Scaling an EdTech Brand in the US for Starter Executive Professionals

A CASE STUDY

insightus

Digitally Inventive

Background

EdTech Brand offering the course 'Real-Time Tech Mastery for Mid-Senior Roles' targeted at starter executive professionals in the US aiming to transition into mid-senior roles in the tech industry.

Initial Challenges

High Cost per Lead (CPL)

Initial CPL was $120.

Low Conversion Rate

Conversion rate was at 0.9%.

Engagement

Poor engagement with ad creatives and content.

Brand Awareness

Limited brand recognition among target audiences in the highly competitive US market.

Retention

Low retention rates for course completion.

Results & Impacts

Cost per Lead (CPL)

Reduced from $120 to $45, a decrease of 62.5%.

Conversion Rate

Increased from 0.9% to 4.7%, a 422% improvement.

Lead Volume

Increased lead volume by 300%, generating over 3,000 high-quality leads per month.

Brand Awareness

Brand search volume increased by 500%, from 1,000 to 6,000 monthly searches. Social media engagement (likes, shares, comments) increased by 250%.

Course Enrollment

Monthly course enrollments increased from 50 to 250, a 400% increase.

Course Completion Rate

Improved from 60% to 85%, a 41.7% increase due to enhanced engagement strategies.

Return on Ad Spend (ROAS)

Achieved an average ROAS of 9.5X, an increase from the previous 4X.

Customer Feedback

Positive feedback and reviews increased by 400%, enhancing the brand's reputation.

Key Metrics

Total Leads Generated

15,000 leads in 5 months.

Customer Lifetime Value (CLTV)

Increased by 150%.

Retention Rate

85%.

Certification Rate

80%.

Engagement Rate

35% (compared to industry average of 20%).

John Poulose

Business Strategist I Experienced Leader

He is the founder and the cerebrum, the intellect behind Insightus Digital. An alumnus of Harvard Business School with over 20 years of hands-on experience and palpable success in building and scaling businesses seamlessly.

John is an author with Bookboon Learning, creating audiobooks, podcasts and webinars for the global audience.

He is an Entrepreneurial leader, strategic planner, and business executive skilled in implementing viable business solutions.

Strategy and Implementation

Data-Driven Targeting

- Implemented advanced data analytics to identify high-intent audiences.

- Used lookalike audiences from existing customers to target similar profiles, resulting in a 25% increase in targeting accuracy.

Multi-Channel Marketing

- Launched campaigns across LinkedIn, Meta, Instagram, YouTube, and Google Ads.

- Emphasized LinkedIn and YouTube for professional engagement and video content.

- LinkedIn campaigns increased professional engagement by 40%.

- YouTube video ads achieved a 35% higher engagement rate than static ads.

Key Results	Campaign Group	Spent	Cost Per Result
-	-	₹49,178.74	-
802 Engagements	Boost_Post_Engagement	₹14,492.46	₹18.07
309 Engagements	Boost_Post_Engagement	₹14,870.46	₹48.12
748 Engagements	Boost_Post_Engagement	₹19,815.82	₹26.49

Dynamic and Engaging Creatives

- Created dynamic video ads showcasing real-time skill application and success stories from course alumni.

- Developed interactive ad formats to boost engagement, leading to a 50% increase in ad interaction.

Business plan

Describe your company and your company's achievement so your audience can learn more about your origin and expertise.

Communicate your vision to your audience

So they can connect and resonate with your company and your positioning.

Lead Nurturing

- Implemented an automated email marketing campaign to nurture leads.

- Personalized email sequences based on user behavior and interaction with the brand, improving email open rates by 60% and click-through rates by 45%.
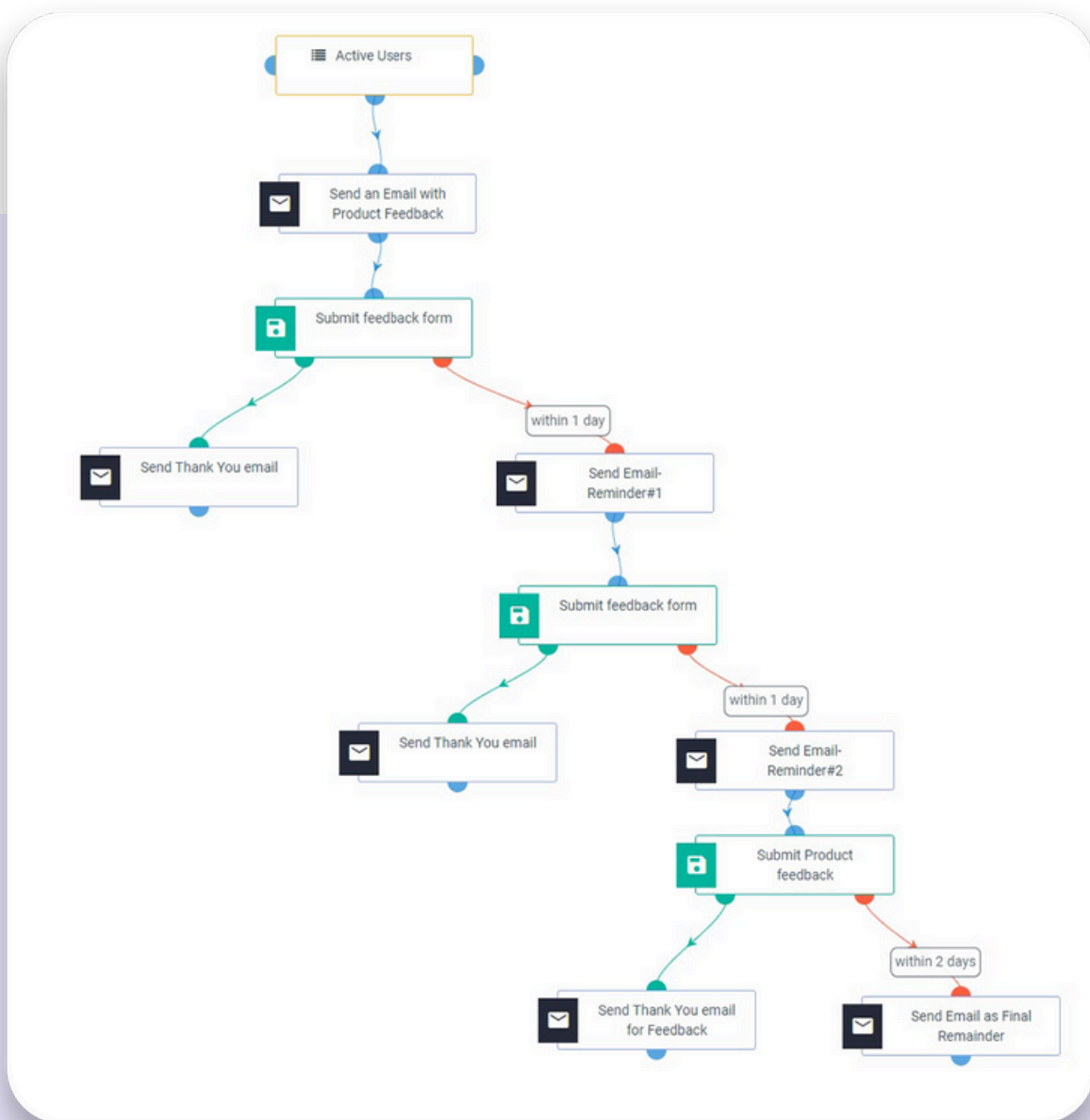
Brand Awareness Campaigns

- Ran brand awareness campaigns featuring testimonials from industry leaders and course graduates.

- Partnered with tech influencers to enhance credibility and reach, resulting in a 500% increase in brand search volume from 1,000 to 6,000 monthly searches.

Course Retention Strategies

- Introduced interactive and gamified learning modules to enhance engagement.

- Offered incentives such as certifications and access to exclusive industry webinars upon course completion, boosting retention rates by 41.7%.
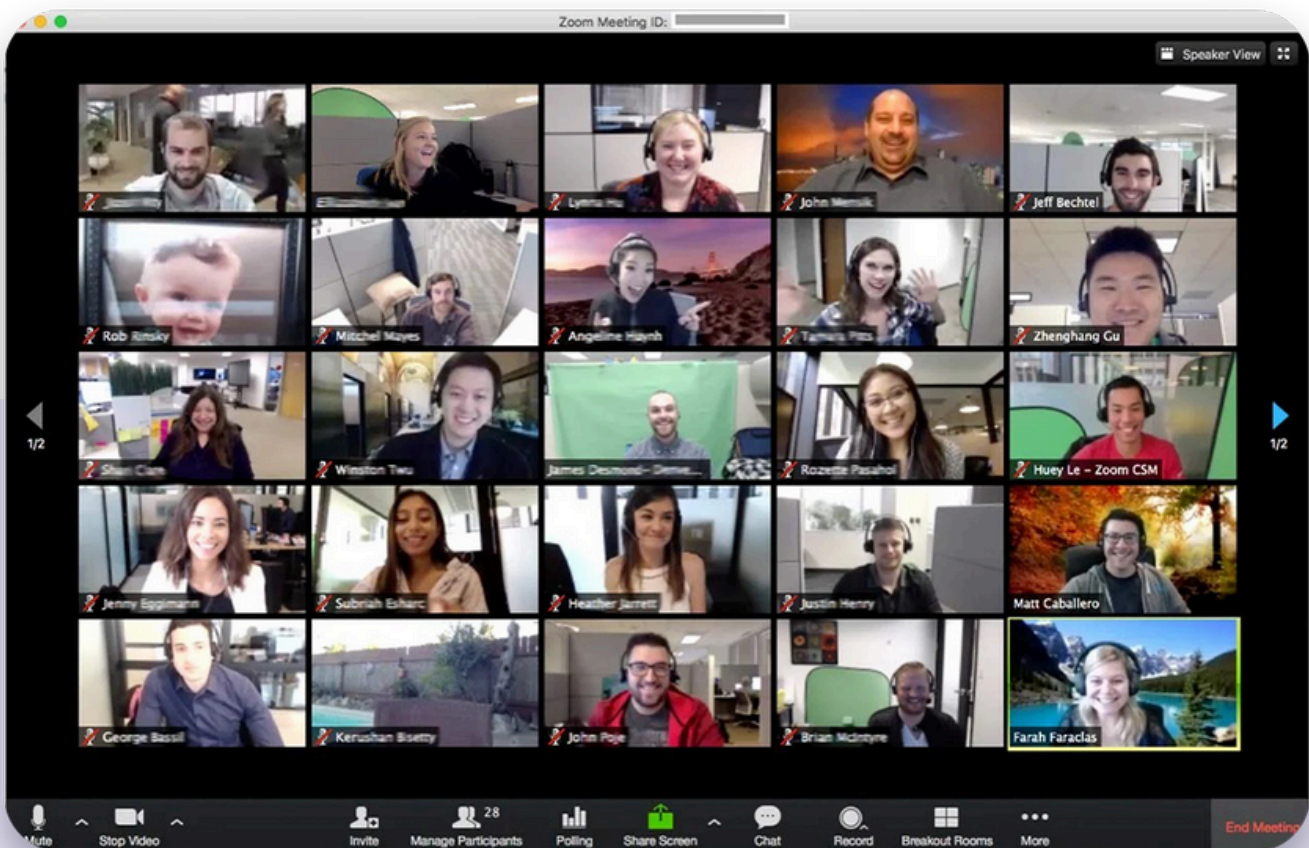
Key Takeaways

Advanced Data Analytics

Leveraging data analytics for targeted marketing improved targeting accuracy by 25%, significantly reducing CPL and improving conversion rates.

Multi-Channel Presence

A strong multi-channel presence across LinkedIn, Meta, Instagram, YouTube, and Google Ads ensured broader reach and engagement, with LinkedIn campaigns increasing professional engagement by 40%.

Engaging and Interactive Content

Dynamic video ads and interactive formats enhanced user engagement, resulting in a 50% increase in ad interaction and a 35% higher engagement rate on YouTube.

Personalized Lead Nurturing

Automated and personalized email sequences improved open rates by 60% and click-through rates by 45%, maintaining interest and converting leads.

Brand Partnerships

Collaborating with tech influencers and industry leaders enhanced brand credibility and awareness, leading to a 500% increase in brand search volume.

Conclusion

Through targeted and data-driven strategies, engaging content, and a multi-channel approach, the EdTech brand successfully scaled its operations, significantly reducing lead costs, increasing conversion rates, and enhancing brand awareness.

The focus on real-time skill application and interactive learning modules led to higher course completion rates and overall customer satisfaction, positioning the brand as a leader in executive education for tech professionals.

Get In Touch With Us, if you would like to have

1. A 30-Day Pilot with us – **Assured Results** or **100% refund**.

2. A Paid account audit of all your ad accounts - **$33 USD**

3. **Performance marketing consulting** for your in-house team or agency

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in **Click to visit John Poulose Profile**

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Thank You