



**CASE STUDY BOMBERBOT**

See how the PR Lab team guided Bomberbot to exponentially increase their website traffic and number of sign-ups to their holiday codecamps.



**BOMBERBOT** offers comprehensive tools for teaching and developing digital skills in a simple and fun way.







# MEET BOMBERBOT



Bomberbot helps primary school teachers introduce computer programming to younger age groups through its engaging and interactive platform.



Children sharpen their skills throughout the year by playing the Bomberbot game and then dive deeper into the fun world of programming at the company's holiday codecamps.



# THE CHALLENGE

Bomberbot's immersive codecamps were developed to meet the growing need for youth education in digital skills.

The problem was, parents weren't aware of just how important it is to already start introducing these skills at the primary school level. Bomberbot's challenge was to educate their target audience and increase the number of sign ups to their codecamps.



# SOLUTION



## MORE THAN JUST PUBLIC RELATIONS!

The PR Lab team together with Bomberbot's marketing team, created and implemented a tailored integrated marketing strategy to help Bomberbot overcome its unique challenges. Through a combination of content creation, marketing automation and press coverage, we created multiple touch points through which the company could reach qualified leads.





# EDUCATING, ENGAGING AND EXCITING THE PARENTS.



To reach our target audience, we created a Facebook marketing campaign which included a series of educational blog posts and promotional videos.



Our content marketing strategy was aimed to raise awareness of the benefits of developing a child's digital skills early.



# GROWTH HACKING HIGHLY AND LEVERAGED OPPORTUNITIES



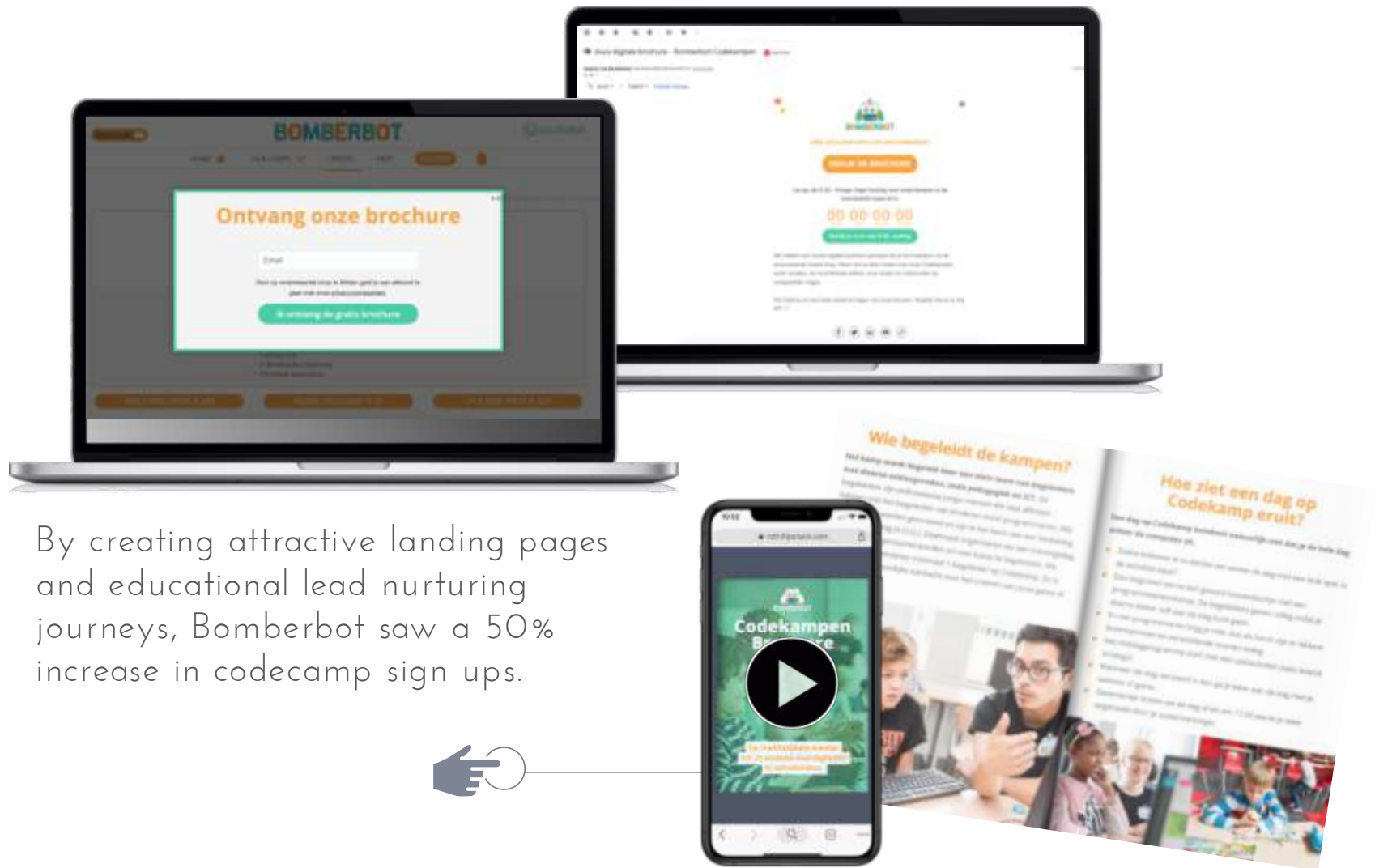
The promotional campaign attracted the public and helped increase the number of leads.



By using Facebook as a solid element to make good connections, the strategy created by PR Lab and rightly implemented by Bomberbot engaged users and **increased +2,000 visitors** to the blog in 1 year.



# INCREASED CODECAMP SIGN UPS BY 50%.



By creating attractive landing pages and educational lead nurturing journeys, Bomberbot saw a 50% increase in codecamp sign ups.







## MULTI-CHANNEL: ACCELERATE ENGAGEMENT.



With automated lead journeys, Bomberbot's content was engaging the right leads at the right time. As a result, the company saw a 20% increase in its conversion rate.



## HAPPY CLIENT

# BOMBERBOT



**Cristian Bello**  
founder of Bomberbot

"PRLab helped us to come up with a content strategy that worked incredibly well when educating our target audience in the value of our products. From creating original articles that brought a lot of leads in, to creating email marketing journeys focused on content, they handled it all in the right way. I would definitely recommend PRLab to any company facing the challenge of operating in a niche and needing to educate and nurture their target audiences in the value of the products they offer.

The PRLab team is reliable, honest, and accountable. They're not a traditional PR agency, they worked as an extension of our team and owned their metrics, growing them exponentially Q by Q!"



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