

Digital Marketing Strategy

for South India

~ Manav Jain





Joseph Schatz, 29 YO

Kochi, Kerela

- Speaks Malyalam (native), English (fluent), Hindi (Int)
- Conducts live online digital marketing micro courses with 100-120 students
- Moderate Tech Adoption: Tech Savvy, uses zoom & telegram groups, accepts payment via razorpay

Behaviour

- Targets college students and young job seekers in Tier 2/3 cities.
- Creates occasional content on Instagram.
- Markets via free WhatsApp workshops and Google Forms registration.
- Actively looks for tools to manage students & batches and, upsell his paid courses.

Painpoints

- ✗ No integrated platform to manage course access, payments, and feedback.
- ✗ Finds Zoom + Google Sheets + WhatsApp hectic & inefficient.
- ✗ Needs help creating structured course offerings with a pricing strategy.
- ✗ Spends all day in taking classes, & is unable track analytics manually.

Motivation to use Classplus

- Needs a one-stop app to manage batches, fees, test results, and marketing.
- Sees Classplus as a tool to build his brand like other YouTube educators he follows.
- Wants a platform to create and sell structured courses instead of only doing live sessions.
- Needs in-app branding, course library, automated onboarding, and student CRM.

User Persona

Meena Suresh, 37 YO

Vijayawada, AP

- Speaks Telugu (native), English (fluent)
- Runs a known NEET coaching center with 50-60 offline students
- Moderate Tech Adoption: Uses WhatsApp groups, shares PDF notes, collects fees via UPI. Has a YouTube channel (~2K subs) but no monetization. Slightly resistant to tech.

Behaviour

- Creates his own notes and video lectures but don't monetize them.
- Shares study materials via WA groups.
- Records sessions occasionally & puts on YouTube but does not sell courses yet.
- Attends webinars by other edtechs to stay updated, but hasn't adopted any full platform.

Painpoints

- ✗ Struggles with scaling, Limited time & unable to handle 1:1 comms manually.
- ✗ Doesn't know how to generate leads online beyond YouTube.
- ✗ Finds it hard to promote his coaching beyond his city.
- ✗ Single person managing everything.
- ✗ Skeptical about "hidden costs" or "revenue-sharing" from edtech platforms

Motivation to use Classplus

- Scale coaching business beyond physical classroom limitations
- Reach students across India
- Wants to scale beyond Vijayawada without opening more centers.
- Wants to create and sell structured courses instead of only doing live sessions.
- Sees Classplus as a way to increase the student base.



Market Nuances



A combination of multiple micro markets



South people are very particular about their language. Each state has its own language which are - Kannada, Telugu, Malayalam, Tamil. People prefer to consume digital content in their native language. These people don't communicate with each other well. English is a common language but not all can speak it. Thus, cultural aspect is strong & should be reflected in messaging.



For K-12 educators, exam cycles differ for each state boards in both linguistic & timeline manner. Eg, TSPSC, APPSC, TN Board. We can use this information to run seasonal campaigns like "Start your online academy before TSPSC 2025" 3-4 months before exams.



Festivals celebrated are different from north like pongal, onam, ugadi etc. which hold great cultural significance & should be looked at while making seasonal campaigns to connect with the audience.



South people are less tech-savvy, take time to trust, and take extreme pride in their people. They crave belongingness, and thus, showing testimonials from their state/city could instantly establish local proof and validation. Their decisions are also heavily influenced by WOM and they are a bit skeptical about adjusting to changes.

Awareness

Educate the user by focusing on Need Generation
Use channels like Youtube, SEO, Blogs, Webinars, Video Campaigns, Influencer Marketing, Social Media to build Tofu Awareness. Our user (educator) doesn't aspire to launch an app. Showcase the benefits of having an app through content marketing. We will have Email IDs of people registering for the Webinar, which can be used to nurture them. Don't try to sell Classplus at this stage, position it as a thought leader.

Interest

Convert user's skepticism to realisation

This stage will interest user to have an app. He is not sure but he is starting to consider having an app (not necessarily from classplus). Send a weekly newsletter about growing business with app to people who attended webinar, monitor their actions via CRM. Use Meta Ads, Google ads, LinkedIn, Influencer Marketing at this stage to further strengthen his intent and softsell ClassPlus. With paid media, redirect user on landing page, fill a lead form and receive email of user.

Consideration

Start positioning ClassPlus as their key to success

Now the user is sure to have an app and is considering multiple options like hiring a developer, an agency, other white labels, etc. This is the time to gain trust. Establish a personal connection by sending Emails about testimonials. ClassPlus should capture him at multiple points by investing in Branded Search Ads, Whatsapp DMs from Meta Ads etc. Focus should be on getting a demo call booked for Product Onboarding with his native speaker.

Marketing Funnel

Retargeting

Retarget users who dropped from Interest stage based on multiple segments like website visitors, WhatsApp clickers, Meta audience.

Marketing Funnel

Action (Attending a Demo)

Follow up strategically

Send constant reminders and create hype about attending the demo via WhatsApp Marketing. Send a detailed brochure via Email with all the plans. Don't overwhelm the user with information. Make sure the sales rep is someone from their state or speaks their language.

Activation

Nudge them Post attending

Taking a core-level business decision takes time & due diligence, thus the selling point should NOT be discount or price urgency. Send them testimonials & success stories via Email Marketing. Give moderate nudges via WhatsApp in form of short conversational texts to highlight premium features — such as marketing tools, analytics, or the ability to onboard unlimited students. Showcase hyper-local case studies through email or short videos via Whatsapp by sales rep.

Retention & Loyalty

Once the user is onboarded and subscribed, the focus now shifts to helping them stay active, grow revenue, and become a champion of the platform. Begin with creating a sense of community — add them to a regional WhatsApp group with other Classplus creators where they can share tips, wins, and questions. Send weekly email newsletter & conduct bi-monthly webinars covering topics like pricing, marketing, and student engagement. Recognize their progress with in-app badges & leaderboards to instill motivation (“100+ students onboarded”, “Top Tamil Nadu educator this week”) and spotlight them in reels or case study content. Introduce them to referral incentives & turn them into promoters with good UX.

Campaigns as per Marketing Funnel

Stage	Campaign Aim	Marketing voice	Proposed Channels
Awareness	Generate need Educate about the need to digitize	"Start your own online coaching app, no tech needed"	YouTube video, FB Reels, Blogs, Webinars
Interest	Trigger curiosity & lead magnet	"Free masterclass: How to earn 5x more as a digital teacher"	Meta Ads, LinkedIn, Influencer clips, Blogs, Webinars
Consideration	Push decision-making	"Want to launch your app? Book a free 1:1 demo today"	Google Search Ads, LinkedIn retargeting, Whatsapp Marketing
Action	Convert user to a customer	"1000s have achieved thier dream with Classplus. When will you?"	Whatsapp, Emails
Retargetting	Re-engage dropped off users	"Why all you delaying your success?"	Whatsapp, Emails, Meta Ads

The campaigns are proposed considering Action ie., user purchasing the service as the final goal. Post that, the nourishment shall be done 'primarily' from the product side to ensure he retains and become a promoter of Classplus.

Channels		Funnel Stage	Why It's Relevant	Proposed Allocation
	Meta Ads	Awareness, Interest, Retargeting	Educators spend time on Facebook/Instagram. High regional penetration. Great for storytelling, reels, and click-to-WhatsApp.	₹1,70,000
	Google Search Ads	Consideration, Interest	Works at BOFU. Captures high-intent queries (e.g., “sell courses online”, “launch teaching app”) — crucial for demo bookings.	₹1,00,000
	YouTube Ads	Awareness, Interest	Great for storytelling & testimonials in local language. Passive educators become curious after visual exposure.	₹70,000
	Influencer Collaborations (Regional Creators)	Awareness, Brand Building	Local language influencers will build trust & spike intent in native audiences.	₹60,000
	WhatsApp Retargeting + CRM Tools	Action, Activation, Retargeting	Nurture warm leads after demo registration. Use nudges, reminders, support. High conversion impact.	₹50,000
	SEO + Content Marketing (via Blogs)	Awareness, Interest, Brand Building	Long-tail content & guest posting around “how to grow tuition business” or “online teaching tips” will build organic pipeline.	₹30,000
	Contingency + Experiments	All Stages	A/B test landing pages, creatives, regional campaigns	₹20,000
	TOTAL			₹5,00,000

KPI & Metrics

Funnel Stage	Primary KPIs	Why It Matters
Awareness	• Impressions (by region/language) • View-through rate (YouTube) • Engagement Rate (Meta) • Blog clicks/scroll depth • Webinar registration	This will help understand reach quality and benchmark content resonance. It'll tell if people are resonating with us or not.
Interest	• CTR of ads • Webinar Registrations • LP Metrics (Scrolls, clicks, heatmaps)	These metrics will tell how effecient our campaigns are and if we are able to generate interest for classplus. Cold viewers warm up at this stage.
Consideration	• Demo bookings • Lead Quality • WhatsApp Response Rate	These are bottom-funnel signals. Demo bookings are core KPIs, but quality leads and responsiveness demonstrate buying intent.
Action	• Demo Attendance Rate • WhatsApp open rate	Attendance is critical, often where drop-offs happen. Nudges need to convert warm leads into customers.
Activation	• Whatsapp open rate • Days to conversion • Sales connectivity	This will tell us how long it takes a person takes to convert & how much interaction he needs.
Retention & Promotion	• NPS Score • Monthly Active Usage	A happy educator will turn into a promoter and spread WOM. Retention is a future cost-saving metric.

Non-Statistical Success Metrics

1. Brand Affinity Among South Indian Educators
 - Educators begin associating Classplus as “the brand for teachers like me”.
 - Increase in inbound demo requests via word of mouth, especially in vernacular.
2. Strong Regional Adaptation
 - Positive feedback on language localization, customer support in local dialects, or culturally relevant campaigns.
3. Organic Lift in Inbound Traffic/Leads
 - Search volumes for “Classplus Tamil” or “Classplus teaching app Telugu” increase.
 - Increase in branded searches & website traffic (Can be tracked via GA4 or trends)
4. Engaged Community Emergence
 - Formation of a high-value regional community with webinars of aspiring digital educators, providing them a platform to exchange ideas.
 - Local influencers or micro-educators might start reviewing without paid deals out of FOMO.
5. Shorter Sales Cycles
 - With a stronger brand presence and brand recall, sales cycle will be much shorter & efficient, making the push market to a pull market for classplus.



Optimisation & Scaling

After defining the metrics & campaigns above, the Performance monitoring should be done based on different time intervals for L0, L1, L2 metrics.

Daily

MICRO LEVEL METRICS

- Dashboards via Meta Ads Manager, Google Ads, CRM (e.g., LeadSquared, Zoho, Hubspot)
- Track CPL, CTR, demo bookings, and bounce rate for all - campaign, ad group, ads and landing page
- Monitor WhatsApp open/reply rates and lead drop-off points
- Demos booked

Weekly

GROWTH METRICS

- Review drop-offs by funnel stage: e.g., leads → demo → attended → activated
- Check regional splits: Which states/languages perform better?
- Identify top-performing creatives, keywords, influencers, and landing pages
- Engagement in Influencer campaigns
- Webinar registration & attendance percentage
- Lead Quality
- Ad Spends (Performance Marketing)

Monthly

BUSINESS LEVEL METRICS

- Revisit benchmarks
- NPS Score
- Sales conversion cycle
- Compare channels against benchmarks: CPL, Lead Quality, Demo-to-Paid%
- Attribution analysis to understand which channel assisted most sales?
- Retention behavior of different cohorts (e.g., Tamil Nadu vs AP)

Identifying & Improving Funnel Performance

We will understand that the funnel stage is not working if we observe unusual drop-offs in that stage or unfavourable metrics in the channels that are part of that stage. The benchmarks are defined after looking at the historical data.

Awareness

- Check if the messaging aligns with educator pain points by analysing social media comments, and Reframe the copy to reflect real struggles
- Test regional language versions of creatives
- Improve creative hooks: Use reels/testimonials instead of static ads for better reach & engagement

Interest & Consideration

- Review landing page load time, scroll-depth, dead clicks, etc., with heatmaps on MS Clarity to understand the UX
- Run A/B tests: lead forms vs. click-to-WhatsApp; longer copy vs. short CTA
- Track CTR & CVR of ads. If CTR is low, change ad copies; if CVR is low, work on the Landing page experience & message alignment.
- Analyse feedback of webinars, make necessary adjustments whilechoosing topic of webinars.

Consideration

- Analyze demo attendance rates and send WhatsApp reminders with calendar links, and call support to keep them hooked.
- Have a feedback form after demo session to understand the experience & intent of the educator
- Experiment with regional demo coaches as vernacular demos may improve comfort, trust & conversion

Scaling Strategy

PTN

Since Classplus is entering South Indian markets where brand awareness is limited, scaling prematurely can result in high spend with poor ROI. So initially, we should work on test budgets to validate that our messaging resonates with the target educators, ie. running small pilot campaigns to test if the leads are just clicking, or actually converting into demo calls and showing real intent.

To have a better CVR, we need to ensure that we've sales rep from their native language. Try conducting qualitative research to ensure onboarding workflows are simple enough for educators who may not be tech-savvy. Once there is a stability in these, only then scaling is advisable.

- Identify campaigns where CPL is lowest & Lead Quality is highest, scale them bi-weekly by 20-25% as long as CPL is under control.
- Scale based on state-level performance, for eg., If Tamil Nadu is converting at 2x the rate, allocate more budget and double down on Tamil influencer content and more geotargetted efforts.
- At a later stage - Use lookalike audience of converters in Meta & Demand Gen campaigns.
- Scale winning scripts and visuals across other languages/regions
- Identify ad creatives with best CTR and create a template out of it to run more similar ads.
- If there is an increase in attendance rate & demos booked, onboarding more native sales reps would be beneficial.

Sample Campaign Concepts



Google Search Ad (Interest Stage)

Campaign Objective

To nurture intent and soft-sell the idea of launching an app through a reliable, easy-to-use platform like Classplus, without overwhelming the user with a hard sell.

Keywords

- "how to launch teaching app"
- "app for online coaching classes"
- "start online tuition app"
- "class management app for educators"
- "best platform to sell courses online"
- "how to sell online course"
- "Batch management app"
- "Class management app"

Headlines

- Launch your Online Classroom
- Create your own Teaching App
- Sell Courses Online Easily

Call-to-action

Book a FREE Demo

Descriptions

- 1Lac+ Educators are now running their own apps with Classplus. Book a FREE Demo
- Launch your own App & sell courses online easily with Classplus. Book a FREE Demo
- Scale coaching business online without coding. Launch your own teaching app with Classplus

CLICK TO SEE

[Landing Page wireframe](#)

The Landing page experience should be comprehensive and addressing the problems of the educator, aspiring them to launch their own app by showcasing them the benefits and increased earning potential with their own app. The primary CTA will be Book a Demo. There will be a calculator to quantify educator's earning potential and boosting page's engagement. The hero section will have an explainer video about the process & benefits of launching app in a simple & friendly way. "South Indian" & video in the hero section will change dynamically depending on the visitor's location adjusting it to the language as per their state. Blogs are given at the end to further educate visitors, along with USP of classplus.