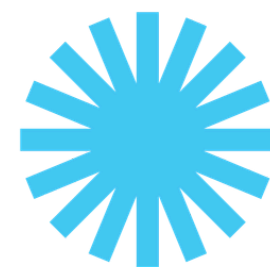




X



BorderPlus



Life in Germany: *A New Beginning* for Nurses

Discover a rewarding career, financial security, and a fulfilling life in Germany with our expert guidance

15x Growth

Aspiring Nurses enjoy growth, stability, & better living standards internationally



A young woman with long, wavy brown hair, wearing blue scrubs and a stethoscope, stands in the foreground with her arms crossed. She is smiling slightly and looking directly at the camera. In the background, several other young women, also in blue scrubs, are visible, some sitting at a table and others standing. The setting appears to be a classroom or a meeting room with a whiteboard and posters on the wall.

From Zero Digital Presence to a Scalable Digital Acquisition Engine Driving 150+ Monthly Student Enrollments



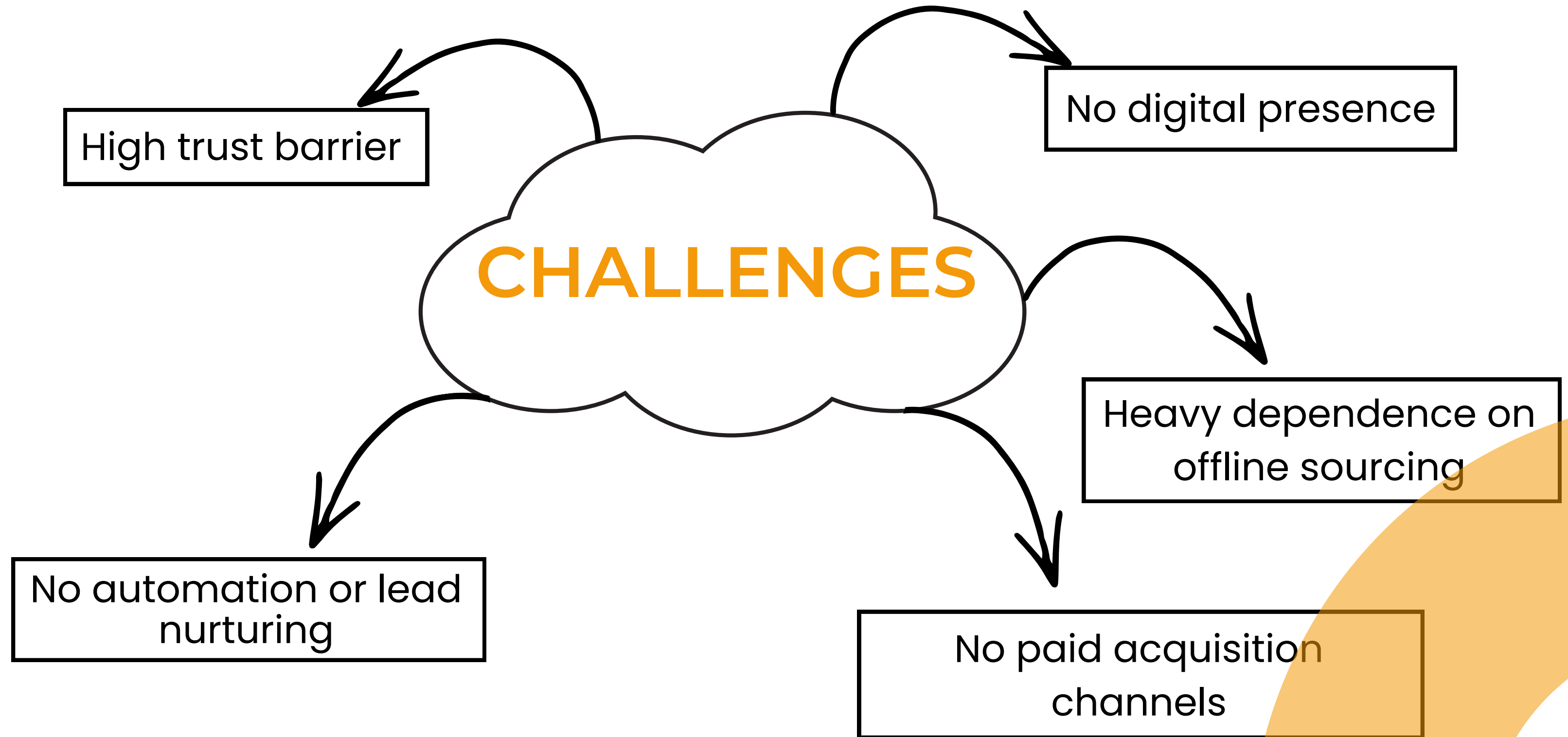
About BorderPlus

BorderPlus helps blue-collar professionals specifically **nurses** secure **high-paying** international nursing jobs.

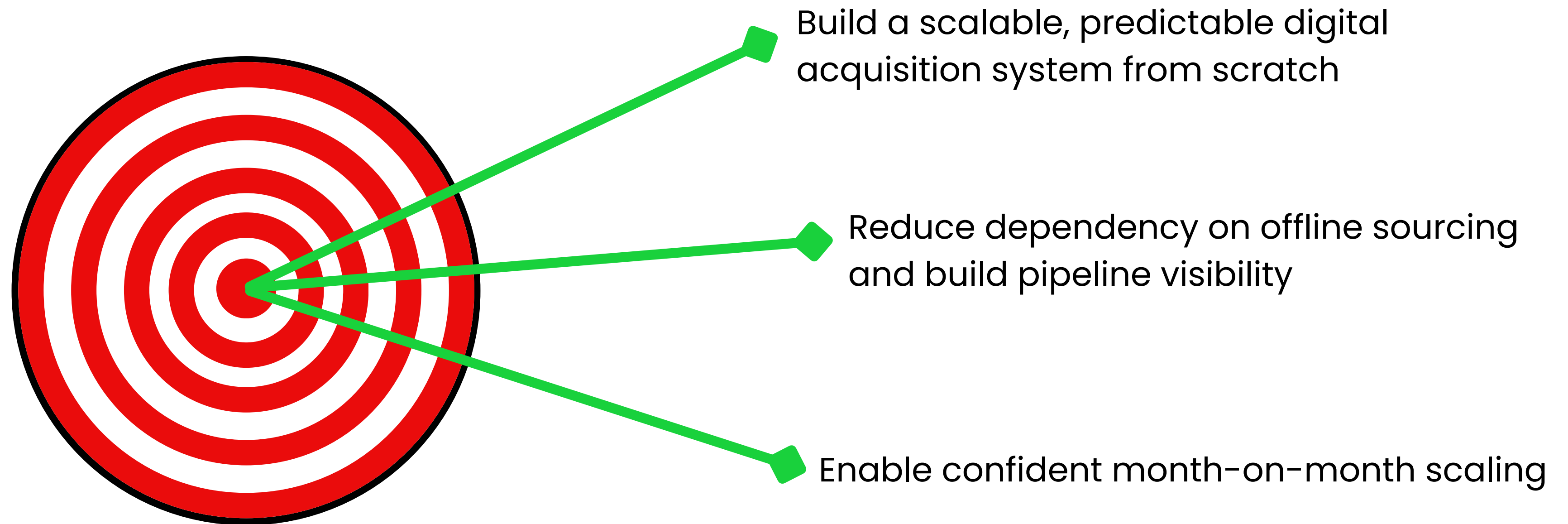
What BorderPlus Provides:

- German language school
- Interview preparation
- International job placement
- Documentation & visa support
- End-to-end relocation assistance





Objectives



Early experiments & key learnings

Initial Hypothesis:

- LinkedIn Ads would attract high quality job-seeking nurses.
- Initial traction brought volume – but also unqualified leads.

What Actually Happened:

- Very high CPL
- Low intent and engagement
- Platform–audience mismatch for B2C nurses



Pivot to Meta Ads, where:

- Nurses were more active and intent-ready
- Demand-led messaging worked
- CPL dropped significantly

Result:

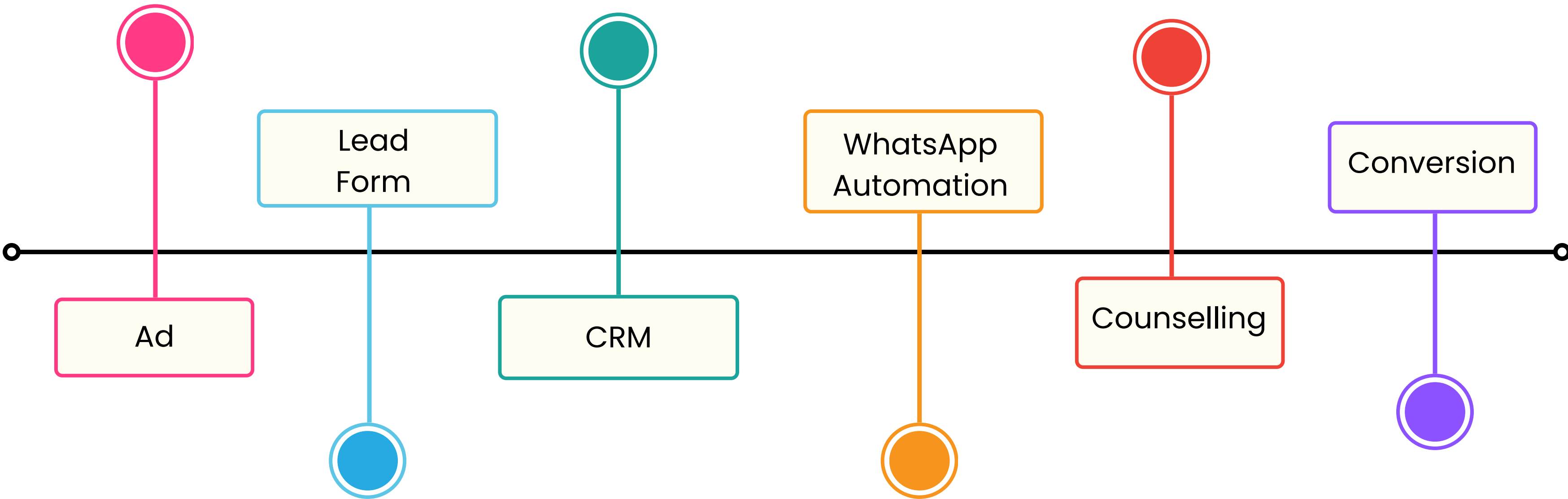
- Lead volume increased
- Sustained improvement in lead quality
- Higher counselling conversion rates



LinkedIn®



Our Execution Framework





4 Pillars that enabled scalable growth

Quality First Lead Capture

Condition based meta form

Built-in qualification logic filtered out low-intent submissions and trained Meta's algorithm to prioritise quality leads over raw volume during budget scaling.

Smarter Campaign Optimisation

CRM events integration with Meta

High-intent CRM events were sent back to Meta, aligning ad optimisation with real business outcomes instead of just form submissions.

Instant Lead Engagement

WhatsApp Automation

Instant WhatsApp responses and early screening ensured faster engagement, reduced lead decay, and allowed the sales team to focus only on intent-ready candidates as volume scaled.

Performance Stability at Scale

Continuous creative & strategy refresh

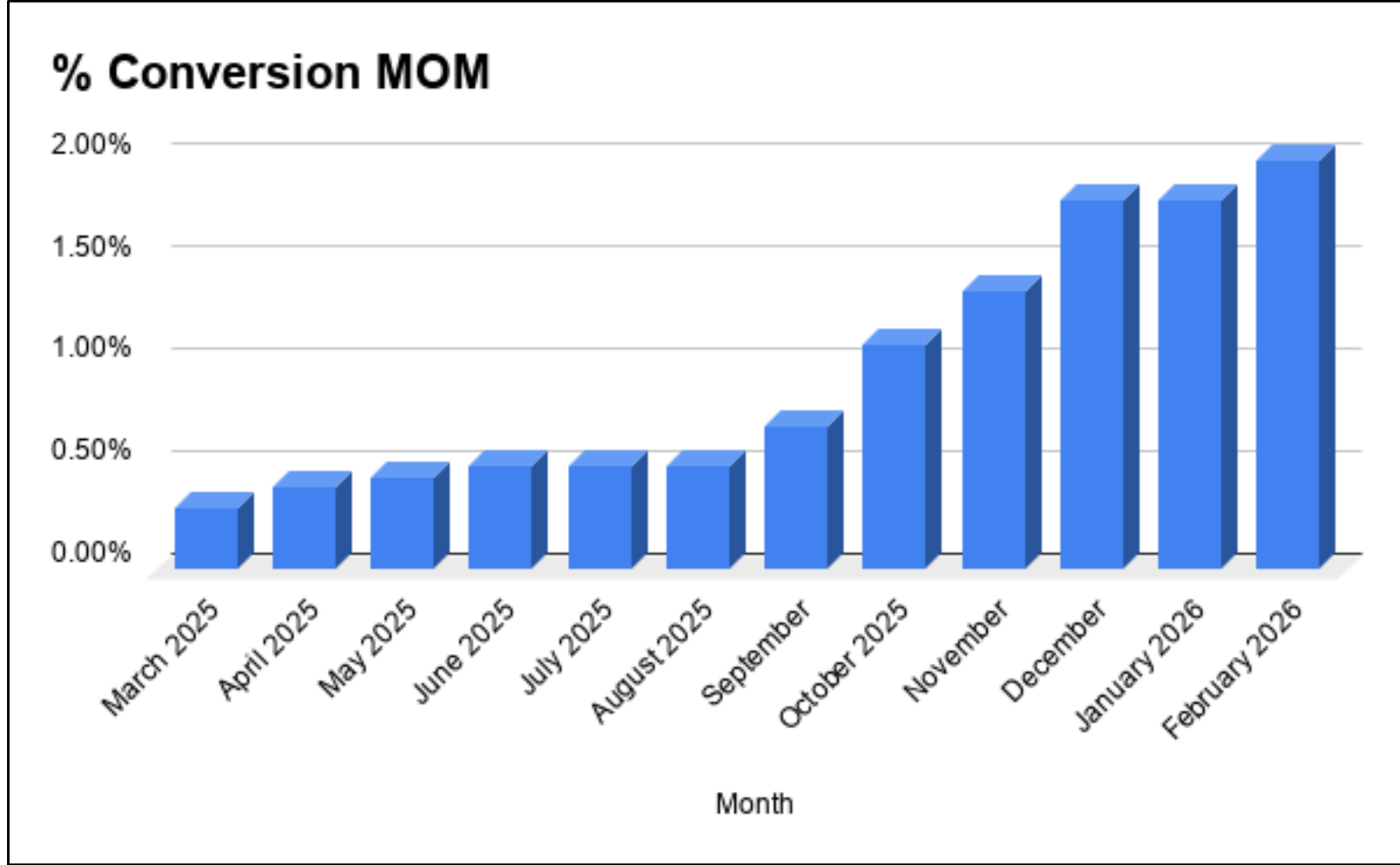
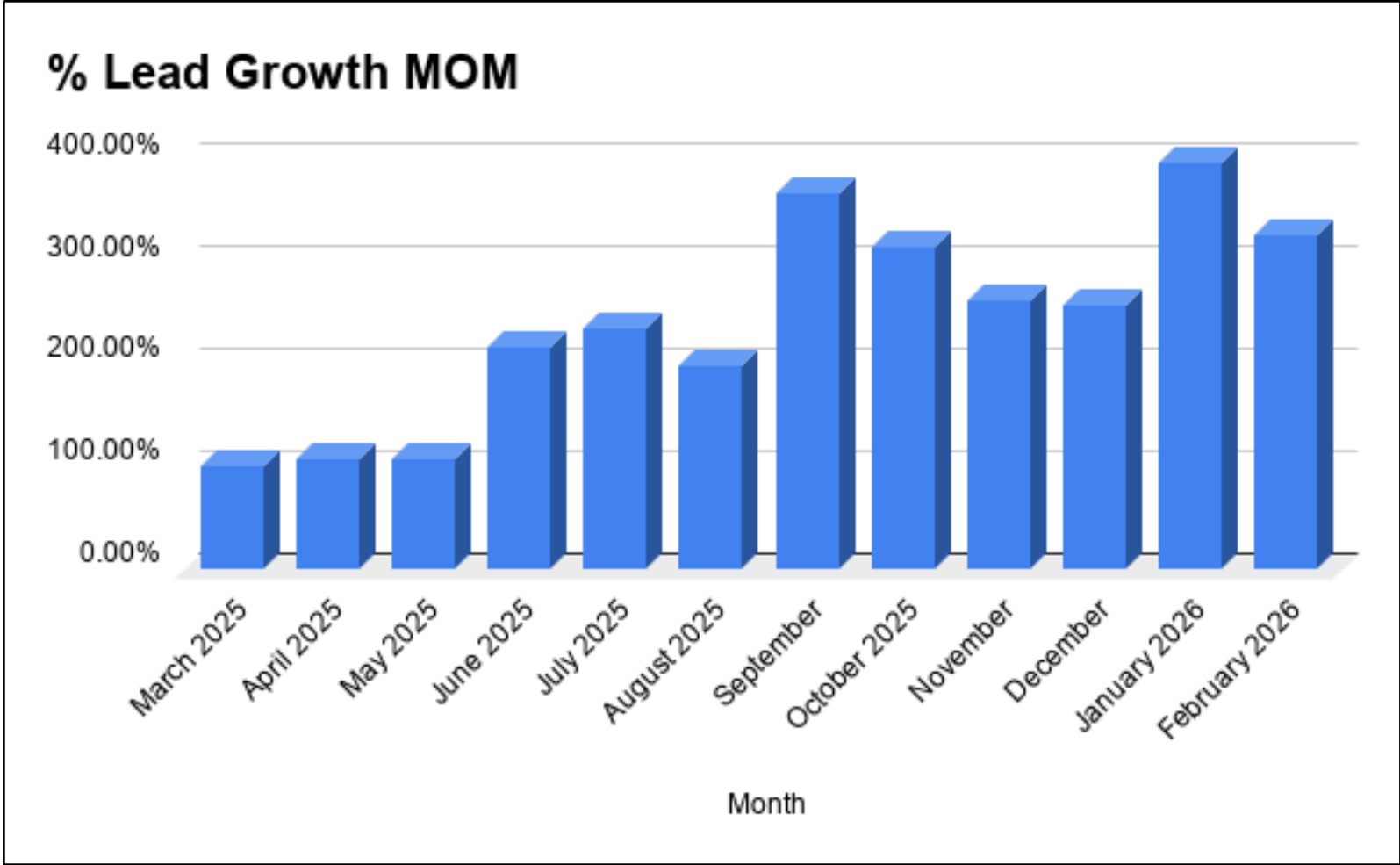
Regular refresh of creatives, messaging, and targeting prevented fatigue and helped maintain stable CPL even with month-on-month budget increases.

Resulting Operational Impact

- ▶ Faster response times
- ▶ Stable CPL while scaling budgets
- ▶ 90% leads from the target nurse audience
- ▶ Sales teams focused on high-intent candidates



System-Led growth over time



**Actual figures cannot be disclosed as they are confidential.*

AD COPIES

BorderPlus

Work in **Germany** as a **Nurse**

Up to ₹3L per month Salary | German Training Included | Travel & Relocation Fully Covered

[Apply Now!](#)

BorderPlus Trusted by 500+ Nurses

Make up to ₹1.5L / Month Tax Free as a Nurse in **Saudi**

[Apply Now](#)

Interview & Job Prep with Placement Assistance | Visa, Immigration & Documents Support | Relocation & Soft landing Support

RA License No: RA6473813

BorderPlus

and they are paying **big money**

certification milega aur

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Nurses in Germany earn more with the same skills

Make the right choice!

Upto ₹30,000 per month in India | Upto ₹3 Lac per month in Germany

[Apply for Job!](#)

BorderPlus

JOB ABROAD

Work as a Nurse in Germany

Submit Your Application to Check Your Eligibility for the BorderPlus Program

About the Program

- A1 to B2 Language Training
- Monthly Stipends
- Interviews With German Healthcare Institutes

Why Germany?

- 3.5 lakhs per month
- Better work-life balance
- Opportunity to Bring Family



**Ready to build scalable growth for your business?
Let's talk.**

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