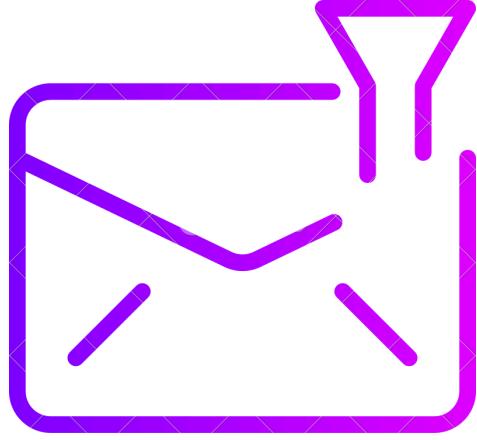




Creating an Email Funnel for an Ed-Tech

Presented By:- Isha Singh





Introduction

The objective is to increase sales for an Edtech product named "Finishing School," priced at Rs. 50,000. "Finishing School" offers learners the necessary skills to secure and thrive in their first job. The focus is on creating an integrated marketing funnel that effectively guides potential customers from initial engagement to conversion. Tasks include developing a strategic plan, creating a squeeze landing page for email collection, nurturing contacts through an email sequence, and designing a sales page for "Finishing School" along with cross-selling other products.

TASK- 1



Strategic Marketing Plan

- 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.

Market Research

- **Audience Surveys and Interviews:** Conduct surveys and interviews with recent graduates, young professionals, and career changers to identify common challenges they face in securing jobs.
- **Online Communities and Forums:** Explore LinkedIn groups, Reddit, and other career forums to gather insights into discussions around job market struggles.
- **Competitor Analysis:** Research competitors' courses to understand their offers, pricing, messaging, and customer feedback. Identify gaps that "Finishing School" can fill.
- **Industry Reports and Data:** Utilize reports and data on employment trends, skill gaps in the job market, and industry needs to tailor your course content and marketing.

Target Audience



Needs, Preferences, and Pain points

Recent Graduates

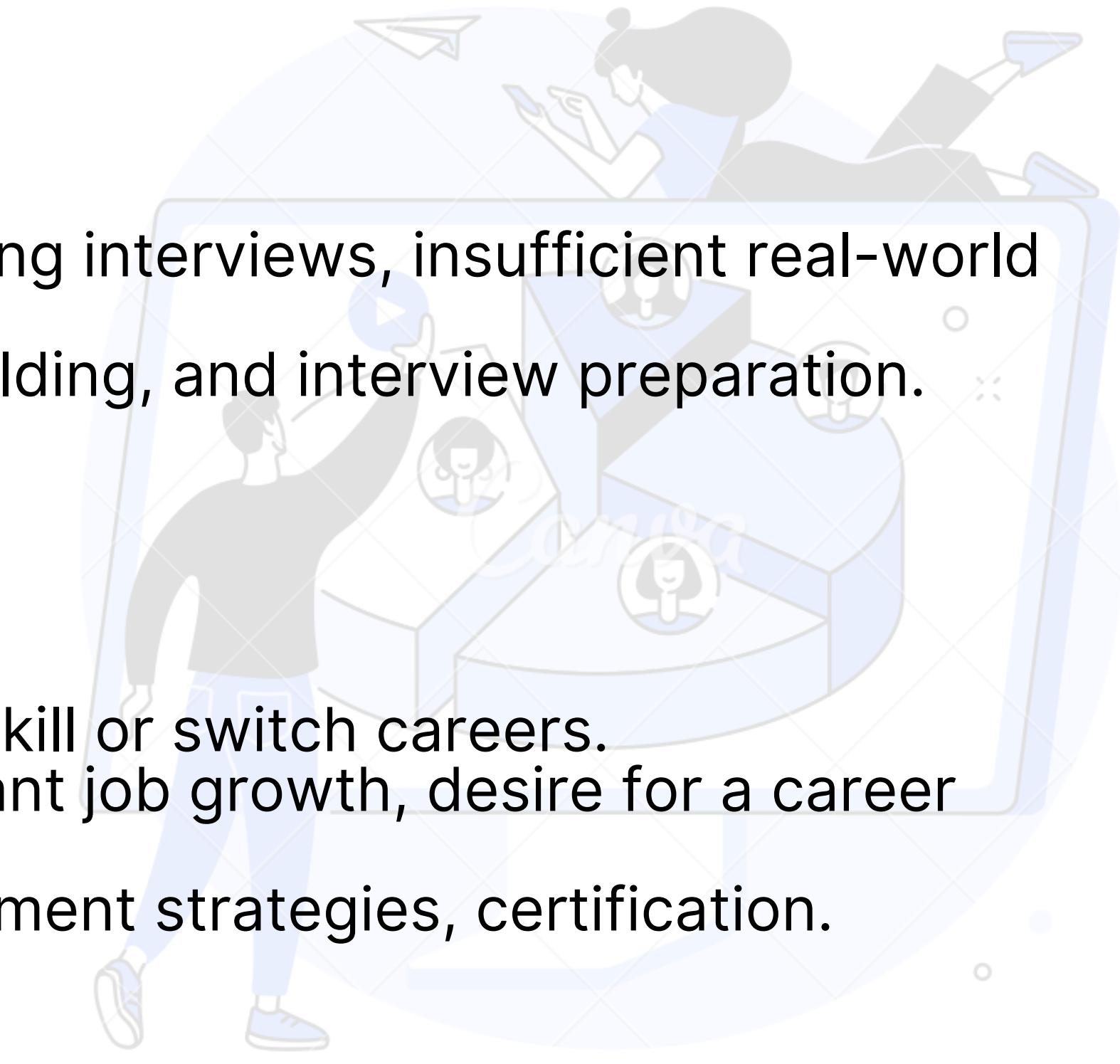
Age: 21-24 years

Education Level: Bachelor's degree or equivalent

Career Stage: Entry-level, seeking their first job

Pain Points: Lack of job-ready skills, difficulty in landing interviews, insufficient real-world experience.

Preferences: Practical, hands-on training, resume building, and interview preparation.



Young Professionals

Age: 25-30 years

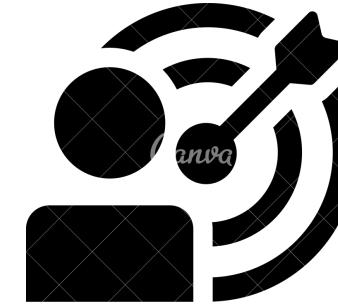
Education Level: Bachelor's or Master's degree.

Career Stage: Early to mid-level career, looking to upskill or switch careers.

Pain Points: Skill gaps for career advancement, stagnant job growth, desire for a career change.

Preferences: Advanced skills training, career advancement strategies, certification.

Target Audience



Needs, Preferences, and Pain points

Career Changers

Age: 28-35 years

Education Level: Varied, often with a degree in a different field

Career Stage: Mid-career professionals seeking a transition into digital marketing

Pain Points: Lack of relevant experience in digital marketing, need for industry-specific skills

Preferences: Comprehensive course content, industry certifications, job placement assistance

Professional Development Enthusiasts

Age: 30-45 years

Education Level: Varied, typically with a degree or higher

Career Stage: Established professionals seeking to enhance skills for career growth

Pain Points: Desire for skill enhancement, interest in staying updated with industry trends

Preferences: Advanced topics, flexible learning schedules, and cutting-edge content.

Marketing objectives and Goals



Establish measurable and achievable marketing goals to ensure the successful promotion of "Finishing School."

Key Goals:

Increase Brand Awareness: Raise awareness of the "Finishing School" brand within the target market through social media engagement and online campaigns.

Lead Generation: Generate a specific number of qualified leads per month through the lead magnet form and email campaigns.

Marketing objectives and Goals



Conversion: Achieve a set conversion rate (10%) of leads converting into paying customers through optimized sales funnels.

Customer Retention: Improve retention rates by offering ongoing support, exclusive content, or additional courses.

Key Strategies and Tactics



Objective: Attract, engage, and convert potential customers effectively.

1. Social Media Marketing:

- Targeted Ads: Run Facebook, Instagram, and LinkedIn ads targeting recent graduates, job seekers, and career changers.
- Content Creation: Share testimonials, student success stories, and tips on job readiness across social platforms to establish authority and build trust.

2. Content Marketing:

- Blog Posts: Write blog posts on topics such as "Top Skills Employers Look for in 2024" and "How to Ace Your First Job Interview," driving organic traffic to your website.
- Video Marketing: Produce short video tutorials and webinars addressing common job market challenges, with CTAs to sign up for your course.

Key Strategies and Tactics



3. Partnerships:

- Industry Influencers: Collaborate with career coaches, influencers, or industry experts to promote the course through webinars or joint content.
- Educational Institutions: Partner with colleges and universities to offer "Finishing School" as a supplementary career course for students.

4. Email Marketing:

- Lead Magnet: Use your free Digital Marketing Starter Kit to capture leads and nurture them through automated email sequences.
- Nurturing Sequences: Engage leads through value-driven emails, sharing career tips, course content teasers, and exclusive offers to encourage enrollment.

TASK- 2



Squeeze Landing Page for Email Collection

- 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

f t in



DIGITAL MARKETING PLACEMENT COURSE

Master Digital Marketing and secure your dream job! Join our expert-led online course with guaranteed placement assistance. Gain in-demand skills, hands-on experience, and start your career in the fast-growing digital marketing industry today!

Enroll Now

Why Choose Us

Guaranteed Placement Support

We provide dedicated placement assistance to help you land your first digital marketing job with top companies.

Industry-Expert Trainers

Learn from experienced professionals who have worked with leading brands and understand the latest digital marketing trends and tools.

Hands-On Learning

Get practical experience through live projects, case studies, and real-world simulations to ensure you're job-ready from day one.

Flexible Online Learning

Study at your own pace with our self-paced modules and live sessions, designed to fit your schedule while offering personalized support.

Click here to visit “ Squeeze Landing Page

About Us

At Finishing School, we are committed to transforming aspiring marketers into skilled professionals. Our Digital Marketing Placement Online Course is designed to equip learners with cutting-edge skills, hands-on experience, and the confidence to excel in today's fast-paced digital landscape. With a focus on practical learning and industry relevance, we ensure our students are job-ready through personalized mentorship, live projects, and guaranteed placement support.

Our team consists of industry experts who bring years of experience working with top global brands. We believe in empowering our students to achieve their career goals and provide them with the tools and guidance they need to thrive in the ever-evolving world of digital marketing. Whether you're starting your career or looking to upskill, we're here to support you every step of the way!

[Read More](#)

"Get your free Digital Marketing Starter Kit! Sign up now for essential tools, resources, and insights to launch your career."

Name

Email

Submit

Click here to visit " Squeeze Landing Page

Success Stories Of Our Students



Swatsili

The course completely transformed my career. With the hands-on projects and expert guidance, I landed a job as a Social Media Strategist within two months of completing the program. The placement support was invaluable!"

”



Ruhii

After struggling to find a job, I enrolled in the digital marketing course. Within weeks, I gained the skills I needed to secure a role as a Digital Marketing Analyst. The live projects really boosted my confidence."

”



Aryan

"This course exceeded my expectations! I learned valuable skills in paid advertising and landed a Paid Ads Manager role shortly after graduation. The job support team was with me every step of the way."

”

Let's Chat!



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Let's Chat!

Click here to visit “ Squeeze Landing Page

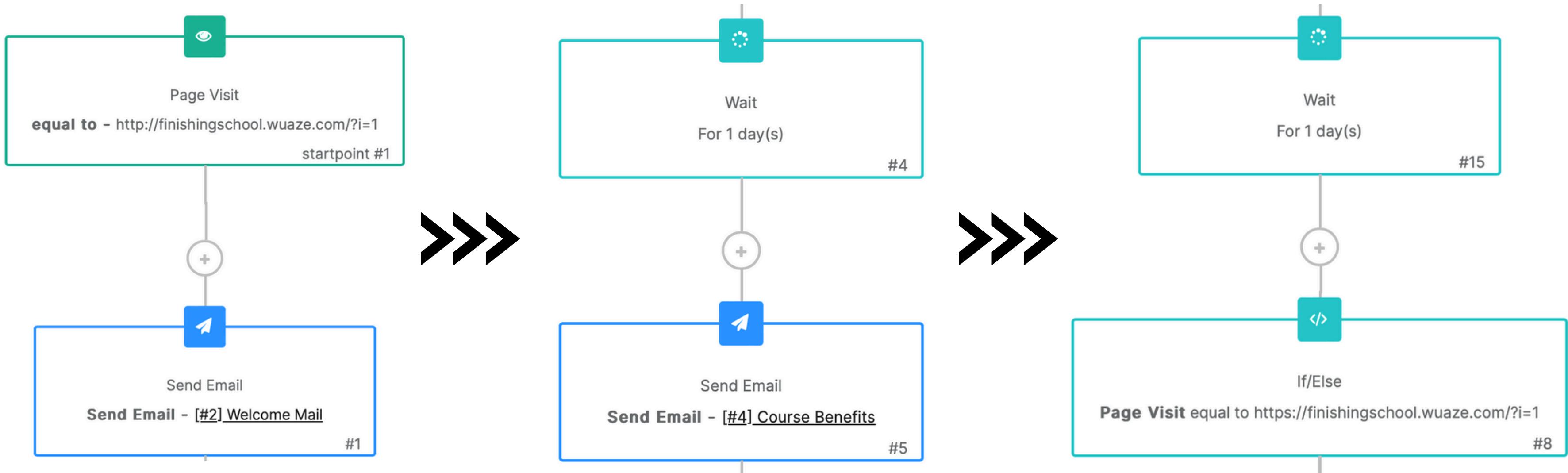
TASK- 3



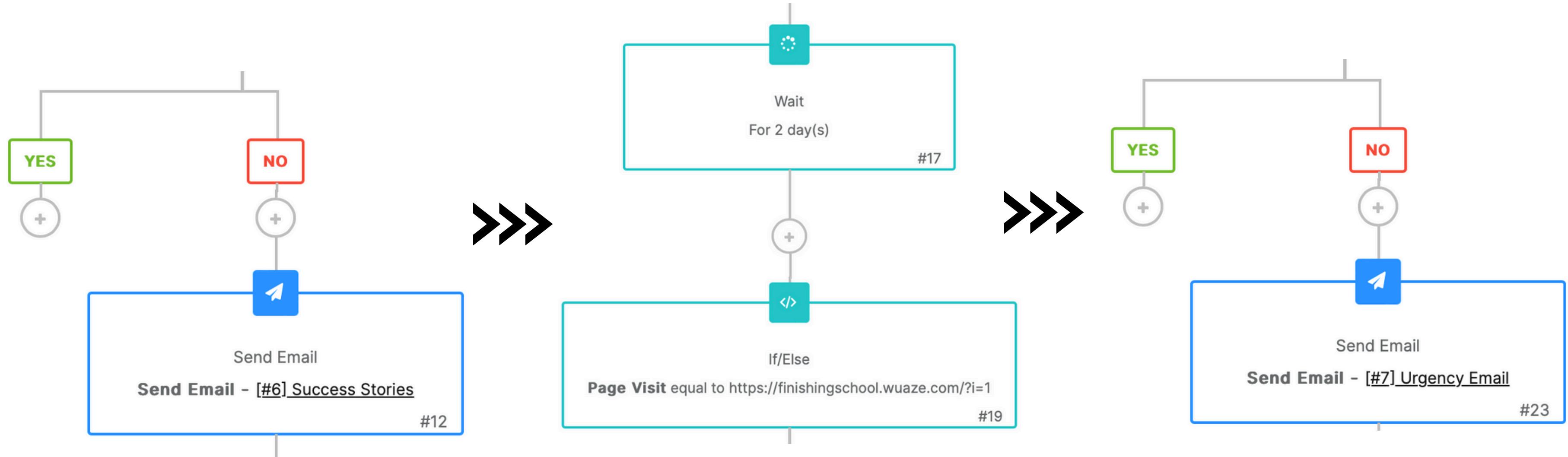
Email Marketing Campaign

- 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.

Email Automation Workflow



Email Automation Workflow



Here's a detailed series of automated emails to nurture contacts collected through the squeeze landing page toward enrollment in "Finishing School." The focus is on addressing pain points, providing valuable insights, and gradually introducing the course's features, benefits, and success stories to build trust and convert leads into enrollments.

Email 1: Welcome & Free Resource

Subject: Welcome to Your Career Transformation Journey

Timing: Immediately after sign-up

Hi ,

Thank you for signing up! You've taken the first step toward securing the skills needed to launch your career. We're excited to guide you through this journey with 'Finishing School,' where countless graduates have successfully transitioned from job seekers to thriving professionals.

[continue...](#)

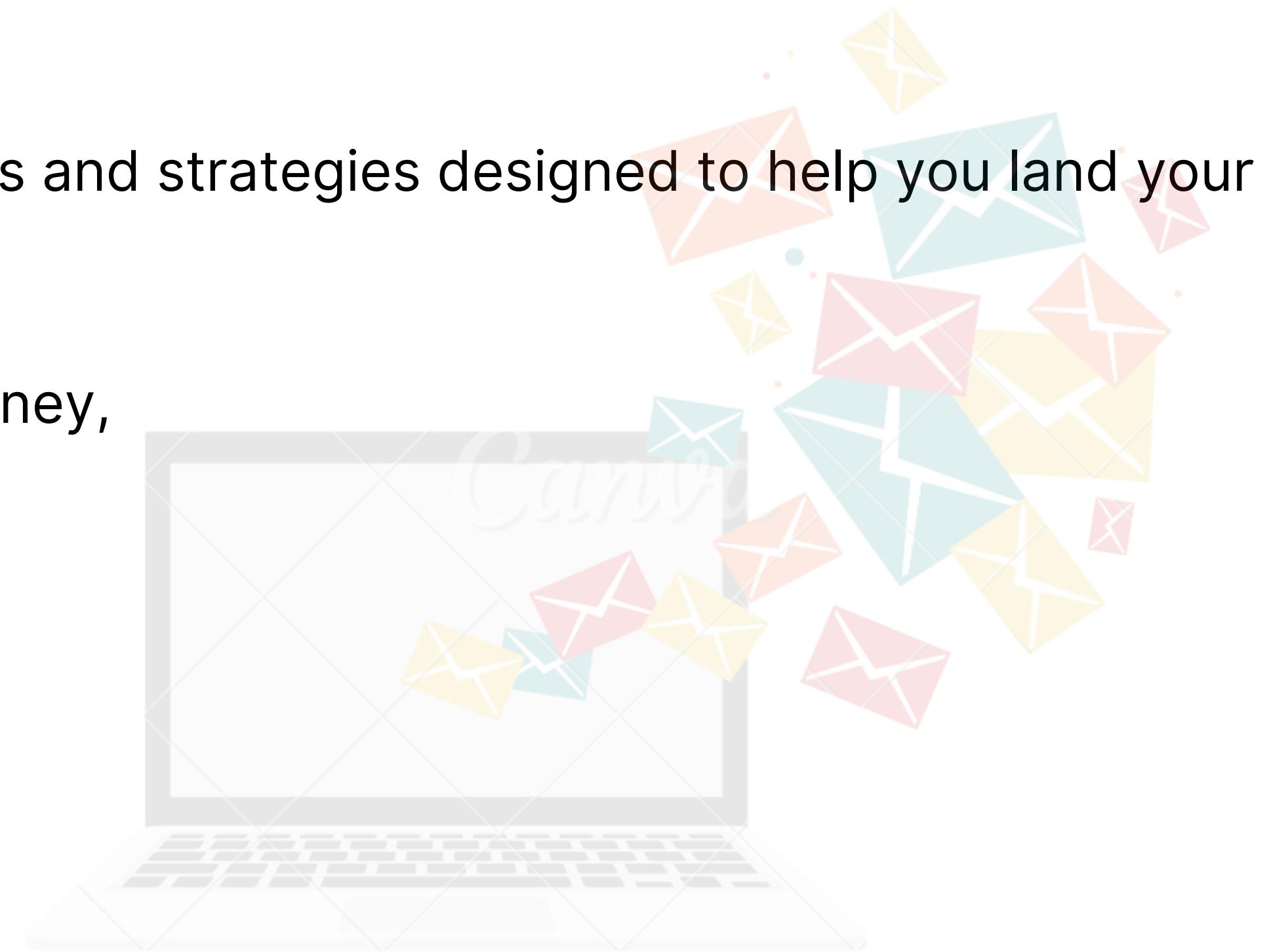
As promised, here's your free resource: [Link to resource]. This guide will give you some actionable insights into what employers are looking for today and how you can start preparing.

Keep an eye on your inbox for upcoming tips and strategies designed to help you land your dream job!

Looking forward to helping you on your journey,
Isha Singh

The Finishing School Team"

CTA: Download Your Free Guide



Email 2: Addressing Pain Points

Subject: Struggling to Stand Out in the Job Market? Let's Change That.

Timing: 2 days after Email

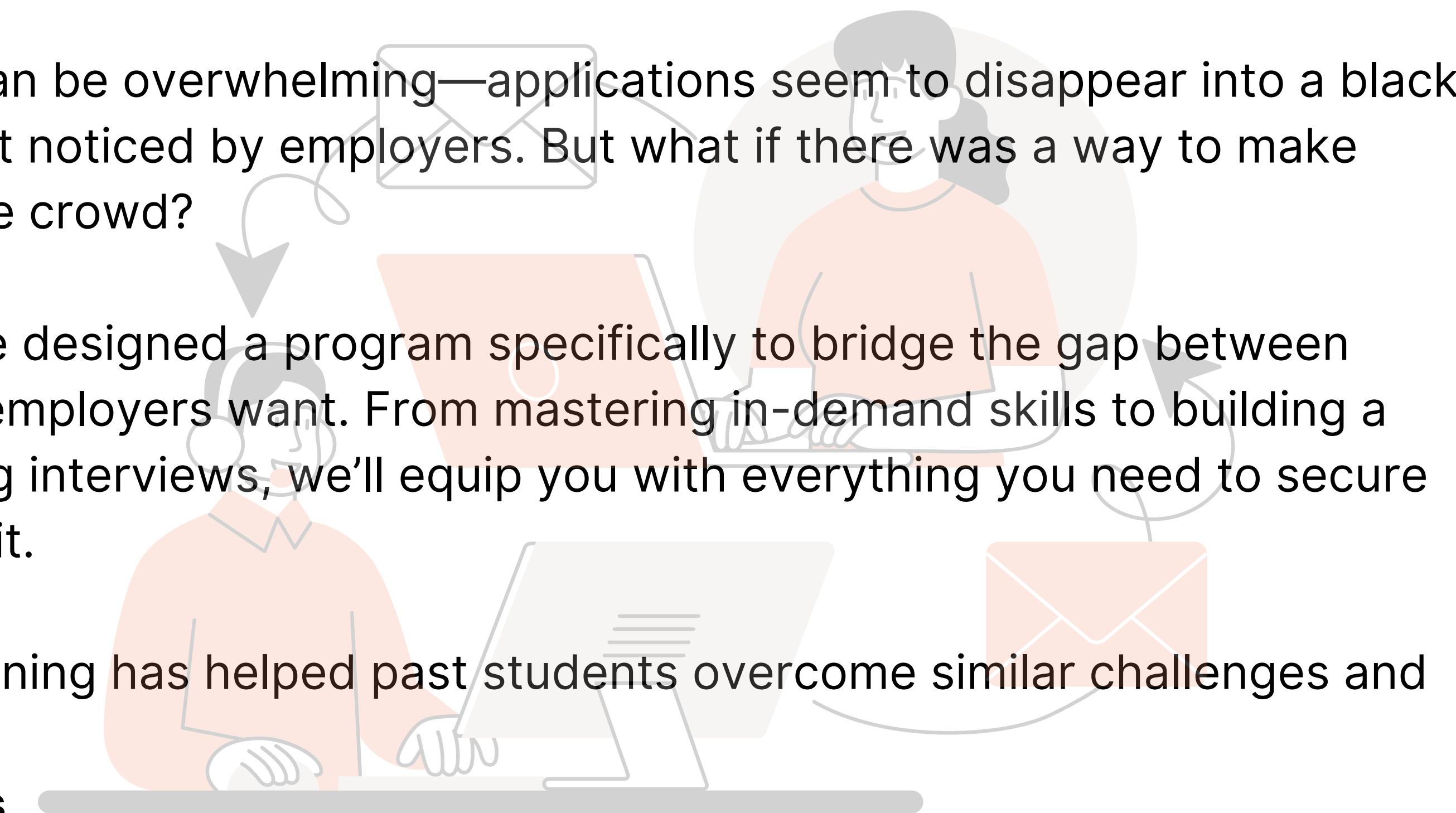
Hi,

We know the job search can be overwhelming—applications seem to disappear into a black hole, and it's difficult to get noticed by employers. But what if there was a way to make yourself stand out from the crowd?

At 'Finishing School,' we've designed a program specifically to bridge the gap between what you know and what employers want. From mastering in-demand skills to building a standout resume and acing interviews, we'll equip you with everything you need to secure your first job and thrive in it.

Take a look at how our training has helped past students overcome similar challenges and launch their careers."

CTA: See Success Stories



Email 3: Introducing the Course Features

Subject: Ready to Gain Job-Ready Skills? Here's How We Can Help!

Timing: 3 days after Email 2

Hi,

Finding a job is more than just knowing what to do—it's about doing it well, and knowing how to market your skills effectively to employers. That's where 'Finishing School' steps in.

Here's what you'll get with our comprehensive program:

- **Hands-On Training:** Learn practical skills in digital marketing, resume building, and personal branding.
- **Real-World Projects:** Apply what you learn to real-world scenarios, ensuring you're job-ready.
- **Job Placement Assistance:** We offer dedicated placement support to help you find and secure the right opportunities.

If you're serious about landing your first job, we're here to help you every step of the way."

CTA: Explore Course Features

Email 4: Showcasing Success Stories

Subject: See How 'Finishing School' Graduates Land Their Dream Jobs

Timing: 3 days after Email 3

Hi,

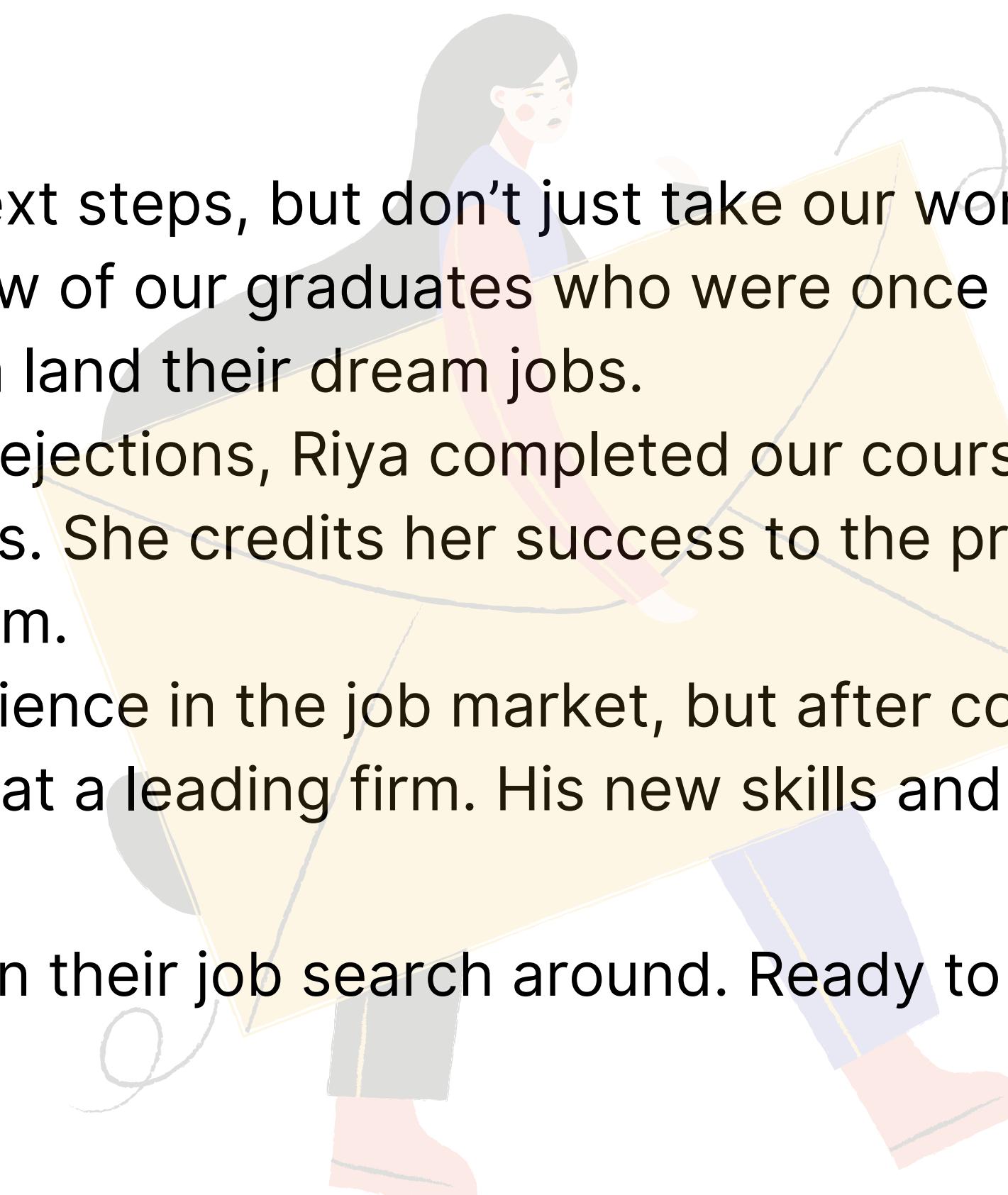
It's natural to feel unsure about your next steps, but don't just take our word for it—let our students' stories inspire you. Meet a few of our graduates who were once in your shoes and see how 'Finishing School' helped them land their dream jobs.

Riya's Story: After struggling with job rejections, Riya completed our course and landed a digital marketing role within two months. She credits her success to the practical skills and confidence she gained from our program.

Arjun's Story: Arjun had no prior experience in the job market, but after completing 'Finishing School,' he secured an entry-level role at a leading firm. His new skills and interview readiness were key to his success.

We've helped hundreds of students turn their job search around. Ready to be our next success story?"

CTA: Meet Our Graduates



Email 5: Overcoming Common Objections

Subject: Worried About Time or Cost? Here's How We Make It Easy.

Timing: 4 days after Email 4

Hi ,

We understand—committing to a course can feel daunting. Maybe you're worried about finding the time, or you're concerned about the cost. Here's how we make 'Finishing School' work for you:

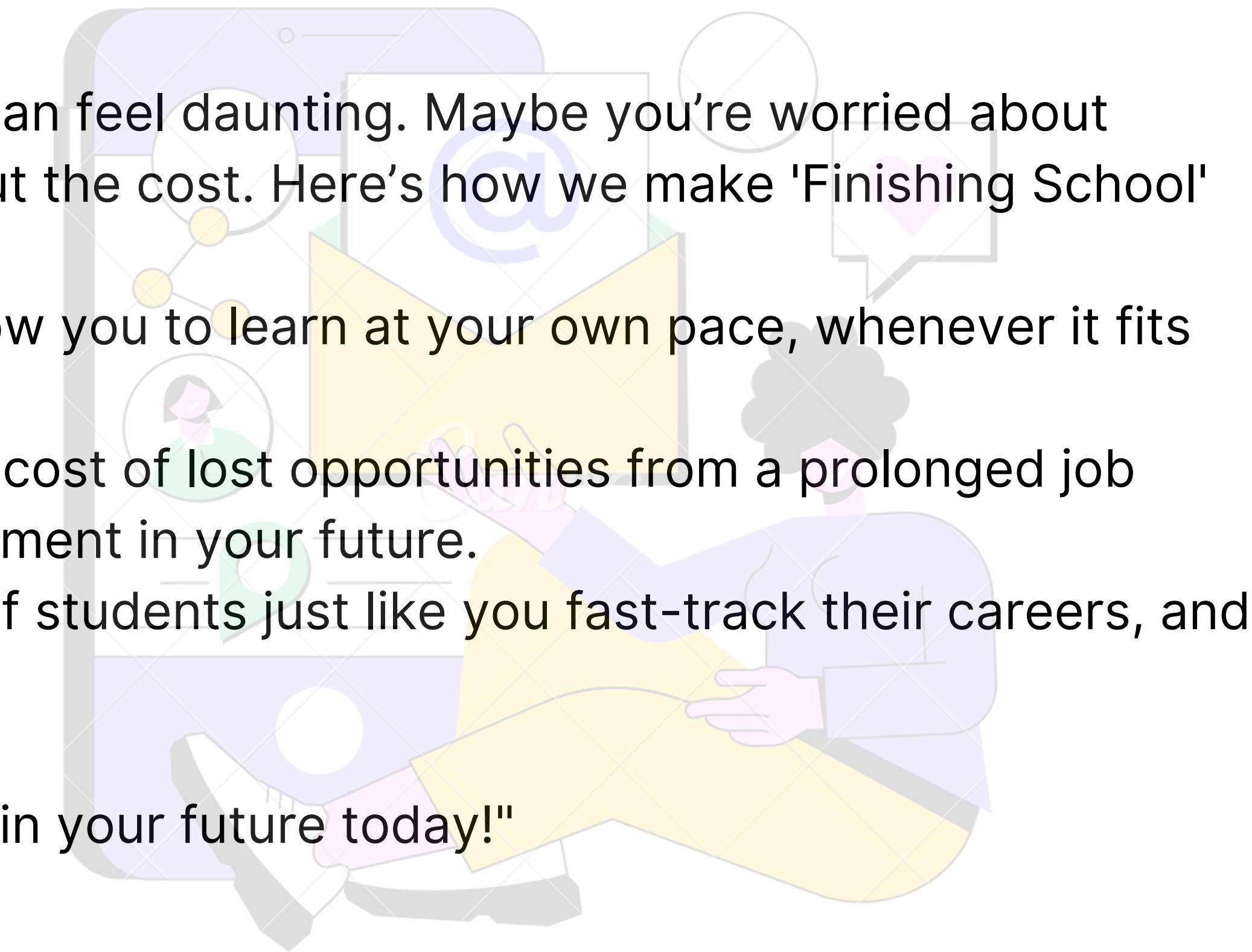
Flexible Learning: Our online modules allow you to learn at your own pace, whenever it fits your schedule.

Affordable Investment: Compared to the cost of lost opportunities from a prolonged job search, 'Finishing School' is a smart investment in your future.

Proven Results: We've helped hundreds of students just like you fast-track their careers, and we can do the same for you.

Don't let hesitation hold you back—invest in your future today!"

CTA: Learn More About Flexible Options



Email 6: Final Call with Urgency

Subject: Last Chance to Join 'Finishing School' and Transform Your Career

Timing: 3 days after Email 5

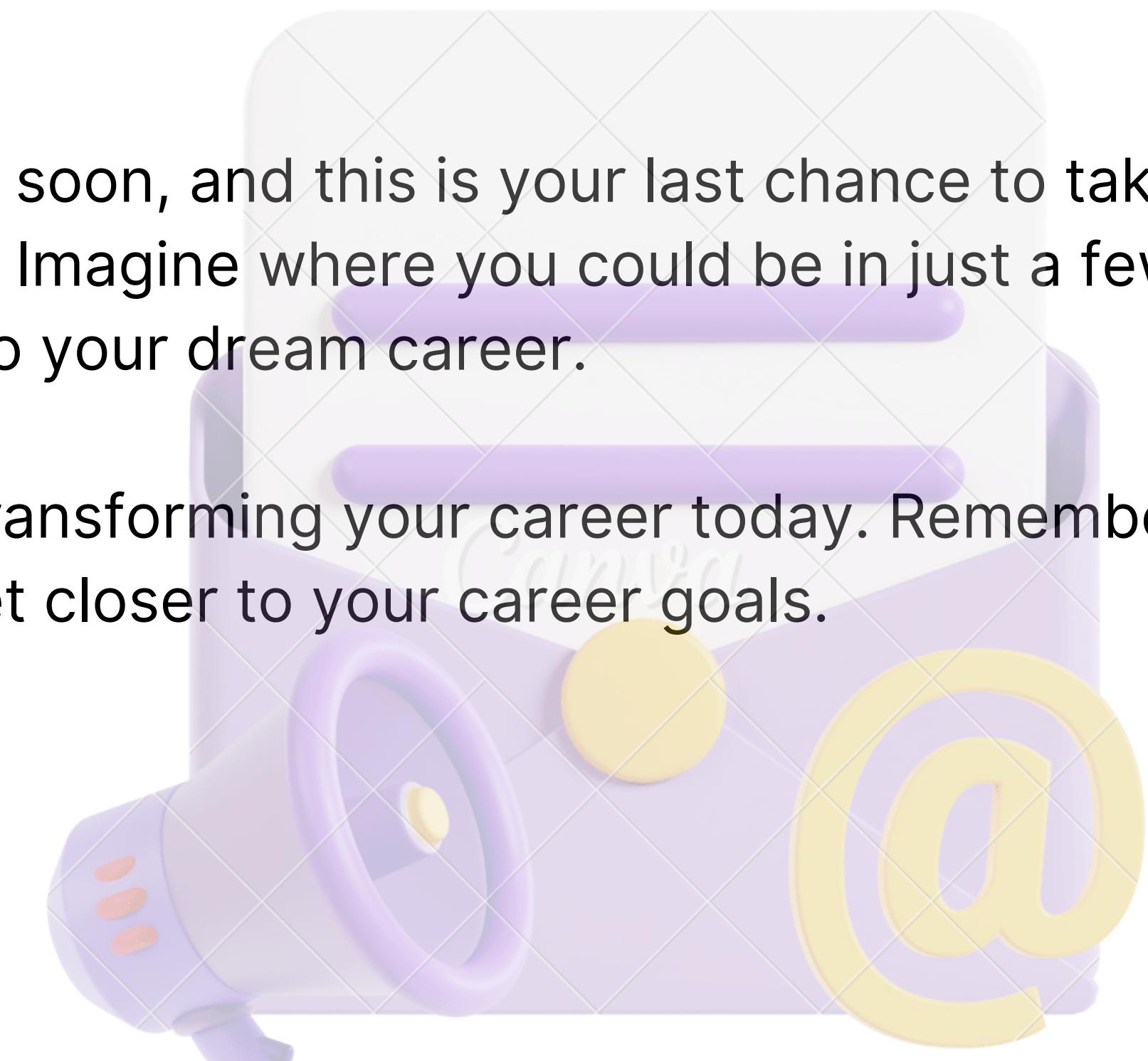
Hi,

The doors to 'Finishing School' are closing soon, and this is your last chance to take advantage of everything we have to offer. Imagine where you could be in just a few weeks —job-ready, confident, and on your way to your dream career.

Enroll now to secure your spot and start transforming your career today. Remember, every day you wait is a missed opportunity to get closer to your career goals.

We're excited to have you onboard!"

CTA: Enroll Now



Email 8: Post-Enrollment Nurture (For Engagers)

Subject: Get Ready for Your Career Transformation!

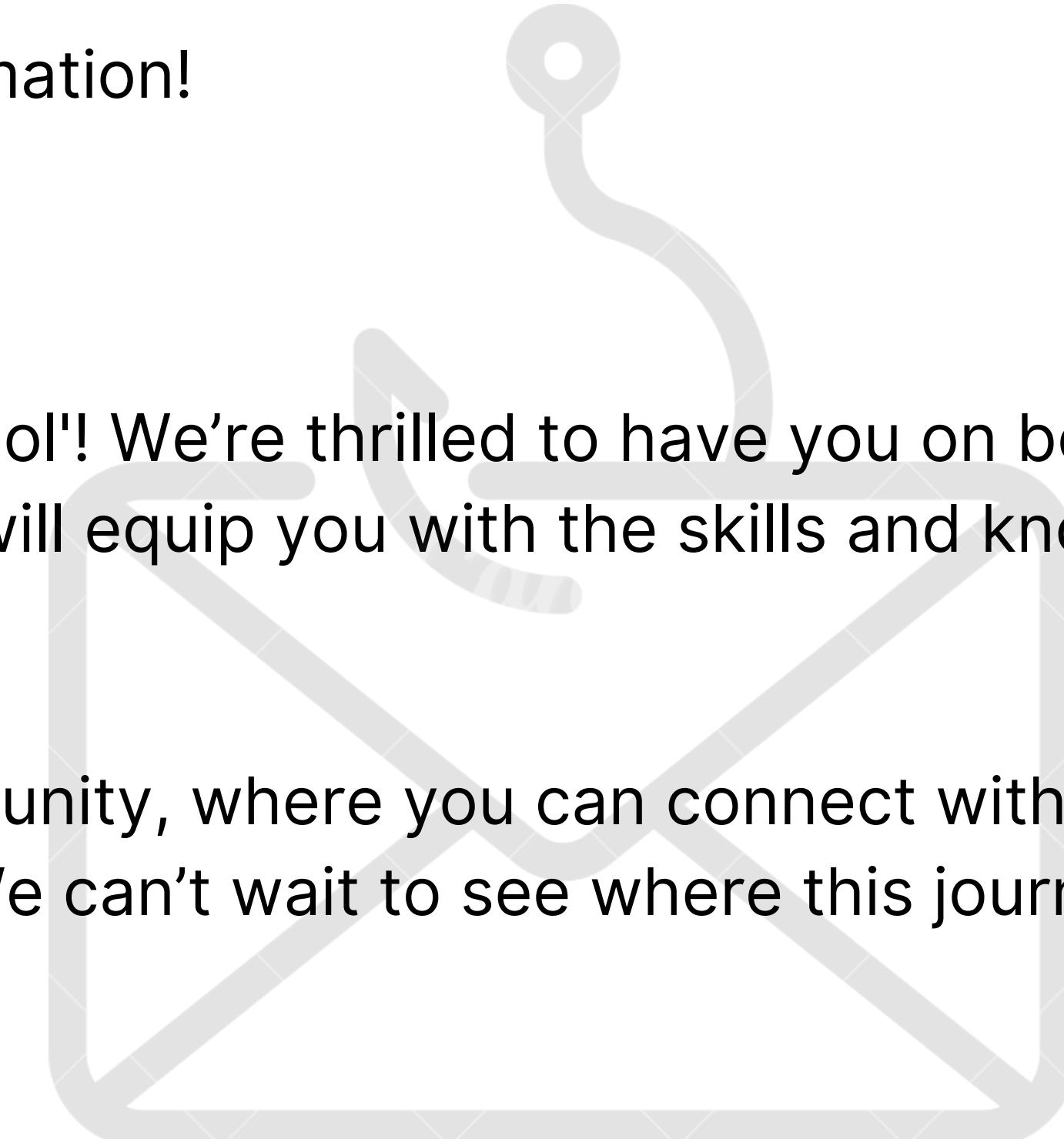
Timing: After enrollment

Hi ,

Congratulations on enrolling in 'Finishing School'! We're thrilled to have you on board. Get ready for a transformational experience that will equip you with the skills and knowledge to succeed in your career.

In the meantime, check out our student community, where you can connect with fellow students and get inspired by their journeys. We can't wait to see where this journey takes you!"

CTA: Join Our Student Community



Email 7: Follow-Up for Non-Engagers

Subject: Don't Miss Out on Your Chance to Succeed!

Timing: 2 days after Email 6

Hi ,

We noticed you haven't taken the final step yet, and we wanted to remind you that the opportunity to enroll in 'Finishing School' won't last forever.

This is your chance to gain the skills, support, and confidence you need to launch your career. Let us know if you have any questions or concerns—we're here to help you make the best decision for your future."

CTA: Enroll Today or Contact Us with Questions

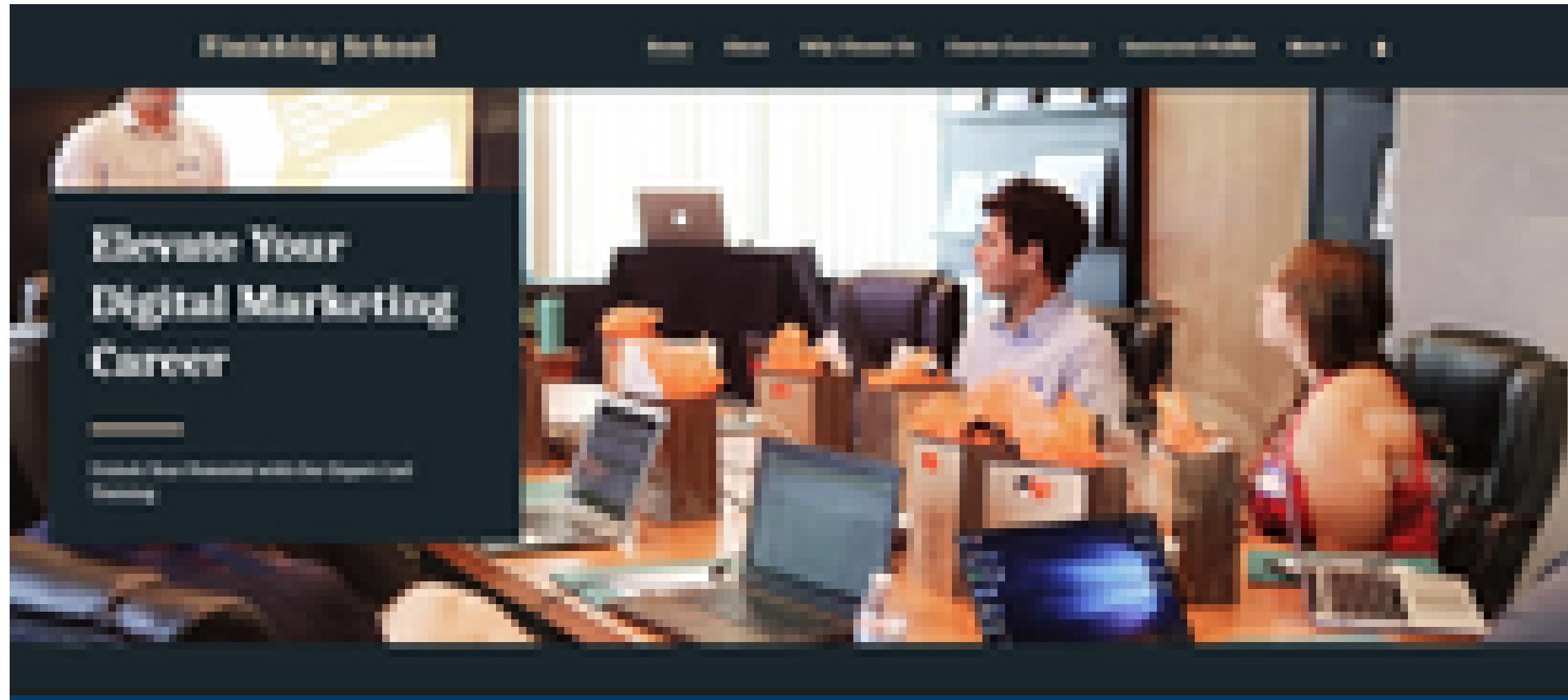
TASK- 4



Sales Page and Cross-Selling

- 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



[**click here**](#) to visit “Sales Page and Cross selling Page

Enrollment Details:

Course Duration - 6 months

Course Fee - 40,000

Limited-Time Offer: Enroll now and get 20% discount.



WHY CHOOSE US



Job Placement Assistance

We don't just teach you; we help you get hired. Our dedicated job placement assistance includes resume building, interview coaching, and networking opportunities with top companies.



Experienced Instructors

Learn from the best in the industry. Our instructors are seasoned professionals who bring years of digital marketing experience to the table. Their insights and mentorship will guide you through every step.



Digital Marketing Curriculum

Our curriculum covers the full scope of digital marketing, including SEO, social media, content marketing, and analytics. Designed by experts to provide hands-on experience and real-world applications.

COURSE CURRICULUM

Digital Marketing Fundamentals

Introduction to digital marketing, customer personas, and key metrics.

SEO & Content Marketing

On-page/off-page SEO, content creation, and distribution strategies.

Social Media & Paid Advertising

Platform strategies, social media ads, and PPC campaigns.

Email Marketing & Analytics

Crafting email campaigns, automation, and using Google Analytics.

Career Preparation

Resume building, LinkedIn optimization, mock interviews, and placement support.

INSTRUCTOR PROFILE



Haniya

Senior Digital Marketing Trainer

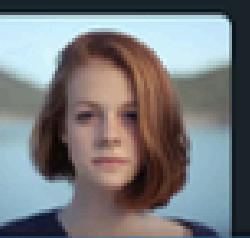
Senior Digital Marketing Trainer With over 8 years of experience in digital marketing, Ananya has worked with leading brands such as Flipkart and Amazon. She specializes in SEO, content marketing, and social media strategy. Ananya is passionate about helping students develop practical skills through real-world projects and has successfully trained over 2,000 students to date.



Aarav Sharma

Lead Paid Advertising Instructor

With 10+ years of experience and certifications in Google Ads and Facebook Ads, Rohan has managed campaigns for global brands like Coca-Cola and Samsung. He focuses on teaching performance marketing, campaign optimization, and analytics.



Lucy Lennon

Head of Content Marketing and SEO

Lucy has 7 years of expertise in content creation and SEO strategy, with a track record of helping businesses achieve top rankings. She brings industry insights to her teaching, helping students excel in content marketing and digital strategy.

Cross-Selling Page

Finishing School

Home About Why Choose Us Course Curriculum Instructor Profile More ▾

OTHER PLACEMENT GUARANTEE ONLINE COURSES



2 Sections
Web Design



2 Sections
Data Science



2 Sections
Full Stack Development



2 Sections
Programming

I BUILT MY SITE FOR FREE USING SITE123 [CREATE YOUR WEBSITE](#)

REPORT ABUSE

[**click here**](#) to visit “Sales Page and Cross selling Page

Testimonials

TESTIMONIALS



★★★★★

“The skills I gained from this program helped me pivot into a new career. The personalized attention and expert advice were invaluable.”

Elyanna: Career Changer

55



TESTIMONIALS



★★★★★

“This course was a game-changer for my career. The instructors were incredibly knowledgeable, and the job placement assistance helped me land my first job in digital marketing.”

Rhea Sharma: Career Starter

55



TESTIMONIALS



★★★★★

“I can't recommend this program enough. The curriculum is thorough and up-to-date; and the support you receive throughout the course is outstanding.”

Parth: Aspiring Marketer

55



*Thank
You*