FUTURENSE SOCIAL MEDIA + CRM TEST

PART A — Social Media

1) Trend Adaptation

Trend: "Info-First" Short-Form Video

Format:

The 90-second explainer format where content provides immediate value rather than announcements. People are using IG and LinkedIn like search engines—they want actionable insights, not ads. This trend uses "talking head" style that feels like a FaceTime call or quick consultation, with heavy on-screen text overlays that make the content digestible even without sound. Instead of "We launched X," successful posts lead with "3 problems our solution solves in 90 seconds."

Adaptation for AI Education:

"3 reasons your AI upskilling is failing (and how to fix it in 90 seconds)" - Founder speaking directly to camera in casual, consultative tone.

(1) You're learning theory, companies need deployment skills.

(2) You're watching tutorials, not building real projects.

(3) You have no credibility signal like IIT backing.

Each point gets 20-25 seconds with text overlays highlighting key phrases. Feels like free career advice, not a pitch.

Hook: "If you've been learning AI for 6 months but still can't get interviews... here's why"

CTA: "Get the full AI Career Roadmap that actually lands jobs → Link in bio (IIT-backed program)"

2) Reel Script (30 seconds)

Topic: "AI pilots fail because deployment is harder than demos."

HOOK (0-2 sec): "95% of AI pilots never make it to production. Here's why—"

KEY POINT 1 (3-10 sec): "Most courses teach you to build demos. But companies don't need demos—they need systems that work at scale, handle edge cases, and integrate with existing infrastructure."

KEY POINT 2 (11-18 sec): "The real challenge? Data pipelines, monitoring, version control, stakeholder management. That's where pilots die."

KEY POINT 3 (19-25 sec): "We teach deployment from day one. Real APIs, real constraints, real problems—backed by IIT faculty who've actually shipped AI in production."

CTA (26-30 sec): "Stop building demos. Start building careers. Apply now—link in bio."

3) 7-Day Content Plan

Launch Plan: IIT-backed AI Program

Day	Platform	Format	Post Idea	Goal
Day 1	LinkedIn	Carousel	"5 Myths About AI Careers (And What Companies Actually Want)"	Trust / Awareness
Day 2	Instagram	Reel	Behind-the-scenes: IIT professor explaining curriculum design	Credibility
Day 3	YouTube Shorts	Short video	Alumni testimonial: "From non-tech to AI role in 4 months"	Social proof
Day 4	LinkedIn	Static post	Announcement: Program launch + curriculum breakdown with IIT partnership badge	Leads
Day 5	Instagram	Carousel	"Day in the Life: What you'll actually learn week-by-week"	Engagement / Leads
Day 6	LinkedIn	Reel	"The deployment gap: Why your AI course isn't working" (founder speaking)	Trust / Pain point
Day 7	Instagram + LinkedIn	Static post	Final call: Application deadline + success stats + limited seats remaining	Urgency / Conversions

PART B — Email Nurture + CRM

4) Build a 3-Email Nurture Flow

Scenario: User downloaded brochure but didn't apply

EMAIL 1 (Day 1) - Credibility + Why This Role Matters

Subject Line:
"Why companies are hiring AI professionals even without CS degrees"

Body Points:

- The AI talent gap is real. 78% of companies are struggling to find people who can actually deploy AI, not just talk about it

- This isn't about replacing data scientists—it's about a new role that bridges business, product, and AI implementation

- Our IIT-backed program is designed for exactly this gap: practical deployment skills that companies are desperate for right now

CTA:
See Full Curriculum & Apply

EMAIL 2 (Day 4) - What You'll Learn + Outcomes

Subject Line:
"From prompts to production: What you'll actually build in 16 weeks"

Body Points:

- Week 1-4: Foundation—LLMs, prompt engineering, API integration (build your first AI app)

- Week 5-12: Real deployment—data pipelines, monitoring, version control, stakeholder management with live projects

- Week 13-16: Capstone with IIT mentors—solve a real company problem, add it to your portfolio, get placement support

- Past learners have transitioned into AI Product Manager, AI Implementation Consultant, and ML Ops roles

CTA:
Start Your Application (Takes 5 mins)
Or Book a free counsellor call to discuss your fit

EMAIL 3 (Day 7) - Proof + Urgency

Subject Line:
"Only 12 seats left in Jan cohort [Deadline: Friday]"

Body Points:

- 89% of our last cohort got AI roles or internal transitions within 4 months of completion

- Here's what an alumini (Marketing → AI PM at Razorpay) said: "Futurense taught me deployment, not demos. That's what got me the job."

- This Friday is the final deadline for Jan cohort—IIT mentors, live projects, and placement support included.

- **CTA:**
  Complete Your Application Now
  Talk to a Counsellor (15-min call)

5) CRM Logic (Quick)

Hot Lead Definition: A lead becomes "Hot" if they:

- Clicked "Apply Now" button OR

- Visited the fee/pricing page 2+ times OR

- Replied to any nurture email OR

- Spent 3+ minutes on curriculum page

What Should Happen Next:

1. Immediate Assignment: Auto-assign hot lead to available counsellor within 2 hours during business hours

2. Multi-channel Trigger: Send WhatsApp message within 15 mins ("Hi [Name], saw you're interested in our AI program. Quick question?") + Schedule phone call attempt within 24 hours

3. Remove from Nurture: If lead submits application, immediately remove from email nurture sequence to avoid spam

4. Priority Flag: Tag as "Hot—Fast Response" in CRM for sales team visibility and daily follow-up until contacted

5. Fallback: If not contacted in 48 hours, send counselor reminder + escalate to sales manager.