Marketing Challenge

About the Company

EDIFY IS A STARTUP COMPANY. CAME INTO EXISTENCE ON 18TH SEPT, 2020.

OUR STORY: WE REALIZED THE SHORTCOMINGS IN THE FIELD EDUCATION AND REALIZED THAT FULL-STACK DEVELOPER COURSE WAS NOT ONLY VERY EXPENSIVE BUT ALSO LACKED PRACTICAL EXPOSURE.

OUR VISION: IS TO BRIDGE THE GAP BETWEEN CAREER EXPECTATIONS AND REALITY VIA INNOVATIVE TEACHING APPROACHES.

Edify

MASTERING THE ART OF LEARNING

About the Industry

- Number of colleges and universities in India reached 39,931 and 993, respectively, in FY19. India has 37.4 million students enrolled in higher education in FY19.
- The country has become the second largest market for E-learning after the US. The sector is expected to reach US$ 1.96 billion by 2021 with around 9.5 million users. [Source: https://www.ibef.org/industry/education-sector-india]

Product Specifics

About the Service

- Offers the world class curriculum for a front-end developer with all key steps covered in detail.

Code meets design.

Launch your tech career!

The curriculum will include:
Basic web design
Basic UX design
HTML
CSS and SASS
jQuery
Javascript
AngularJS
ReactJS
Students will have to complete five projects, putting in a grand total of 150+ hours.
14-day internship programme

ALL THIS JUST AT

Rs.4449 (Inclusive GST) Only

For details, registration, and a list of other courses, please visit our website at www.edify.com. You can also inquire at (+91234567890.

CERTIFICATE OF COMPLETION

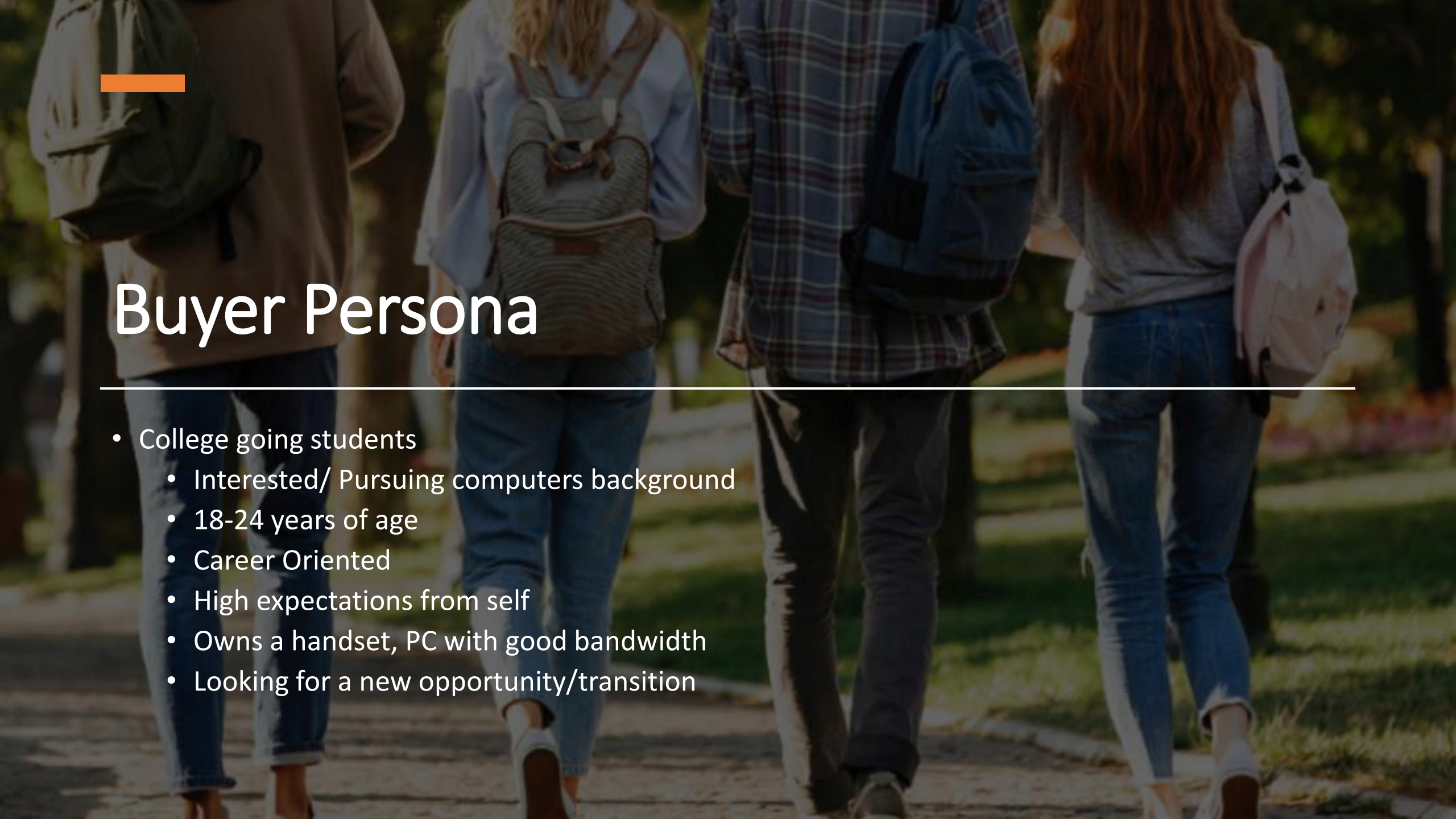
THIS IS AWARDED TO

NISHANT SAINI

in recognition of completing Front-End Development, representing 150+ hours of coursework and 14-day internship.

ARADHYA RAJ MEHRA
Coordinator

ABEER TANEJA
CEO, Edify



Buyer Persona

- College going students
  - Interested/ Pursuing computers background
  - 18-24 years of age
  - Career Oriented
  - High expectations from self
  - Owns a handset, PC with good bandwidth
  - Looking for a new opportunity/transition

Competitors

iNeuron

Brolly

edureka!

Full Stack Web Development Internship Program

Curriculum

- WEEK 1 Build the Product Homepage +
- WEEK 2 Build the Product Details Page +
- Week 3-4 Build the Product Search Page +
- Week 5 Introduction to MongoDB, Express.js, Node.js and REST APIs +
- Week 6-8 Build APIs for the Product and Enhance Your Product +

Regular EMI

Course Price at

₹9,999 ~~₹16,663~~

Have a Coupon Code?

PROCEED TO PAY

Unique Selling Point

150+ hours of video content

Query Resolution with 24 hours

5 real end-to-end project from scratch

One-on-One Mentorship

14-day internship with Edify

Value for money

Macro Factors

- National Education Policy 2020 would help people to think for skill.
- Unemployment rate that is shooting up, due to corona crisis, it can be turning point for the students.
- The decreasing purchase power parity can not be overlooked.

TH The Hindu

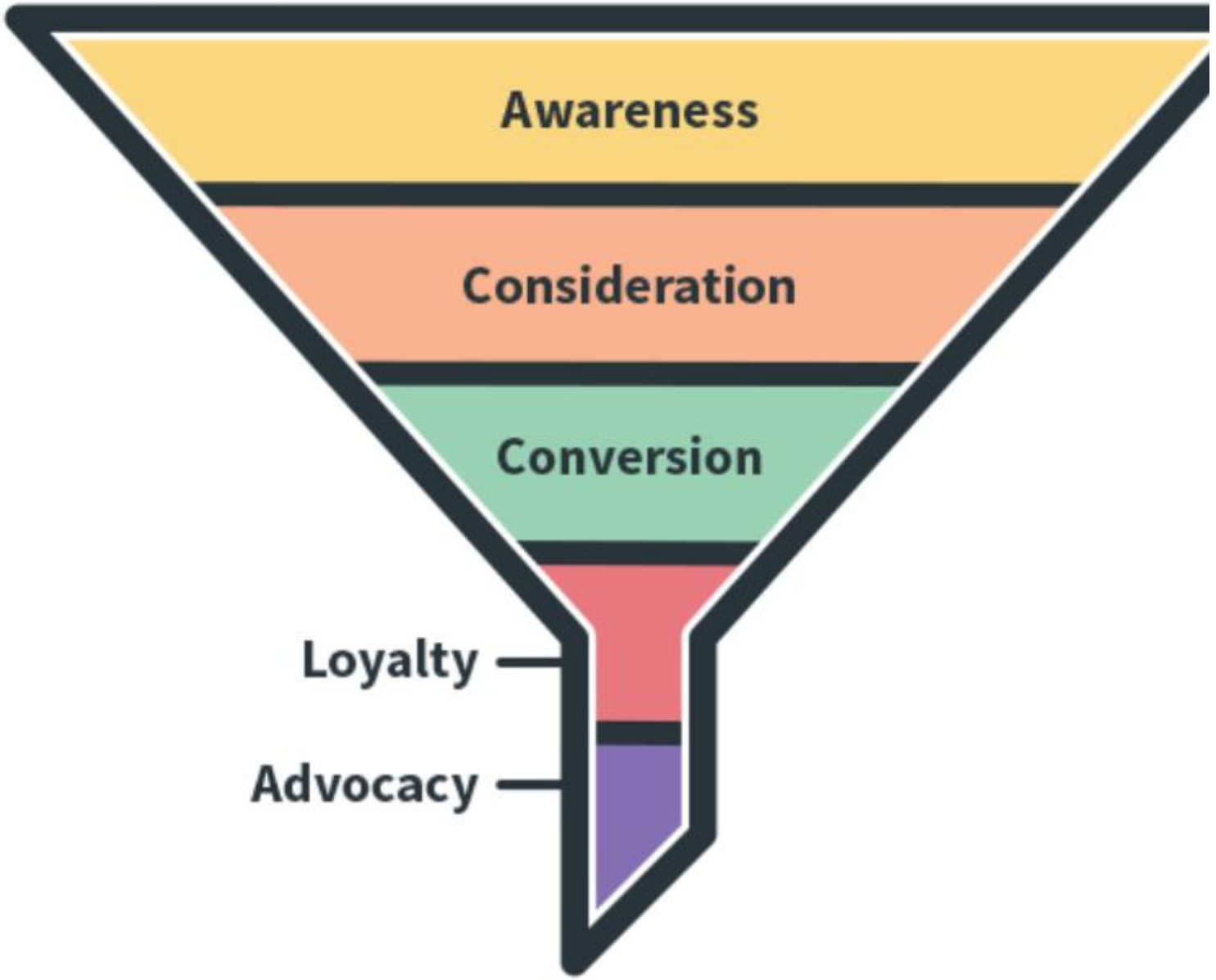
National Education Policy 2020 | New curriculum, assessment system to roll out from academic year 2021-22

ET Economic Times

Unemployment rate shoots up to 8.4% in August as rural jobs disappear

Creative and Media Planning

Marketing Funnel



Marketing Plan(Organic)

Organic Promotion	Cost Incurred
• Promote your course on your blog. • Get bloggers to review your course, have backlinks in place.	₹0
• Start your YouTube channel and upload very first module for review.	₹0
• Optimize your social media profiles, post memes with a message to enrol into the course, interact.	₹0
• Host a live webinar and Promote your webinar recording.	₹0
• Promote your course on other YouTube channels.	₹0
• Start a Facebook Group and Page.	₹0
• Launch a Telegram Channel and WhatsApp group for personalized experience.	₹0
• Roll out a newsletter service.	
• **Miscellaneous cost**	**30,000 INR**

Paid Marketing

1

- Google Ads (advertising platform from google) can be of great significance.

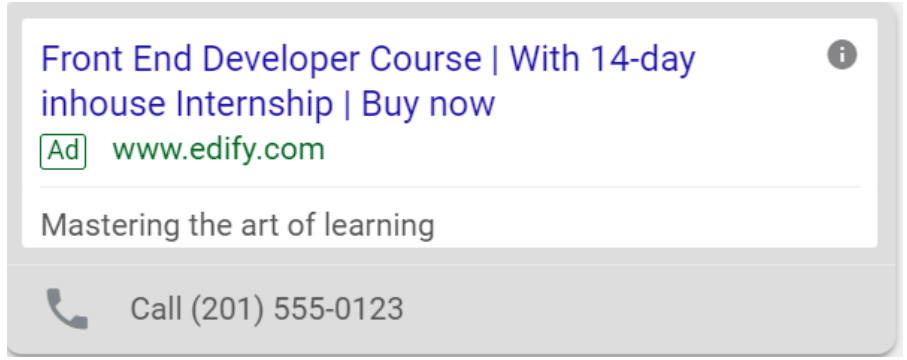
2

- Google Ads follows an auction model.

3

- Selected Campaign types:
  - Search (Text based)
  - Display (Banner type)
  - Video

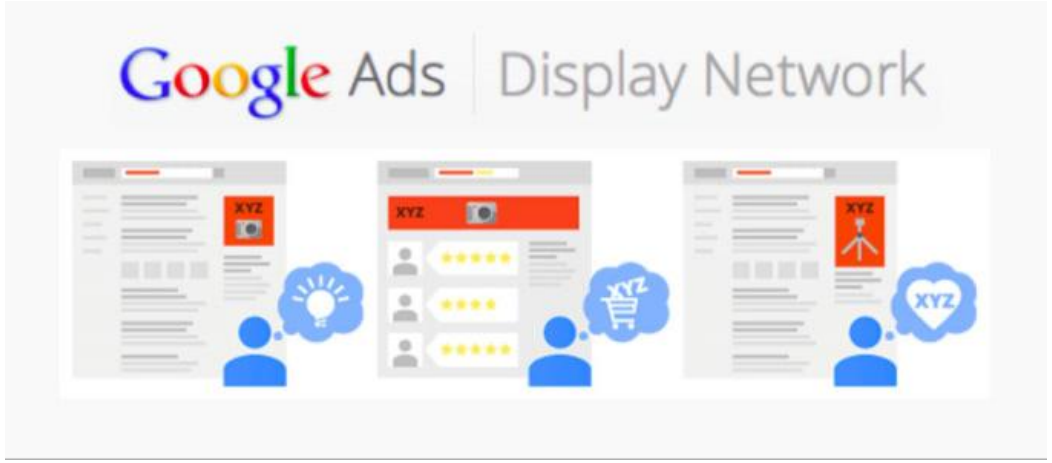
Text Based (Search Type) Campaign

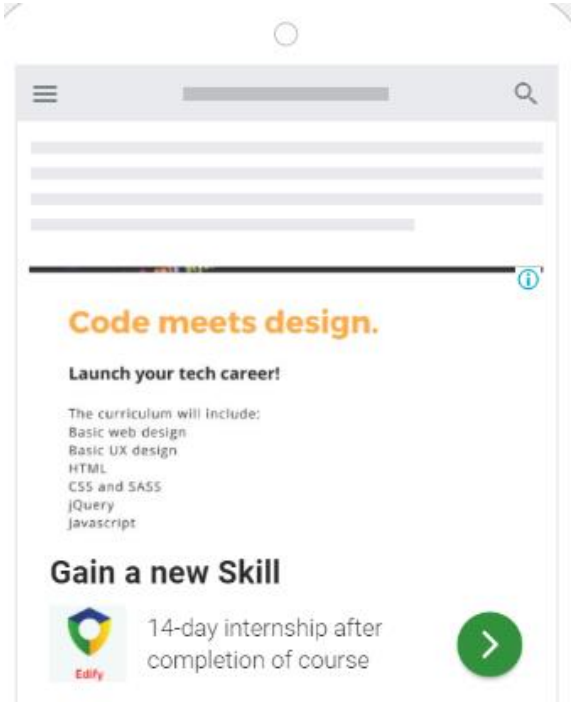


- Select Demographics of audience
- Schedule your ad
- Daily budget
- Bidding Strategy
- Ad Schedule

Variable	Text based Ads
Bidding Strategy	Cost-per-click
Target	Half a million

Display Campaign





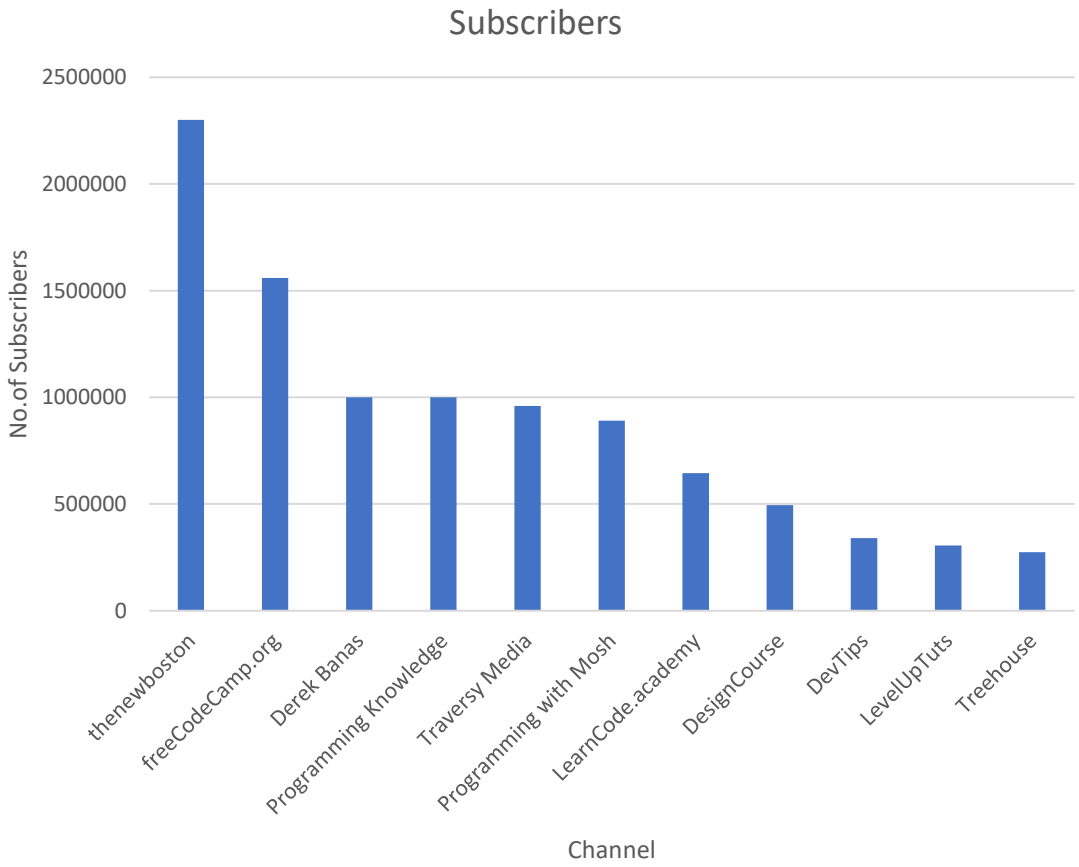
VARIABLE	DISPLAY ADS
Bidding Strategy	Cost per thousand impressions (CPM)
Target	1 million

Video Campaign

VARIABLE	VIDEO ADS
Bidding Strategy	Cost-per-view (CPV)
Target	1.5 million

Top Programming Channels (YouTube) in 2020

Channel Name	Subscribers
thenewboston	2.3+ million
freeCodeCamp.org	1.56 million
Derek Banas	1+ million
Programming Knowledge	1+ million
Traversy Media	960K
Programming with Mosh	891K
LearnCode.academy	644K
DesignCourse	495K
DevTips	341K
LevelUpTuts	306K
Treehouse	275K



Email Marketing

Acquired database of email id's from newsletter

Select for email service provider (Mail Chimp, Benchmark Email, etc.)

Select a plan (in case of Mail Chimp)

Roll out a marketing campaign to the subscribed segment.

Email Marketing

Mailchimp Recommends

Premium

Advanced features for pros who need more customization.

Starting at
₹23,000*
/month

Select

Calculate your cost

200,000+ contacts
Unlimited audiences

Everything in Standard, plus:

- Advanced Segmentation
- Multivariate Testing
- Comparative Reporting
- Unlimited Seats & Role-Based Access
- Phone Support

Standard

Data-driven automation and optimization tools for businesses that want to grow faster.

Starting at
₹1,150*
/month

Select

Calculate your cost

Up to 100,000 contacts
5 audiences included

Everything in Essentials, plus:

- Customer Journey Builder + Branching Points New
- Send Time Optimization
- Behavioral Targeting
- Custom Templates
- Dynamic Content New

Essentials

Great for email-only senders who want around-the-clock support.

Starting at
₹770*
/month

Select

Calculate your cost

Up to 50,000 contacts
3 audiences included

Everything in Free, plus:

- All Email Templates
- Multi-Step Journeys
- Custom Branding
- A/B Testing
- 24/7 Email & Chat Support

Free

All the multi-channel tools you need to build your business and grow your audience.

₹0
/month

Get Started

Up to 2,000 contacts
1 audience included

Everything you get with Free:

- Marketing CRM
- 1-Step Automations
- Website Builder New
- Mailchimp Domain
- Forms & Landing Pages

Source: MailChimp.com

Email web service	₹4000
Miscellaneous cost	₹5000
Total	₹10000

Measurement framework

Measurement framework

Marketing	Measured Variable	Measuring Platform
Organic Marketing	• Blogs • Backlinks (References)	• Google Analytics (to track who came from where?) • Hootsuite • Brand lift study
Paid Marketing	• Search • Display • Video	• Link google ads account with analytics • Sizmek by Amazon
Email Marketing	• Open Rate • Click Rate • Un-subscribers • Traffic Generated	• Email Web Service Provider (MailChimp)

Thank You
For Your Attention