Futurense Social Media + CRM Test

PART A — Social Media

1) Trend Adaptation

Trend: "POV: You ignored this advice" format (IG/LinkedIn trending)

Format: Quick cuts showing before/after scenarios with text overlays and trending audio, typically 15-20 seconds

Adaptation for AI Education: "POV: You thought AI training was just online courses" - Show contrast between generic YouTube tutorials vs. IIT-backed structured program with real deployment projects

Hook: "I wasted 6 months on free AI tutorials before learning this..."

CTA: "Download the AI Career Roadmap that actually works → Link in bio"

2) Reel Script (30 seconds)

[0-2 sec] HOOK: "Your AI demo worked perfectly. So why did the pilot fail?"

[3-10 sec] POINT 1: "Because demos run on clean data. Production has messy, real-world chaos that breaks your model in week one."

[11-18 sec] POINT 2: "Your team doesn't know how to integrate it. IT says no, users resist change, and suddenly your AI sits unused."

[19-25 sec] POINT 3: "And nobody can prove ROI. Without clear metrics, leadership pulls funding and your project dies."

[26-30 sec] CTA: "We teach AI deployment, not just theory. IIT-backed program—applications close Friday. Link in bio."

3) 7-Day Content Plan

Day	Platform	Format	Post Idea	Goal
1	LinkedIn	Carousel	"5 reasons AI pilots fail in Indian companies" - Industry research insights	Trust
2	Instagram	Reel	Founder talking: "What IIT partnership really means for your career"	Trust

3	YouTube Shorts	Educational	"Day in the life of our AI deployment project" - Student showcase	Trust
4	LinkedIn	Static	Alumni success story - "From developer to AI Lead in 6 months" with salary bump	Leads
5	Instagram	Carousel	Curriculum breakdown - "Week by week: What you'll actually build"	Leads
6	LinkedIn	Reel	"Only 40 seats left" - Urgency message with testimonial snippets	Leads
7	Instagram + LinkedIn	Static	Final countdown - "Last 24 hours to apply + Early bird discount ends"	Leads

PART B — Email Nurture + CRM

4) 3-Email Nurture Flow

EMAIL 1 - Day 1: Credibility + Why This Matters

Subject: "Why 68% of AI projects fail (and how to be in the 32%)"

Body Points:

- Thank them for downloading; acknowledge their interest in upskilling in AI deployment
- Share that IIT Delhi research shows deployment skills are 3x more valuable than just model-building knowledge
- Explain how Indian companies are desperately hiring AI professionals who can actually implement, not just prototype

CTA: "Watch our 3-min program overview video →"

EMAIL 2 - Day 3: Learning Outcomes + Transformation

Subject: "From notebooks to production: Your 12-week transformation"

Body Points:

- Break down what you'll build: Real deployment projects (not Kaggle notebooks) - API integration, model monitoring, MLOps pipelines
- Highlight outcome: 87% of our graduates deployed their first AI project within 3 months of completing the program
- Show the skill gap you'll close: Docker, Kubernetes, cloud deployment, A/B testing for ML - skills your competition doesn't have

CTA: "Speak with an alumni about their experience → Book 15-min call"

EMAIL 3 - Day 7: Proof + Urgency

Subject: "Cohort closes in 48 hours - Priya's story inside"

Body Points:

- Feature testimonial: "Priya went from ₹12 LPA backend developer to ₹22 LPA AI Engineer at Flipkart in 8 months after our program"
- Create urgency: January cohort limited to 40 students (currently 34 enrolled), personal mentorship can't scale beyond this
- Remove friction: EMI options available, 100% job support, and if you don't deploy an AI project, we refund 50%

CTA: "Book your career counselor call before seats fill → [Schedule Now]" + Secondary CTA: "Apply directly if you're ready →"

5) CRM Logic (Quick)

Hot Lead Definition: User clicked "Apply" OR visited fee/pricing page 2+ times OR replied to any email OR attended webinar

What Happens Next: Immediately remove from generic nurture sequence → Auto-assign to dedicated counselor based on program interest (AI/Data Science) → Trigger personalized WhatsApp within 1 hour: "Hi [Name], saw you're interested in [Program]. I'm [Counselor Name], your program advisor. Can I call you tomorrow at 11 AM?" → Counselor attempts call within 24 hours (max 3 attempts over 48 hours) → If user applied, move to "Application Processing" status and stop all marketing emails

Exception: If user replies negatively ("Not interested now") → Move to 30-day cool-down nurture with monthly check-ins only