

Empowering Non-IT Employees with IT Skills - Microdegree's Growth Journey

From 200 enrollments to
10,000 + enrollments

A CASE STUDY

Background

Microdegree, an EdTech client, set out to empower non-IT employees by providing expert-level skills in the IT domain through their comprehensive courses and programs.

Initially, their growth was stunted due to reliance on cold calls, which required significant time, money, and resources with minimal results.

Introduced to Eclatmax by a mutual friend, Microdegree embarked on a transformative journey, resulting in a significant increase in learners.



Challenges

Before partnering with us, Microdegree faced several challenges:

Demand for Qualified Leads

Struggled to generate on-demand and qualified leads for entry-level courses and upsells.

Brand Building

Needed to establish a strong brand presence among target audiences, investors, and influencers.

Webinar and Masterclass Attendance

Faced difficulty in attracting qualified attendees for their webinars and masterclasses.

360-Degree Marketing Strategy

Lacked a comprehensive online marketing strategy essential for performance marketing and branding.

Outreach Optimization

Required robust strategies to optimize outreach for higher conversion rates, upsells, and student loyalty.

Results & Impacts

Learner Growth

Expanded from 200 students to **10,000+ learners in 9 months.**

Qualified Leads

Significant increase in qualified leads ready for entry-level courses and upsells.

Webinar and Masterclass Attendance

Drastically improved attendance rates for webinars and masterclasses.

User Engagement

Increased user engagement metrics by 27%, with a significant reduction in churn rates.

Conversion Rate

E-book campaign conversion rate reached 12%.

ROI and ROAS

Achieved a remarkable ROAS of 13X from the e-book download campaign.

Cost Reduction

Organic marketing efforts reduced the overall cost of acquisition.

Spearheaded by
Harvard Alumnus

John Poullose

**Business Strategist | 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.

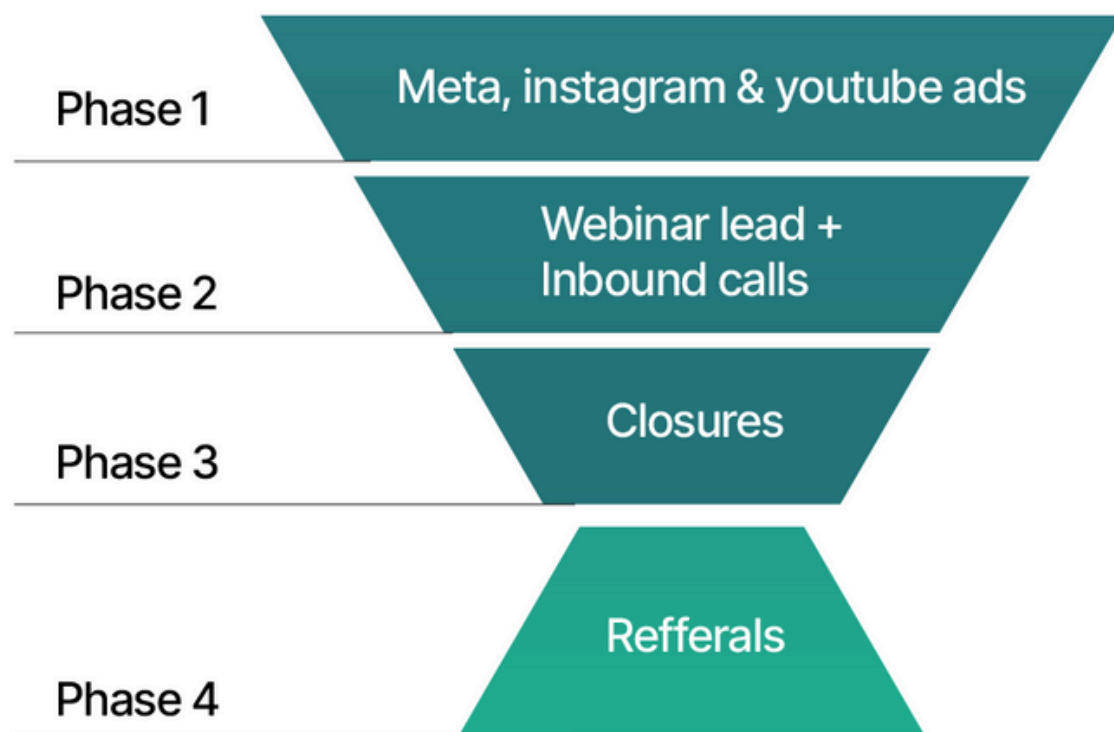
John is an author with Bookboon Learning, creating audiobooks, podcasts and webinars for the global audience.

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

Strategy and Implementation

Multi-Funnel Approach

Employed a multi-funnel strategy combining direct purchase and inbound marketing. Ensured a strong pipeline to achieve higher ROI.



Free Registration Campaigns

Focused on campaigns offering free registrations, which attracted high-quality leads.

Attention Engineers, BCA, MCA, BSC grads and IT professionals 🚩

...see more

Become Cloud and DevOps Engineer in 2 Months
Crack High Paying Jobs
ಕನ್ನಡಿಗರಿಂದ

For any Engineers and Tech Working Professionals

FORM ON FACEBOOK
Free Demo Session | Earn Up to 8 - 12 Lac p.a. [Apply now](#)

12

Like Comment Share

Results	Reach	Impressions
12 On-Facebook leads	13,571	15,758
1,159 On-Facebook leads	725,829	1,992,525
586 On-Facebook leads	492,079	1,403,772
330 On-Facebook leads	105,034	349,664
11 On-Facebook leads	25,817	29,504
43 On-Facebook leads	85,038	102,022

Weekly Ad Refresh

Conducted weekly ad refreshes, pausing ads once a week to maximize churning and increase ROI.

The image shows two side-by-side Facebook ad screenshots. The left ad is titled "Project for DevOps | By industry experts." and lists features: "Self-Paced", "Taught in Kannada", "By DevOps Engineer", and "1 Real-world Project". It includes a video thumbnail with a woman and a play button, and a "Learn more" button. The right ad is titled "Attention Engineers, BCA, MCA, BSC grads and IT professionals" and asks "Looking to build a career in Cloud? But don't know where and how to start?". It includes a video thumbnail with a play button and an "Apply now" button.

The image shows two side-by-side Facebook ad screenshots. The left ad is titled "Sponsored" and says "No prior coding knowledge is required X". It includes a video thumbnail with a woman and a play button, and a "Join Now" button. The right ad is titled "Sponsored" and says "Attention Engineers, BCA, MCA, BSC grads and IT professionals". It includes a video thumbnail with a play button and an "Apply now" button.


Human Images and Videos

Used real human images and instructor-based videos, which outperformed other creatives.

Attention Engineers, BCA, MCA, BSC grads, and IT professionals

Looking to build a career in the Cloud? But don't know where and how to start?

Join the Free Demo Session by [Name] Where you will...



Enrol at ₹28,000

Eligibility: Any Engineers & Working Professionals

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Join Now


Learn more

Join a 2-hour hands-on Webinar by Shridhar | Industry Expert.

Today at 8PM | @ RS.29/-

Webinar Highlights :

- Scope for AWS & DevOps in the next 10 years.
- Get Skilled on IAM, EC2, S3 Bucket....



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Learn more

Technical Concepts ಕನ್ನಡದಲ್ಲಿ ಕಲಿಯಬೇಡಿರಿಂದ you will learn 10x Faster 🚀

[Name] is an online education platform where we teach job ready IT skills in ಕನ್ನಡ. With over...

✔️ 25000 + Students...



nanna ella colleagues

[Name] is kannada's No.1 training platform. 🏆


Learn more

Join a 2-hour hands-on Webinar by Anantha | Industry Expert.

Today at 7PM | @ Rs.29/-

Webinar Highlights :

- Discover Cloud & DevOps Career Opportunities
- Full AWS & DevOps Guide...



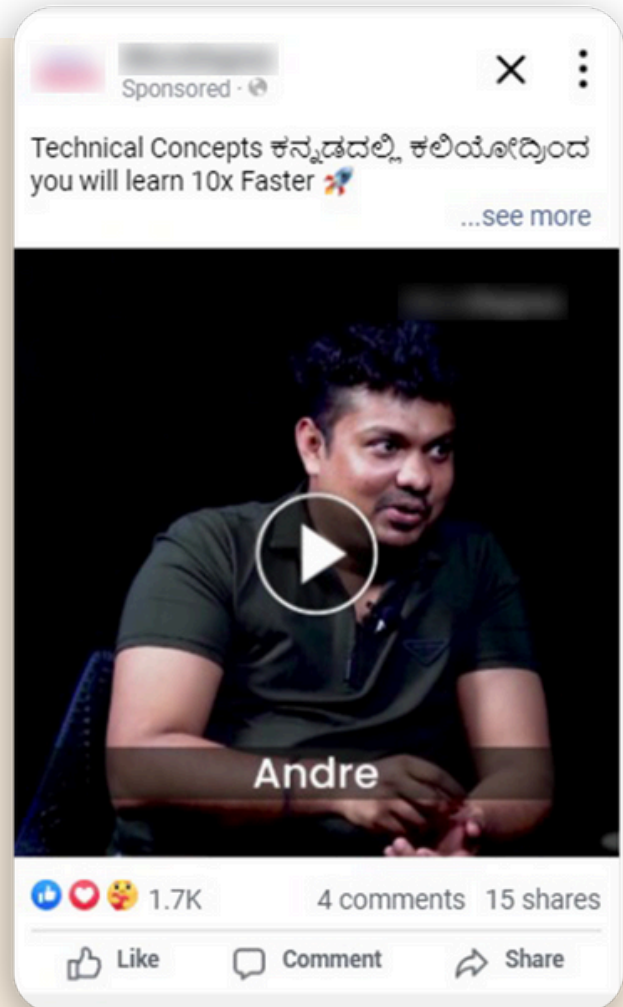
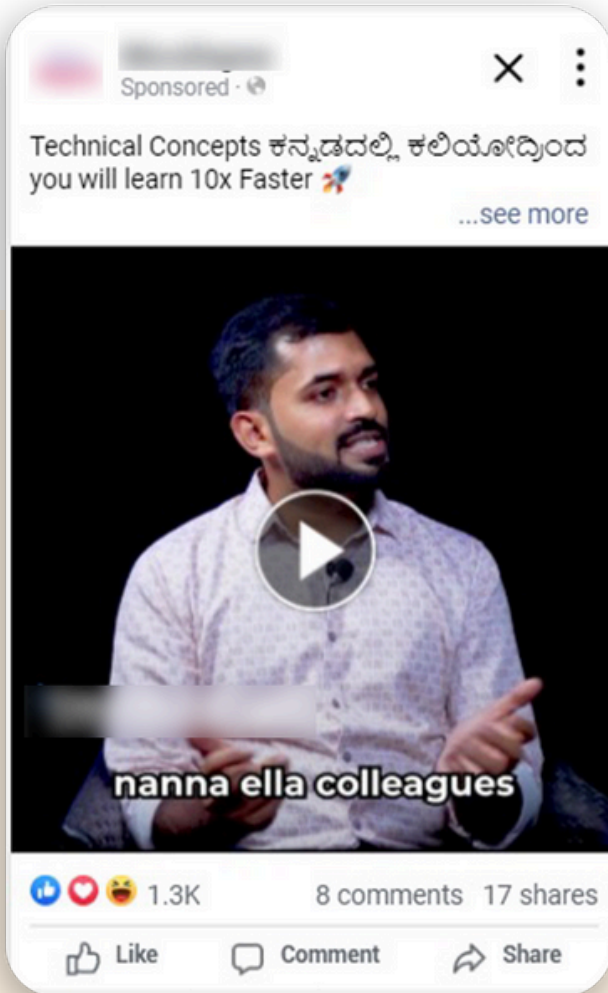
Enrol at ₹28,000

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Webinar by Mr.Kumar Chowdary, Industry expert and a Star Trainer at [Name]. Webinar Highlights : . Importance and scope o...

Learn more

Branding and Conversions

Noted a direct link between branding efforts and conversion rates. High brand recall significantly boosted conversions.



Higher Age Group Targeting

Targeted higher age groups, which outperformed in terms of ROI and scale.

* Locations ⓘ

Location:

- India: Karnataka

Age ⓘ

23 - 35

Gender ⓘ

All genders

Detailed targeting

All demographics, interests and behaviours

Languages ⓘ

- English (UK), English (US) or Kannada

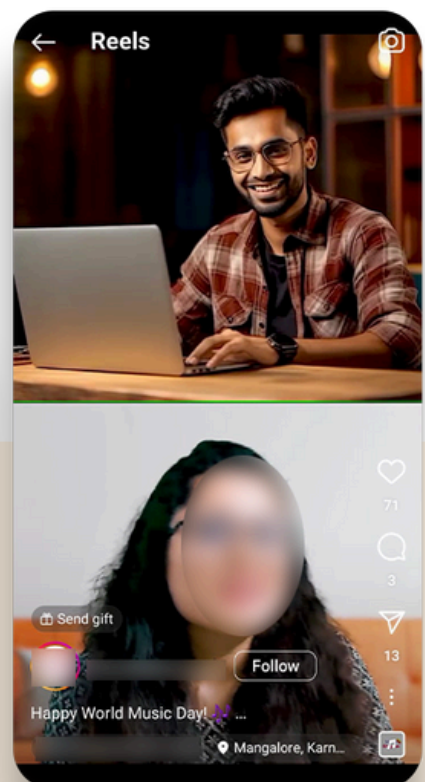
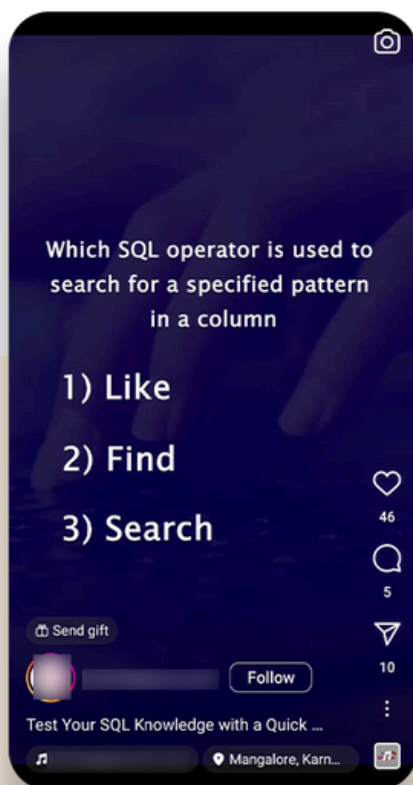
E-Book Download Campaign

Launched a Meta and Instagram ads campaign focusing on e-book downloads. Achieved a 12% conversion rate from those who downloaded the e-book, with a ROAS of 13X.

The image shows a screenshot of a Meta advertisement for MicroDegree. At the top, it features the MicroDegree logo and the text "Sponsored". Below this, there is a headline in Kannada: "ಡೌನ್‌ಲೋಡ್ ಮಾಡಿ FREE eBook. The complete roadmap to become a cloud professional in 2024." followed by a green checkmark icon and "...see more". The main visual is a large smartphone mockup. On the left side of the phone, a man in a light blue shirt and jeans stands with his hand on his chin. The phone screen displays the MicroDegree logo, the text "FREE EBOOK", "HOW TO BECOME A CLOUD PROFESSIONAL", and "Complete Road Map for a High Paying IT Job". Below the text is an image of a hand holding a tablet. At the bottom of the phone screen, there is a green "DOWNLOAD NOW" button and the text "CLICK THE LINK BELOW". At the bottom of the ad, there is a white bar with the text "FORM ON FACEBOOK" and "Download the Free Ebook" next to a grey "Download" button.

Organic Marketing

Paid activities led to increased organic searches on Google and inbound leads through Instagram, Facebook, and WhatsApp, reducing the overall cost of acquisition.



Key Takeaways

Multi-Funnel Strategy

Combining direct purchase and inbound marketing can create a robust lead pipeline and increase ROI.

Creative Optimization

Regularly refreshing ads and using real human images and videos can significantly improve ad performance.

Special Offers

Implementing special offers and discounts can effectively drive conversions.

Brand Recall

Strong branding efforts directly contribute to higher conversion rates.

Targeted Marketing

Focusing on specific age groups can yield better ROI and scale.

E-Book Campaigns

Offering valuable content like e-books can drive high conversion rates and ROI.

Organic Boost

Paid activities can complement organic marketing efforts, leading to lower acquisition costs.

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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