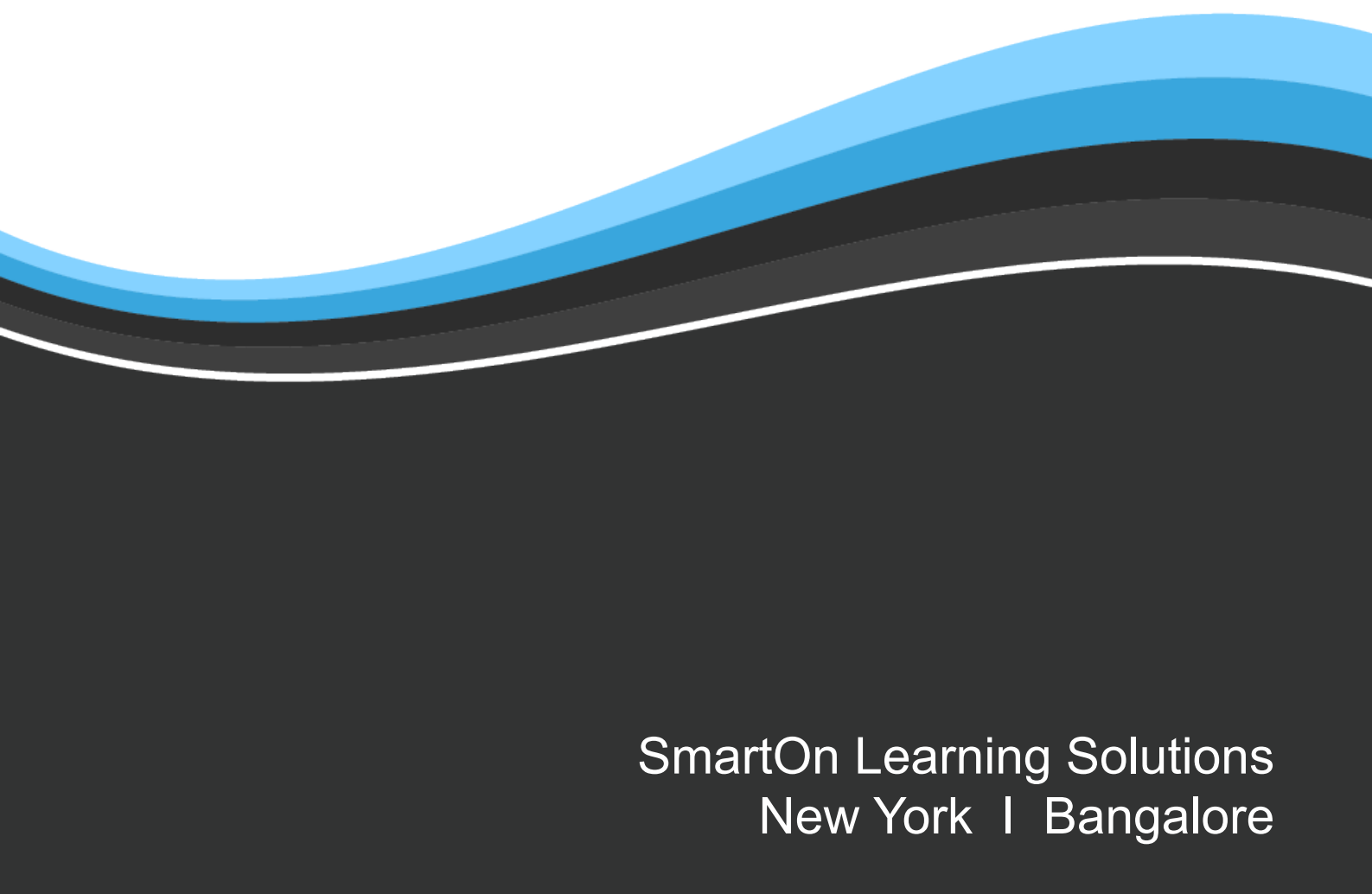




# SmartOn's Technology Enabled Marketing Services



SmartOn Learning Solutions  
New York | Bangalore



**SmartOn** partners with leading Universities & Educational Institutes to help them design, develop and deliver the 21st century higher education, **Online.**

We provide full-service, innovative marketing solutions. Your success is our success; we help you enable your vision and further your mission.

SETTING THE CONTEXT

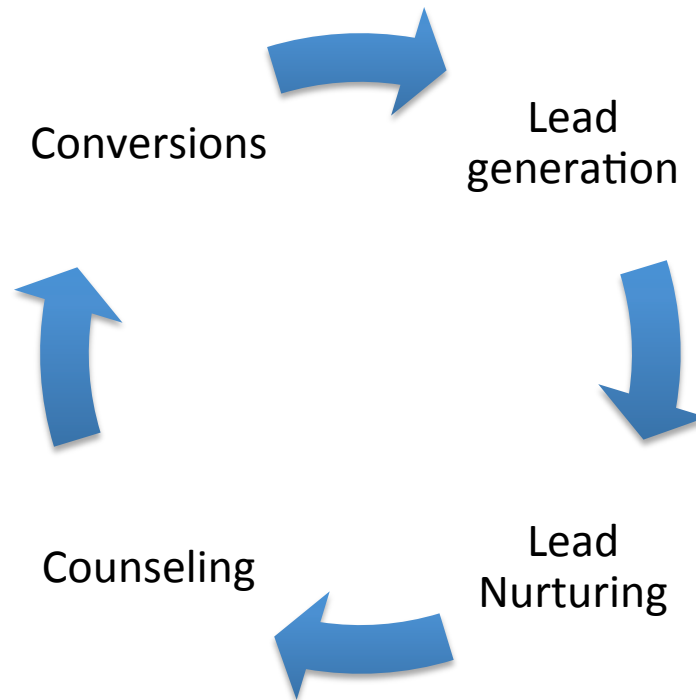
# How Education Marketing has evolved

Marketing is no longer about branding and advertising but it is about reaching the right customer through multiple channels leveraging technology. Traditional marketing needs to be supplemented with organic and digital marketing



## OUR DIFFERENTIATED APPROACH

# How it Works

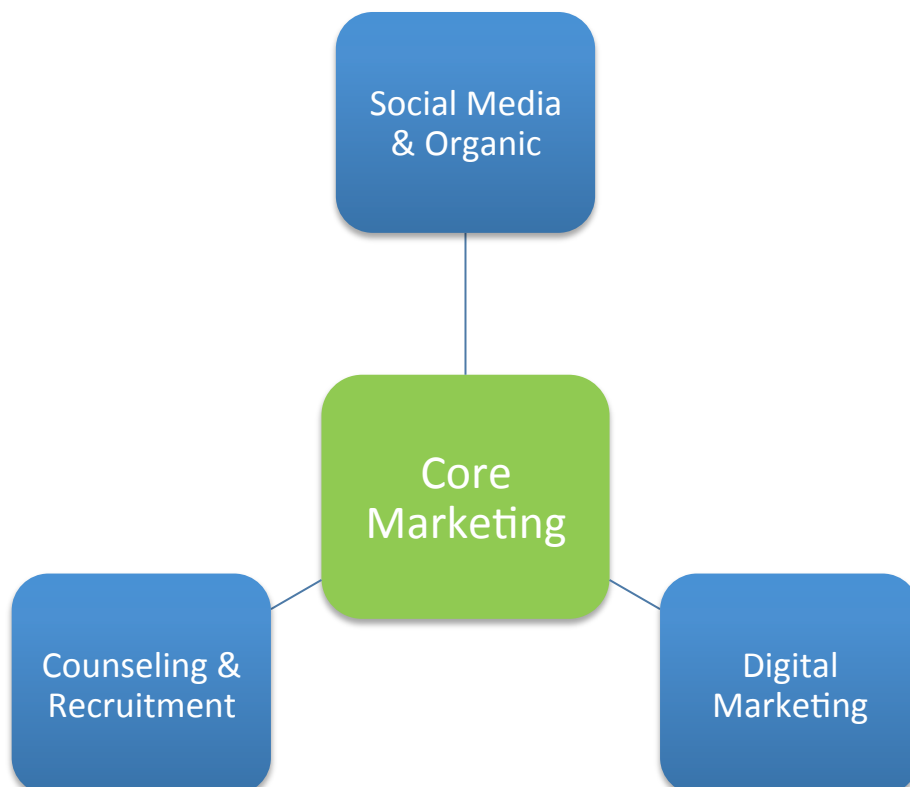


In addition to its Easle, our learning platform, we also offer a suite of technology-enabled marketing services that support the entire education lifecycle to improve enrollments and retention. We identify and attract qualified students on behalf of educational institutes and we drive applications to your programs

### SmartOn's Role:

- **Market Entry Strategy:** SmartOn has unique capabilities in identifying the most capital efficient ways of establishing your online offering including identifying the right programs and identifying right partners
- **Technology Enabled Marketing:** Traditional educational institutes do not have a core-competency in search marketing. SmartOn has extensive capabilities in marketing via organic and paid search channel optimization
- **Counseling & Support:** We not only generate the most relevant leads and potential applicants for a program but also helps you to counsel the students to ensure conversions

# Our Services





## OUR DIFFERENTIATED APPROACH

# Why SmartOn

- Dedicated team of over 50 education digital marketing professionals offering full-service marketing solutions
- Highly sophisticated innovative education marketing and student acquisition solutions leveraging In-bound Marketing; we generate 33% of student enrollments from organic channels
- Full suite of marketing technology platforms as part of our offering

Marketing Function	Technology
Inbound Marketing	Hubspot
CRM	Zoho
A/B testing	Unbounce
Analytics	MixPanel
SEO	Moz



**“SmartOn’s tech enabled marketing services extend our capabilities in marketing beyond traditional alternatives”**

**– Nandita Abraham  
SVP, Marketing**

SmartOn is a global edtech company  
helping leading Universities and  
institutions to design, develop and deliver  
21<sup>st</sup> century education through innovative  
solutions and technology enabled services



**smarton**  
—— ctrl tomorrow ——