehradun

2 ▶ dehradunnda.com
https://dehradunnda.com/why-choose-dnad-for-best-a...

DNAD for Best Airforce Coaching Institute in Dehradun 2025

What Makes DNAD the Best Air Force X Group and Air Force Y Group Coaching Centre? · Custom-Made Training Programs · Experienced Faculty and Highly Qualified ...

3 ▶ Best Airforce Coaching Institute in Dehradun

Google Best Navy AA and SSR institute in Dehradun

3 ▶ dehradunnda.com
https://dehradunnda.com/navy/

Best NAVY Coaching Institute in Dehradun | Navy AA and SSR

DNA Defence has always been the most suitable choice for candidates as it is the best NAVY coaching institute in Dehradun and has a great success record.

4 ▶ Best Navy Coaching Institute in Dehradun

Google Best Airforce X group coaching in Dehradun

2 ▶ dehradunnda.com
https://dehradunnda.com/why-choose-dnad-for-best-a...

DNAD for Best Airforce Coaching Institute in Dehradun 2025

What Makes DNAD the Best Air Force X Group and Air Force Y Group Coaching Centre? · Custom-Made Training Programs · Experienced Faculty and Highly Qualified ...

3 ▶ Best Airforce X Group Coaching Institute in Dehradun

Discovered Blogs / Articles

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
Top pages				↓ Clicks	Impressions
https://dehradunnda.com/				596	75,009
https://dehradunnda.com/exploring-the-difference-between-ota-and-ima-officers/				396	71,733
https://dehradunnda.com/5-best-nda-coaching-institutes-in-dehradun/				337	27,417

Results



Duration for Run Ads	3 Months
Budget Spend	1,05,528/-
Clicks	2,001
Conversions	106
Form Leads	159

SMM Strategy & Implementation

BRAND POSITIONING AS A TRUSTED DEFENCE INSTITUTE

Showcase student success stories, selections, and testimonials.

Highlight faculty expertise and top training facilities.

CONSISTENT CONTENT SCHEDULE

Weekly timetable: Motivation Monday, Tip Tuesday, Success Saturday, etc.

Maintain 4–5 posts/stories per week for visibility and engagement.

ENGAGING EDUCATIONAL CONTENT

Post short quizzes, current affairs, and defence GK reels.

Share bite-sized video tips for NDA/CDS/Sainik School exams.

COMMUNITY BUILDING & STUDENT INTERACTION

Host monthly live Q&A sessions with mentors.

Encourage students to tag the page and share their journey.

Instagram & Facebook Page



Posts Views



👁 2.3M



👁 281K



👁 26.7K



👁 18.3K

Meta Ads Strategy & Implementation

TARGETED AUDIENCE SEGMENTATION

Focus on defence aspirants aged 16–30 across North India.
Use interest-based filters: NDA, CDS, SSB, defence coaching, UPSC.

CREATIVE AD FORMATS

Utilize video reels & carousel ads to highlight coaching, student success, and campus.
Design static banners for quick info (admission dates, faculty, hostel, etc.).

REMARKETING STRATEGY

Retarget profile/page visitors and reel engagers with new batch announcements.
Offer limited-time discounts to warm audiences using urgency-based ads.

LOCATION-BASED LEAD CAMPAIGNS

Prioritize Dehradun + Tier-2/3 cities (e.g., Roorkee, Saharanpur).
Use click-to-WhatsApp and lead-gen forms for inquiries and conversions.

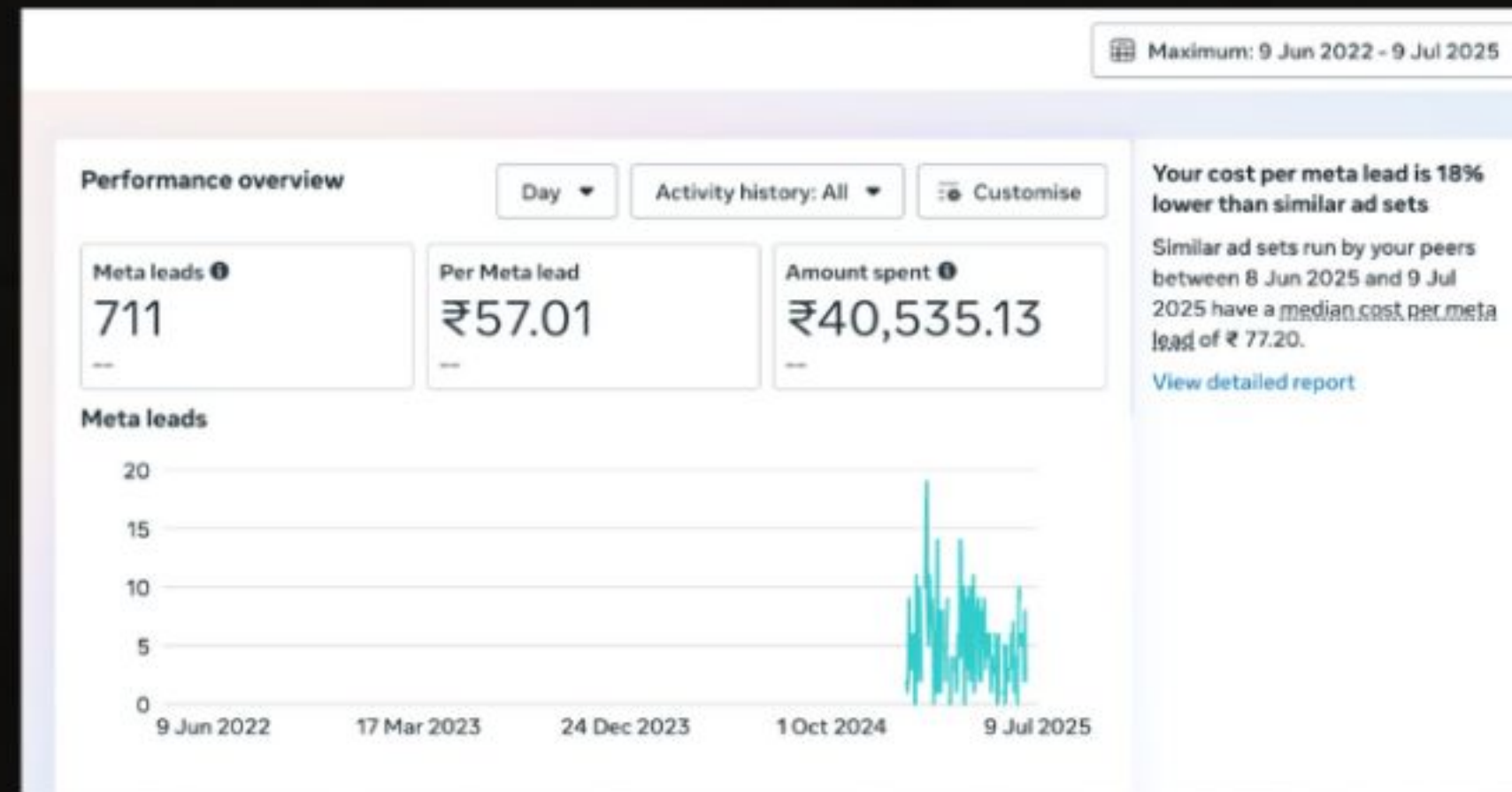
PERFORMANCE TRACKING & OPTIMIZATION

Weekly A/B testing of creatives and ad copies.
Analyze CTR, CPL, and lead quality to tweak ongoing campaigns.

PERFORMANCE MONITORING

Continuously analyzed impressions, clicks, and conversions to fine-tune campaign delivery.

Results



Duration for Run Ads	1 Months
Budget Spend	40k + 18% GST
Per Meta Leads	57 Rs.
Leads	711



Thank You