

---

EdTech Market is  
cribbing ALL the  
TIME!!!

Let's Fix it.

---

# Current Scenario

- ~60% Revenue in edtech comes from Performance marketing, Thus overdependence on one source
- 1/3<sup>rd</sup> NI reason from sales = Cut call after hearing XXXXXXXX
- NO passive source of lead generation
- NO sense of pride among market for XXXXXXXX
- NO value addition to non-buyers & NO story to sell
- Majority of charters - Google Ads, Meta Ads - have started or will soon achieve a saturation that will exceed profitability.
- Disintegrated Marketing strategy
- NO consistent Brand voice or message

Most edtech think of them as a job company, NOT a brand.

# Thought Process

## Changing user behaviour:

- As more and more people rely on ChatGPT for search, there's a clear **shift in user behaviour**, making ChatGPT the new search engine & source of information.
- Scaler, Coding Ninja, Tutort, might be our big players but an edtech's real major competitor is **ChatGPT** (AI), just as -
  - Coke's competitor is water
  - Zomato's competitor is homemade food
- With users becoming prone to ads, it's high time to take bold marketing efforts and **capture user at multiple touchpoints**

## Aim:

- To establish a strong brand presence, recognition & broader reach
- Build self sustaining source of growth while reducing dependencies on certain charters.
- Deliver growth from unexplored segments of marketing and improve overall closure rate & brand image.

# Solution

## Establish an Integrated Marketing Campaign (IMC)

A coordinated strategy that combines various marketing channels to deliver a **consistent message** and a unified brand experience.

### How will it work?

1. Create a brand story/ideal
2. Rigorous PR, Content seeding & guest posting
3. Promote same message on Ads & via Influencer Marketing
4. Founders own & propagate the idea in multiple online & offline events ---> Strong founder presence
5. Podcasts on our & other's channels about the same idea
6. Preplanner Social media strategy & regular engagement activities
7. Drip campaigns via Email & WA for strong engagement



# IMC Idea

## Job nahi, Career banao!

### **Brief:**

Propagate the idea that a person should think in the long term and work on building a solid CAREER and not just do what's good for their JOB.

### **Why?**

The campaign aims to inspire people to upskill and work on THEIR careers, without forceful selling.

### **Benefits:**

- A sense of pride in associating with XXXXXXXX.
- Better customer experience, thus improved conv. rate in the long run
- Add a VALUE in the ecosystem by promoting the idea of upskilling
- Generate interest & spark curiosity, helping us reach untapped markets
- This will focus on DEMAND Gen and not just Lead Gen.
- This will create a halo effect that boosts the performance of other channels

You need to add value to the ecosystem

# Examples of IMCs

|                |                                                                                                                                                                                                                                                                                                                                                                   |
|----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Upgrad         | <p><b>Aage ki Socho:</b> Ignites the thought to think about future &amp; upskill</p> <ul style="list-style-type: none"><li>• <u>Stuck in JOB</u> (Caters to SDE audience)</li><li>• <u>Stuck in CAREER</u> (Caters to DSML audience)</li><li>• <u>Influencers+Sponsors</u></li><li>• <u>Podcast for though leadership</u></li><li>• <u>Social Media</u></li></ul> |
| Scaler         | <p>Where the Hungry Learn: Motivates SDE to upskill</p> <ul style="list-style-type: none"><li>• <u>Youtube/TV/Meta Ad</u> - Campaign went viral</li><li>• <u>Influencer Integration</u></li></ul>                                                                                                                                                                 |
| Unacademy      | <p><b>Let's Crack It:</b> Instigates a fire in students to clear exams</p> <ul style="list-style-type: none"><li>• <u>Jingle for resonance</u> - Song went viral</li><li>• <u>Youtube/Meta/TV Ad</u></li><li>• <u>Brand integration</u></li></ul>                                                                                                                 |
| Other Examples | <p><b>Myntra:</b> End of Reason Sale<br/><b>Flipkart:</b> Big Billion Days<br/><b>Spotify:</b> Wrapped!</p>                                                                                                                                                                                                                                                       |

# Marketing Channels



**Paid Medias**



## **Public Relations**

News Articles  
Guest Posting  
Events  
Podcasts  
Press Release



## **Founder's Presence**

Founder's Podcasts  
Linkedin  
Youtube  
Events



## **Social Media**

Regular engagement  
activities  
Collab with meme  
pages  
Collab with  
infotainment pages



## **Youtube Organic**

Student Reviews  
Podcast with  
Techies



## **Influencer Marketing**

LinkedIn Content  
Youtube Collabs  
Founder's Podcasts

# Target Audience

**Demographics:**

24-40 Years Old

Male Dominant

Work Experience ~2 years

**Geography:**

Tier 1, Tier 2 Cities

**Touchpoints:**

Social Media - Meme pages, Influencers, Organic,  
Inshort Influencer

YouTube - Infotech, Organic

Blogs (GFG, Medium)

# Proposed Timeline

---

## Month 1

- Video Shoot for Campaigns
- PR and Podcast with Influencers
- Insta Influencer pages Onboard
- Initiate Social Media by mid-month
- Founder's post

## Month 2

- Initiate Consideration Ads
- PR & Podcast
- Blogs & Guest posting
- Alumni Reviews
- Events
- UGC for social media

## Month 3

- Drip Campaigns
- Ads Continuation
- Social media engagement activities
- Discount Offers

# Proposed Budget

This is a rough estimate of tentative spending; actual figures vary based on negotiations & ongoing improvement efforts.

| Project/Initiative          | Value     | Percentage |
|-----------------------------|-----------|------------|
| Video Shoot                 | 1,50,000  | 3%         |
| Tier 1 PR & Podcasts        | 15,00,000 | 30%        |
| Social Media Collaborations | 4,00,000  | 8%         |
| Influencers (YT+LI+IG)      | 8,00,000  | 16%        |
| Paid Ads (Meta+Google)      | 20,00,000 | 40%        |
| Miscellaneous/Buffer        | 1,50,000  | 3%         |
| TOTAL                       | 50,00,000 | 100%       |

# Success Metrics

## Cost per lead , Organic Leads

More branded search, more organic leads, lower CAC over time, better sales conv. rate

## Reach, Impression

More cold audience knows about bosscoder

## Brand Mentions, Brand Searches, Website Visitors

Increased brand recalls, creates a buzz in market

## Engagement - Like, Share, Views, Comments

Engagement on Influencer contents, health check on positivity

## Sales Connectivity

Gradually connectivity should improve with lower RNR & better conversion