



Finishing School

# CREATING AN EMAIL FUNNEL FOR AN ED-TECH

Start Now

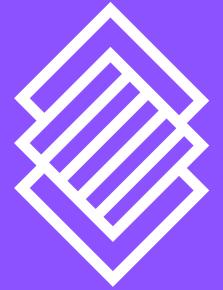


BY - Ashish Sahoo

Batch - 15 July



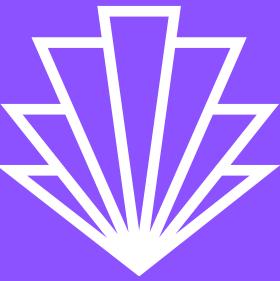
# TABLE OF CONTENT -



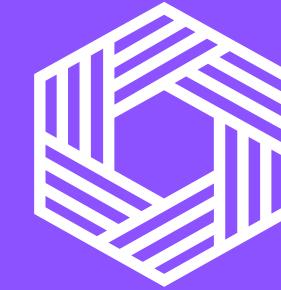
Strategic  
Marketing Plan



Squeeze  
Landing Page  
for Email  
Collection



Email  
Marketing  
Campaign



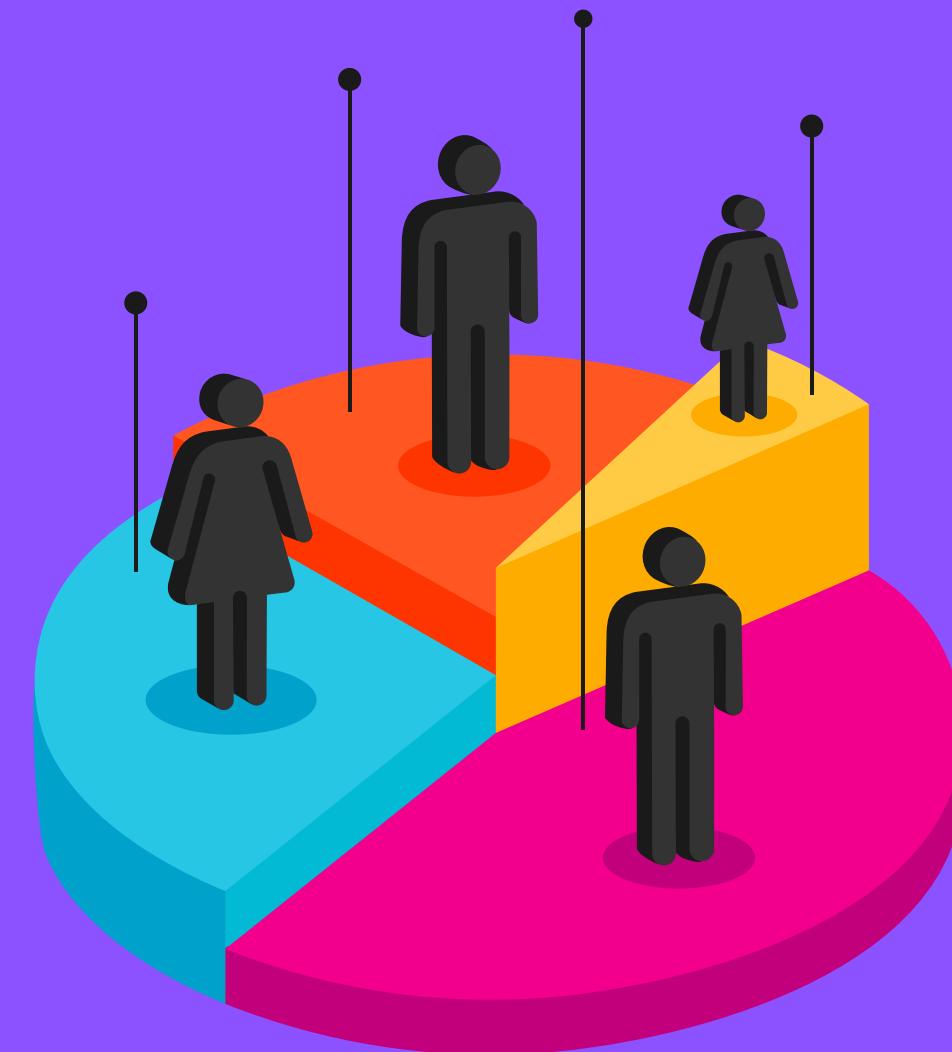
Sales Page and  
Cross-Selling



# TASK - 1

- Conduct market research to understand the target audience ' s needs, preferences, and pain points related to entering the job market.
  - Define clear marketing objectives and goals for promoting "Finishing School".
  - Identify key strategies and tactics to attract, engage, and convert potential customers, considering channels such as social media, content marketing, and partnerships.
-

# TARGET AUDIENCE -



## DEMOGRAPHICS

**Age:** Primary: 18-35 years old

**Gender:** Both male and female

### Education Level:

- High school graduates
- Current college students or recent college graduates

### Status:

- Students
- Recent graduates
- Mid-level professionals

### Geographic Location:

- Residents of rural and urban areas
- Individuals from Tier 1 cities where there is a high demand for technical and professional skills

# TARGET AUDIENCE -



## PSYCHOGRAPHICS

### Lifestyle:

- Highly motivated and career-focused individuals
- People committed to continuous personal and professional development
- Those who are active in social and professional networks and communities

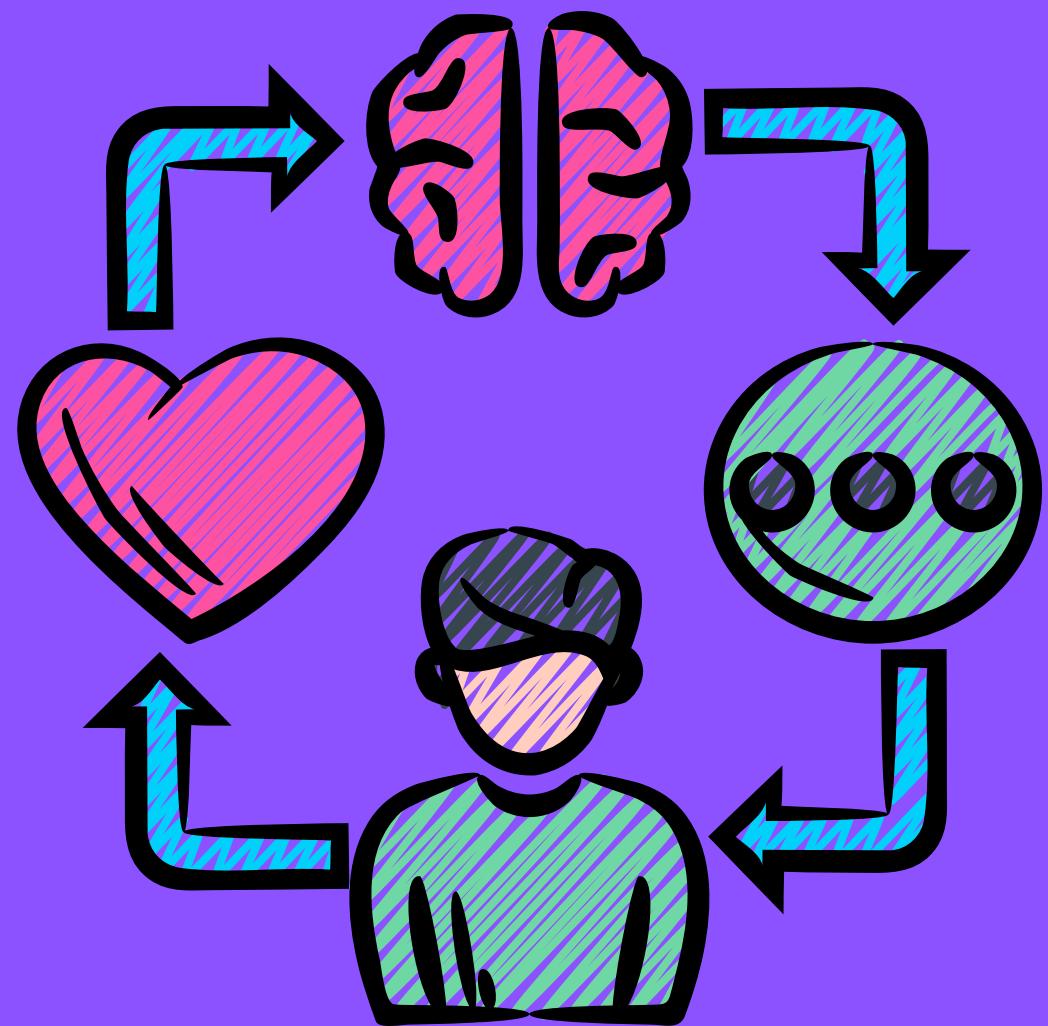
### Values:

- Strong emphasis on education and lifelong learning
- Valuing professional achievement and recognition
- Importance placed on self-confidence, personal branding, and effective communication

### Interests:

- Participation in activities that enhance personal and professional skills, such as workshops, seminars, and training programs
- Engagement in networking events, both in-person and online Interest in self-improvement content such as books, podcasts, and online courses

# TARGET AUDIENCE -



## BEHAVIOR

### Professional Aspirations:

- Desire to develop strong communication and leadership skills
- Aim to secure internships, entry-level positions, or advance in their current careers.

### Motivations:

- Driven by the need to stand out in a competitive job market.
- Seeking to build confidence and present themselves effectively in professional settings.

### Engagement and Buying Behavior:

- Likely to invest in short-term, intensive courses that fit around their existing commitments
- Preference for courses that offer real-world applications and hands-on experience

# AUDIENCE NEEDS

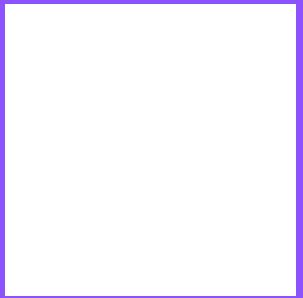
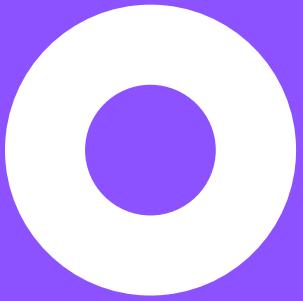
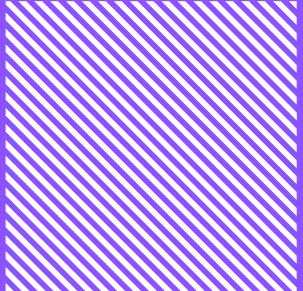
**Practical Skills:** The target audience is drawn to courses that offer extensive hands-on experience, focusing on real-world applications, tools, and methodologies.

**Job Readiness:** Prospective students prioritize programs that equip them with job-ready skills, such as portfolio creation, interview techniques, and projects that reflect current industry demands.

**Affordable Pricing and Value:** With the course priced at Rs 50,000, potential learners are keen on ensuring a solid return on investment, expecting comprehensive training that significantly boosts their career prospects.

# AUDIENCE PREFERENCES

---



- **Flexibility in Learning:** Many learners prefer courses that offer flexible schedules, such as online or hybrid learning models, which can accommodate working professionals and students.
- **Credential Recognition:** Certifications from reputable institutions or partnerships with industry-recognized bodies can be a significant factor in decision-making.
- **Peer and Alumni Network:** Access to a strong network of peers and successful alumni who can offer guidance, mentorship, and potential job opportunities is often a key preference.
- **Expert Instructors:** Courses led by experienced professionals with a strong industry background in UI/UX design are highly preferred.

# PAIN POINT

- **High Competition for Jobs:** The job market is highly competitive, making it challenging for candidates to distinguish themselves among numerous applicants with similar qualifications and experience.
- **Lack of Practical Experience:** Many learners find it difficult to bridge the gap between theoretical knowledge and real-world application, leading to a lack of confidence and poor performance in job interviews.
- **Financial Constraints:** The course fee can be a significant barrier for recent graduates or career switchers who may lack financial stability or savings, impacting their ability to invest in further education.
- **Uncertainty About Course Outcomes:** Potential students often worry about whether the course will deliver measurable career advancements or job placements, leading to hesitation in committing to the program.



# MARKET RESEARCH



## Surveys

- We will develop surveys with targeted questions to gather insights on what the audience is seeking in a job and the challenges they encounter during their job search.
- These surveys will be distributed across various online platforms, such as social media and Google Forms, to effectively reach our target audience.

## Online Forums

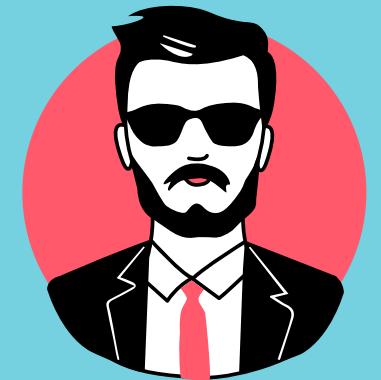
- We will actively monitor and analyze online forums (like Quora and Reddit), social media (especially LinkedIn), and job boards to identify common issues and preferences among our audience.

## Engaging with the Audience

- We will host webinars and Q&A sessions to engage with potential candidates and receive their real time feedback.
- Additionally, we will create an online community where individuals can share their experiences, seek advice, and discuss job-related challenges.



# BUYERS PERSONA



**Name** - Sumit Sharma

**Age** - 24

## **Background:**

Recent graduate with a degree in BBA

## **Pain Points:**

Struggles with transitioning theoretical knowledge into practical skills, finds it challenging to stand out in a competitive job market.

## **Needs:**

Seeks a course that offers hands-on experience, portfolio development, and job placement support.

## **Preferences:**

Prefers online courses with flexible scheduling and mentorship opportunities from industry professionals.



# OBJECTIVE & GOALS



## 1. Awareness and Brand Positioning:

Objective: Boost brand awareness about "Finishing School" among fresh graduates and early-career professionals.

Goals:

- Increase brand awareness by 35% in the target demographic over the next 6 months.
- Position "Finishing School" as a trusted authority and valuable source of job readiness training.





# OBJECTIVE & GOALS



## 2. Lead Generation:

Objective: Capture contact information of those interested in job readiness programs.

Goals:

- Generate 6,000 new email leads within 3 months via squeeze landing pages.
- Achieve a 20% conversion rate for landing page visitors to email sign-ups.
- Utilize downloadable resources (e.g., resume templates, job interview guides) to attract sign-ups.





# OBJECTIVE & GOALS



## 3. Customer Engagement and Retention:

Objective: Create better engagement with prospects and current customers using content and interaction.

Goals:

- Increase the number of interactions on social media by 45% within 4 months.
- Develop and share 25 pieces of engaging content (e.g., blog posts, videos, success stories) that resonate with the target audience over 6 months.
- Foster a community of at least 800 active members through interactive content such as Q&A sessions and live chats.





# OBJECTIVE & GOALS



## 4 . Partnerships and Testimonials:

Objective: Collect testimonials and establish partnerships to build credibility.

Goals:

- Collect 12 testimonials from industry professionals and satisfied program graduates within 6 months.
- Establish partnership arrangements with 6 educational institutions within 6 months to expand reach and enhance program credibility.





**ATTRACTION**

**ENGAGEMENT**

**CONVERSION**

## **KEY STRATEGY & TACTICS**

---

We're going to follow this funnel for our strategy and tactics for the promotion and conversion of our "Finishing School"



# KEY STRATEGY & TACTICS



## Attraction Strategies :

- Social Media Campaigns - To connect with fresh graduates and professionals just starting out in their careers use customized advertisements on Facebook, Linkedin and Instagram. Utilize social media influencers or career development experts support of the program to assist increase brand recognition among the intended demographic.
- Content Marketing - Information marketing is the creation of interesting and educational information on topics related to job preparedness such as interview and resume development ranging from blog posts to webinars and videos. In return for contact information this will attract prospects wanting to receive helpful resources like resume templates or career guidance.
- SEO and Paid Search - Google ads are used to target certain work related search queries and direct visitors to “Finishing School” landing pages for increased exposure. Content is optimized using keywords relevant to the job market for organic visibility.
- Email Lead Magnets - Offer free job preparedness seminars or email courses in exchange for signups. Create engaging landing pages that capture email addresses allowing you to nurture leads with helpful information across the funnel.



# KEY STRATEGY & TACTICS



## Engagement Strategies :

- Nurture via email - This automated email series provides professional recommendations, program advantages and success stories from current or previous learners. To retain connection and build trust with leads personalize emails with testimonials and career suggestions.
- Social Media Engagement - By publishing interactive material like polls, career quizzes, and live Q&A. encourage users to create content and request job success stories from students using branded hashtags to attract new customers.
- Interactive Content - Create interactive content by hosting live seminars and webinars with industry specialists. This may give further real world information and guidance. Use polls, quizzes and feedback forms to engage prospects with the program.

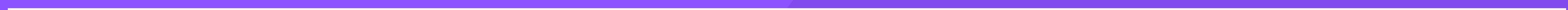


# KEY STRATEGY & TACTICS



## Conversions Strategies :

- Targeted Discounts and Offers - Use limited time discounts such a 10% early bird discount to increase sign ups. Encourage multiple types of consumer interaction such as early moves with exclusive material or course modules as well as individualized offers for each lead.
- Success Stories and Case - Demonstrate real world success through video testimonials, blog entries or case studies from earlier graduates. Demonstrating how “Finishing School” has helped people find employment builds trust and motivates new clients.
- Partnerships - Form strategic partnerships with institutions, employment services and job sites to expand access. Co branded discounts can help market the program to new graduates and job seekers increasing brand credibility through trusted venues.
- Retargeting Ads - Use facebook pixel or google ads to target visitors who showed interest but did not convert. Ads including testimonials, limited time discounts or program highlights can remind potential consumers of the program’s value and encourage participation.





# COMPETITORS ANALYSIS



- **Internshala** - Provides workplace focused training to enhance employability through practical skills and internships. Courses range from Rs 1000 to Rs 60,000. It offers employment assistance including resume and interview preparation and collaborates with educational institutions to operate campus ambassador programs. Accessible inexpensive and practical.
- **Udemy** - Is a massive learning platform that covers a wide range of topics including business, technology, the arts and health. Udemy offers classes for various skill levels, with prices ranging from Rs 500 to Rs 9000. Learners get lifelong access to course materials including downloadable tools, quizzes and assignments allowing for flexible study.





# COMPETITORS ANALYSIS



- **UpGrad** - Offers career focused programs in collaboration with universities and industry professionals assisting learners in transitioning to new careers. It prioritizes industry relevance, providing high quality curriculum and practical skills. Courses range in price from Rs 50,000 to Rs 5,00,000 with effective digital marketing to expand reach.
  - **Great Learning** - Partnered with premier institutions, specializes in business analytics, artificial intelligence and data science. This provider offers individual career coaching in addition to high quality information and certificates from reputable schools. The course rates range from Rs50000 to Rs 2,00,000+.
-



# TASK - 2

- Design a dedicated squeeze landing page focused on capturing email addresses of potential customers interested in "Finishing School."
- Create compelling visuals and persuasive copy highlighting the benefits and value proposition of the program to incentivize visitors to submit their email addresses.
- Implement lead magnet and opt-in incentives such as free resources or exclusive offers to encourage email sign-ups.



# SQUEEZE LANDING PAGE



**Finishing School**

**Empower Your Mind, Engage with Knowledge**

Expand your horizons in the world of education

Offering

- Certification Courses
- Placement Courses

UPSKILL NOW!

First Name

Last Name

Email address



# LEAD MAGNET



## The Ultimate Resume Building Guidance

*Join a free webinar for craft a resume that grabs recruiters' attention in just 6 seconds. This guide includes proven templates, actionable tips, and examples to highlight your strengths and land more interviews.*

Name

Email address

Select

JOIN NOW!



# SERVICES



## SERVICES



### Certification Courses

At Certification Courses, we deliver high-quality, flexible learning experiences to help you obtain certifications that will boost your resume and career prospects. Whether you're looking to switch careers or advance in your current field, our courses are the ideal solution.

### Placement Courses

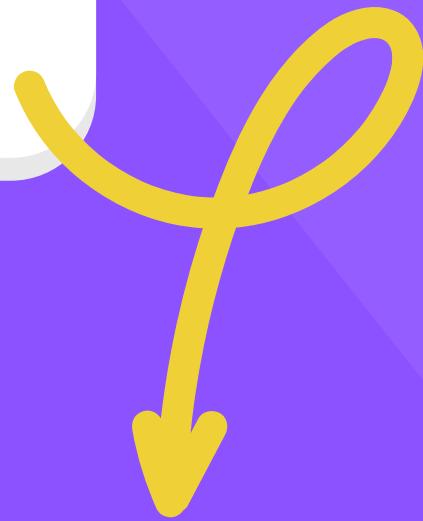
Join our Placement Courses to gain valuable skills, network with industry professionals, and secure job placements at top companies.

### Career Assistance

Seeking clarity and direction in your career? Our Career Assistance program delivers tailored guidance and actionable insights to propel you forward.



<https://672d03797bc2f.site123.me/>



Here is the link for the landing page I've created.



# TASK - 3

- Develop a series of automated email sequences to nurture contacts collected through the squeeze landing page towards enrollment in "Finishing School."
  - Craft personalized emails addressing common pain points, providing valuable insights, and showcasing success stories of past participants.
  - Gradually introduce the features, benefits, and testimonials of "Finishing School" through a sequence of emails to build trust and credibility with the contacts.
-



# WELCOME EMAIL

Email  
Content

Setup > Design

**Template Name**  
Welcome Email

Give your template an internal name to help organize and locate it easily within your account. For example: 'Purchase Confirmation'.

**Subject Line**  
Hey, FIRSTNAME x Welcome to the journey of success! [Add personalization](#)

Write a subject line that clearly describes your email content. It will be visible in your recipient's inbox and is the first content they will see. For example: 'Private sale: 25% off our new collection'.

**Preview text**  
Are you ready for ideal job ? [Add personalization](#)

receive professional instruction and hands on training.

Write a short text (about 35 characters) that gives an overview of the content of your email. This will significantly increase your opening rate. This feature is supported by most email clients, like Gmail and Yahoo. The text will be displayed in your recipient's inbox, just below the subject.

Email  
Template



## Welcome to the Journey of Success!

Hey (NAME),

At Finishing School, we believe in the process of empowering our students real-world knowledge, career growing skills and making ready for interaction for new job opportunities.

Our deliverables -

- Exclusive Course Content
- Career Growth Guidance
- Flexible Learning Schedule

Stay tuned for more updates.

Warm regards,  
Finishing School Team

[Learn More](#)

Finishing School  
house - 69, 111045, Pune

This email was sent to [EMAIL](#)  
You've received it because you've subscribed to our newsletter.

[View in browser](#) | [Unsubscribe](#)





# PROBLEM SOLUTION EMAIL



## Template Name

Problem-Solution Email

Give your template an internal name to help organize and locate it easily within your account. For example: 'Purchase Confirmation'.

## Subject Line

Overcoming Career Challenges: Solutions Inside

Add personalization

Write a subject line that clearly describes your email content. It will be visible in your recipient's inbox and is the first content they will see. For example: 'Private sale: 25% off our new collection'.

## Preview text

Discover how Finishing School addresses common career hurdles and helps you thrive.

Add personalization

Write a short text (about 35 characters) that gives an overview of the content of your email. This will significantly increase your opening rate. This feature is supported by most email clients, like Gmail and Yahoo. The text will be displayed in your recipient's inbox, just below the subject.

## Content :

- We Will address common problems people face during finding a job.
- Highlight how Finishing School can help them overcoming those challenges.
- Highlights the skill development courses provided by us.
- CTA - **Enroll Now**

# BENEFITS EMAIL



## Template Name

Email Outlining the Benefits of Finishing School

Give your template an internal name to help organize and locate it easily within your account. For example: 'Purchase Confirmation'.

## Subject Line

Why Finishing School is Your Key to Success?

Add personalization

Write a subject line that clearly describes your email content. It will be visible in your recipient's inbox and is the first content they will see. For example: 'Private sale: 25% off our new collection'.

## Preview text

Explore the unique benefits and features that make Finishing School the perfect choice for your career.

Add personalization

Write a short text (about 35 characters) that gives an overview of the content of your email. This will significantly increase your opening rate. This feature is supported by most email clients, like Gmail and Yahoo. The text will be displayed in your recipient's inbox, just below the subject.

## Content :

- Detailed features and benefits of Finishing School.
- Highlight how our program can give a successful result.
- Give Detailed course structure in this E-mail.
- CTA - **Enroll Now**



# TESTIMONIAL EMAIL



**Template Name**

Alumni Success Story Email

Give your template an internal name to help organize and locate it easily within your account. For example: 'Purchase Confirmation'.

**Subject Line**

Success Stories: How Our Alumni Achieved Their Goals Add personalization

Write a subject line that clearly describes your email content. It will be visible in your recipient's inbox and is the first content they will see. For example: 'Private sale: 25% off our new collection'.

**Preview text**

Be inspired by the real-life successes of Finishing School graduates and their career transformations. Add personalization

Write a short text (about 35 characters) that gives an overview of the content of your email. This will significantly increase your opening rate. This feature is supported by most email clients, like Gmail and Yahoo. The text will be displayed in your recipient's inbox, just below the subject.

## Content :

- Share the Alumni story when he/she joined the course.
- The challenges faced by them during learning journey.
- Their success after completing the course.
- CTA - **Elevate Your Career!**



# URGENCY EMAIL



**Template Name**

Limited-Time Offer Email

Give your template an internal name to help organize and locate it easily within your account. For example: 'Purchase Confirmation'.

**Subject Line**

Don't Miss Out! Limited-Time Offer for Finishing School Add personalization

Write a subject line that clearly describes your email content. It will be visible in your recipient's inbox and is the first content they will see. For example: 'Private sale: 25% off our new collection'.

**Preview text**

Seize our special offer before it expires and invest in your career with Finishing School. Add personalization

Write a short text (about 35 characters) that gives an overview of the content of your email. This will significantly increase your opening rate. This feature is supported by most email clients, like Gmail and Yahoo. The text will be displayed in your recipient's inbox, just below the subject.

## Content :

- Will create an urgency by showing limited spots available.
- Offer special discounts for early enrollments.
- CTA - **Hurry! Limited Slots Left!**



# RE-ENGAGEMENT EMAIL



**Template Name**

Re-Engagement Email

Give your template an internal name to help organize and locate it easily within your account. For example: 'Purchase Confirmation'.

**Subject Line**

We Missed You! Let's Reconnect

[Add personalization](#)

Write a subject line that clearly describes your email content. It will be visible in your recipient's inbox and is the first content they will see. For example: 'Private sale: 25% off our new collection'.

**Preview text**

Check out the latest updates and opportunities with Finishing School and get back on track with your career goals.

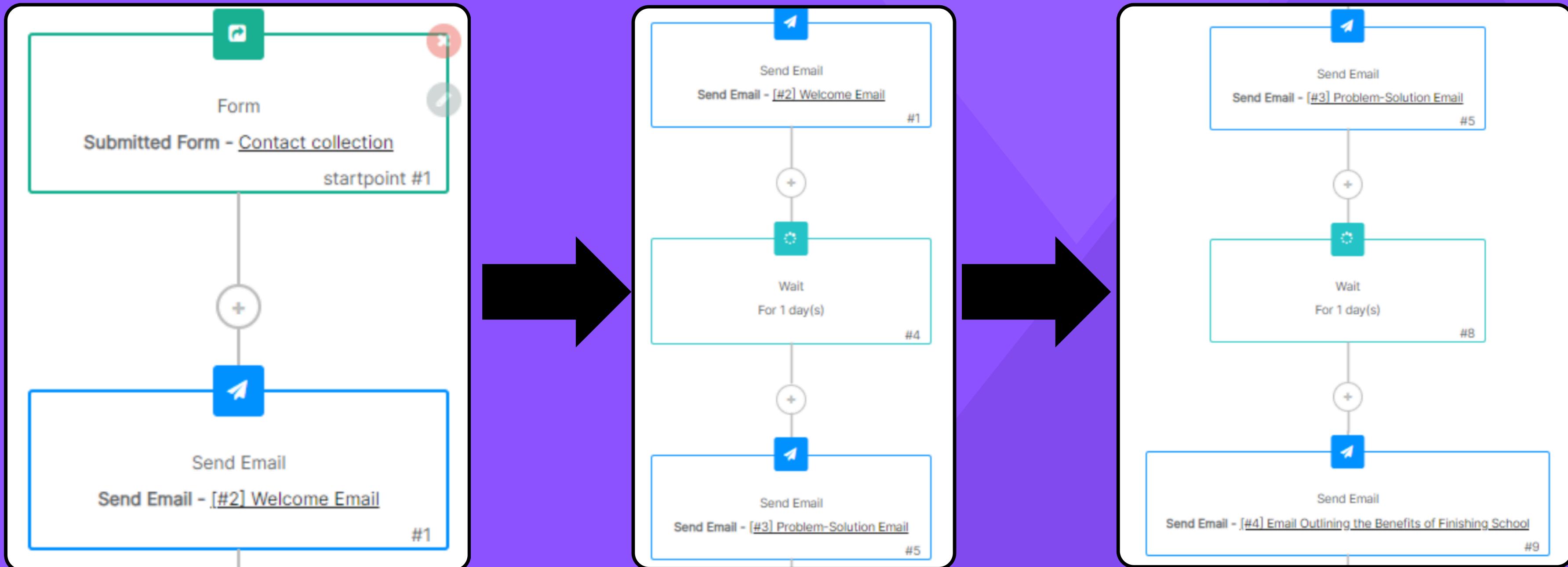
[Add personalization](#)

Write a short text (about 35 characters) that gives an overview of the content of your email. This will significantly increase your opening rate. This feature is supported by most email clients, like Gmail and Yahoo. The text will be displayed in your recipient's inbox, just below the subject.

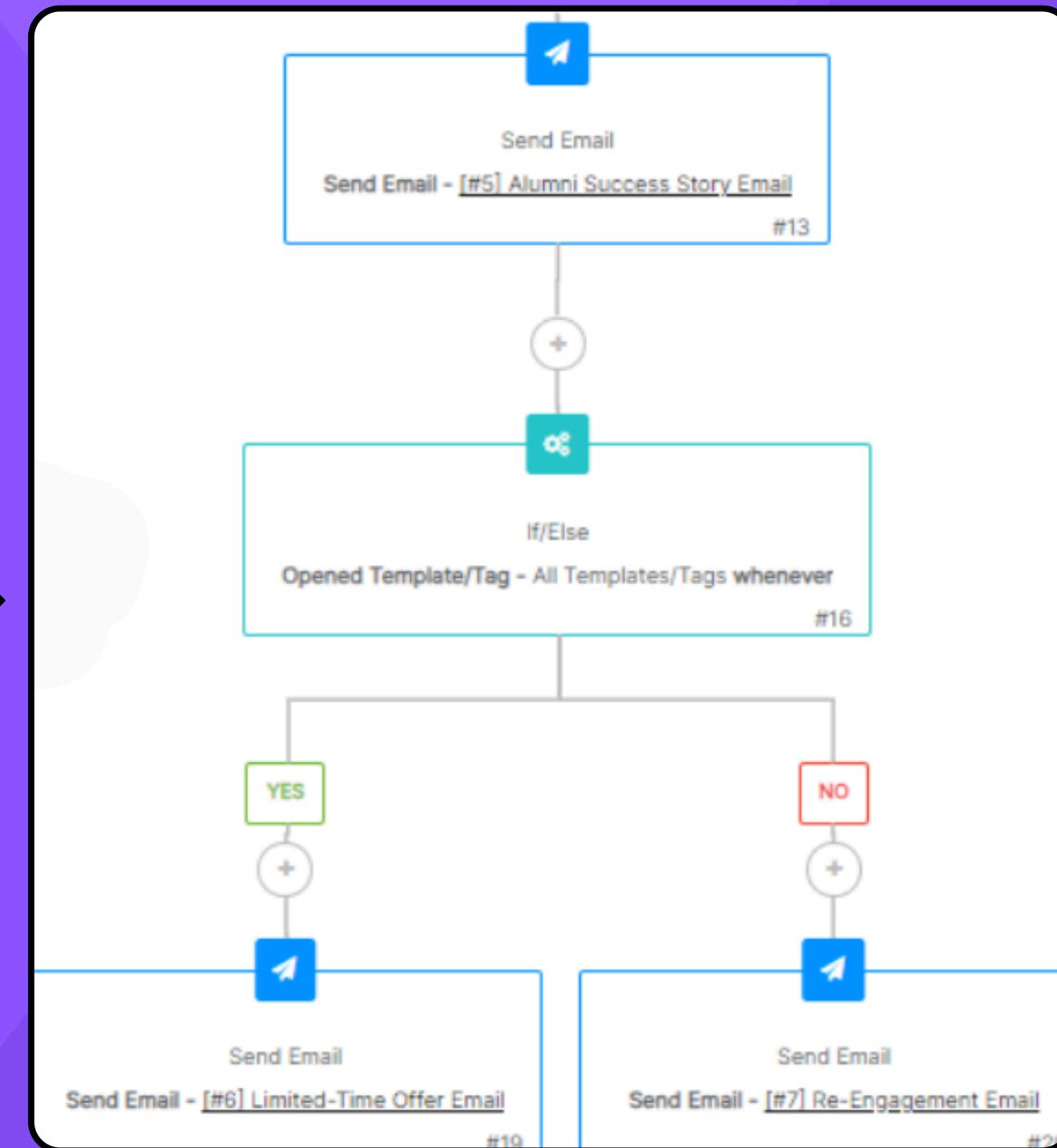
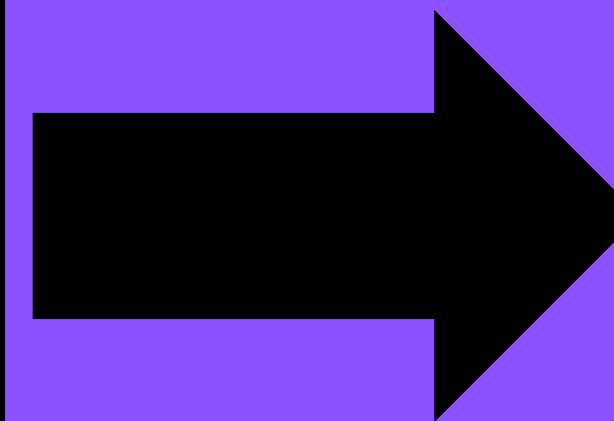
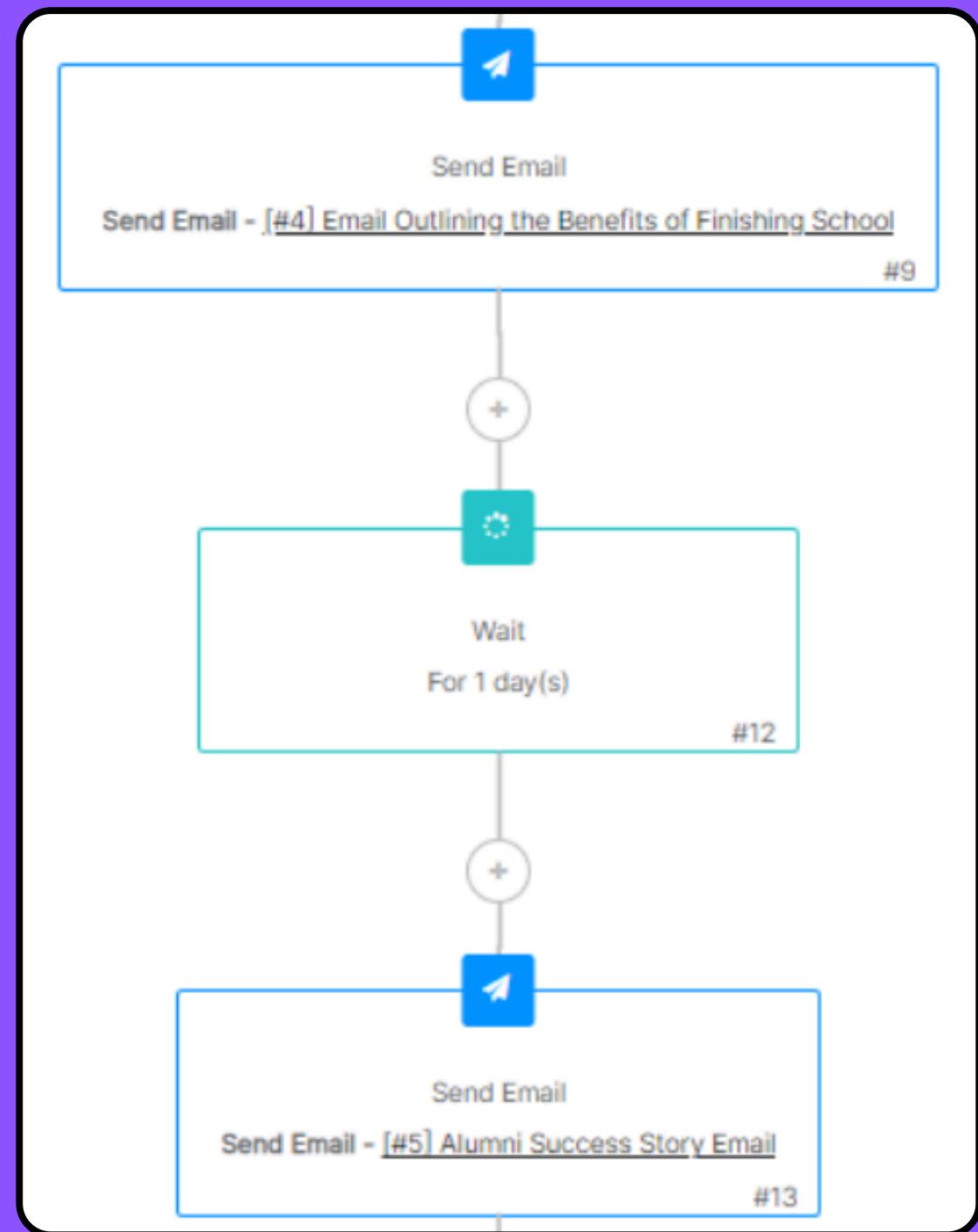
## Content :

- Send to those who have not interacted or engaged with our emails.
- Offer them limited time discounts.
- CTA - **Sign Up Now for 20% off!**

# EMAIL AUTOMATION



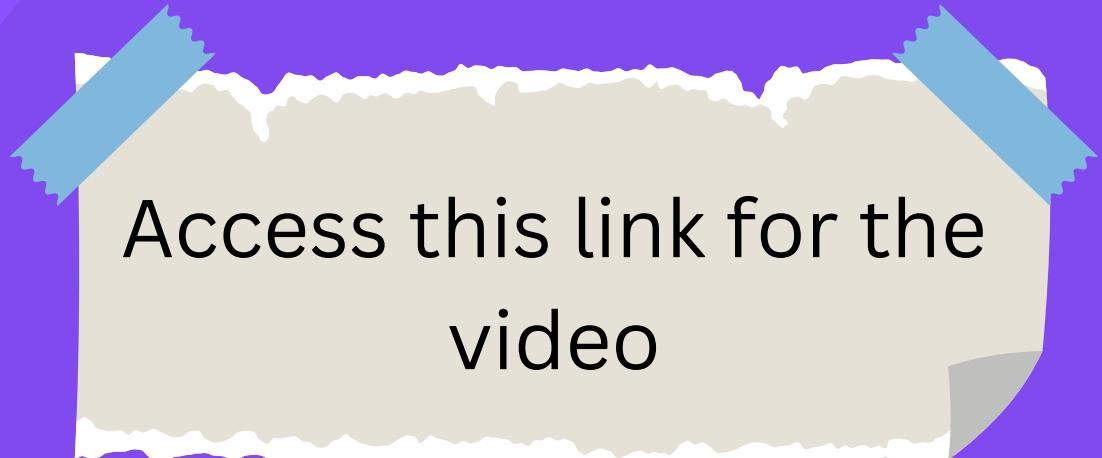
# EMAIL AUTOMATION



# VIDEO CREATION



[https://drive.google.com/file/d/1  
GvkFvCfwBbq6pu23BN-  
sD1YzEMeRwLM/view?usp=sharing](https://drive.google.com/file/d/1GvkFvCfwBbq6pu23BN-sD1YzEMeRwLM/view?usp=sharing)





# TASK - 4

- Design a dedicated sales page for "Finishing School" that provides comprehensive information about the program, including course curriculum, instructor profiles, and enrollment details.
- Utilize persuasive copywriting, compelling visuals, and social proof elements such as testimonials and reviews to convince potential customers to enroll in the program.
- Implement cross-selling strategies by showcasing related products or services that complement "Finishing School, " such as career coaching services, resume writing workshops, or advanced skill development courses.



# SALES PAGE



The screenshot shows a landing page for 'Finishing School'. At the top left is the FS logo with 'FINISHING SCHOOL' below it. The main headline reads 'Dominate the Online World'. Below it, a sub-headline says 'Join Finishing School and become a digital marketing expert'. On the right side, there's a form with fields for 'Name', 'Phone', and 'Email Field', each with a white input box. A checkbox labeled 'Enable Whatsapp screening' is also present. A red button at the bottom right says 'ENROLL NOW!'. The background features a blurred image of a computer screen displaying digital marketing terms like 'Analytics', 'Digital Marketing', and '1981'.

Dominate the Online World

Join Finishing School and become a digital marketing expert

Name

Phone

Enable Whatsapp screening

Email Field

ENROLL NOW!



# SALES PAGE



## WHY US?

---



**300**

Mentors



**95%**

Graduation Record



**250<sup>+</sup>**

Placement Partners



# SALES PAGE



## TOP COMPANIES

---





# SALES PAGE



## MENTORS



**Prince Sharma**

Lead Instructor

Prince Sharma is the Lead Instructor of the team, responsible for providing guidance, support, and leadership to the instructors and ensuring the smooth delivery of training programs.



**Deep Upadhyay**

Teaching Associate

In the team, Deep Upadhyay's responsibilities as a Teaching Associate include providing academic support to students and collaborating with other teaching staff.



**Sakshi Saxena**

Program Manager

With her expertise in program management, Sakshi Saxena is instrumental in mitigating risks and resolving issues that may arise during project execution as the Program Manager.



# SALES PAGE



<https://673646ff0f06e.site123.me>



Here is the link for the sales page I've created.

# THANK YOU



sahooashish152@gmail.com