Here’s a complete **Mailing System** setup tailored for **Growth AI Academy** — scalable, organized, and perfect for automating and personalizing communication with students, leads, and partners.

**💡 Overview: Mailing System for Growth AI Academy**

**Objectives:**

* Nurture leads into students
* Engage current learners with updates
* Reconnect alumni and offer upsells
* Announce webinars, workshops, or new cohorts
* Automate onboarding and reminders

**✅ Components of the Mailing System**

**1. Email Categories**

Break down your communication into distinct segments:

| **Category** | **Purpose** |
| --- | --- |
| Lead Nurturing | Educate and convert prospects |
| Student Onboarding | Welcome and guide new students |
| Course Updates | Notify ongoing students about modules, live classes |
| Community Engagement | Encourage forum/group participation |
| Alumni Follow-up | Upsell advanced courses or offer referrals |
| Promotional Campaigns | Launches, webinars, discounts |
| Feedback & Surveys | Collect insights for continuous improvement |

**2. Mailing Tools (Choose One)**

To manage contacts, automate flows, and design campaigns:

| **Tool** | **Pros** |
| --- | --- |
| **MailerLite** | Easy to use, free up to 1,000 subs |
| **ConvertKit** | Great for creators & segmenting |
| **Brevo (ex Sendinblue)** | Affordable, automation + SMS |
| **Mailchimp** | Known brand, good for visual campaigns |
| **Zoho Campaigns** | Great if you're using Zoho suite |
| **SendGrid + Custom App** | Developer-friendly, scalable API-based |

**3. Email Flow Examples**

**📩 Lead Magnet Email Sequence (Free eBook / Webinar Opt-in)**

1. **Email 1:** Welcome + Free Resource
2. **Email 2 (Day 2):** Success Stories / Social Proof
3. **Email 3 (Day 4):** Value Add – Tips or Toolkit
4. **Email 4 (Day 6):** Invite to Join Full Program
5. **Email 5 (Day 10):** Offer Ends Soon (FOMO)

**🎓 Student Onboarding**

* Welcome Message + What’s Next
* Platform Login Guide
* Course Calendar + Support Access
* First Milestone Encouragement
* Mid-Course Check-In
* Final Completion + Certificate + Feedback

**💼 Alumni Engagement**

* Showcase New Masterclasses
* Invite to Mentor or Refer
* Offer a “Refer & Earn” system
* Invite to Private Alumni Group

**4. List Segmentation Strategy**

Segment your list like this:

| **Segment** | **Criteria** |
| --- | --- |
| Cold Leads | Subscribed but not enrolled |
| Warm Leads | Attended a webinar/downloaded a lead magnet |
| Students - Python | Enrolled in Python program |
| Students - Marketing | Enrolled in Marketing program |
| Alumni - 3+ months | Graduated 3 months ago |
| High Engagement | 50%+ open rate |

**5. Basic Tech Stack Setup**

| **Tool** | **Purpose** |
| --- | --- |
| Google Forms / Typeform | Data Collection (Leads, Feedback) |
| MailerLite / ConvertKit | Mailing Automation & Segmentation |
| Zapier / Make.com | Automation between tools |
| Notion / Airtable | Internal CRM + Tracking |
| WordPress / Webflow | Website + Lead Form |

**6. Templates You’ll Need**

Let me know if you want editable versions of these:

* Lead Magnet Delivery Email
* New Student Welcome Email
* Webinar Invite + Reminder + Replay
* Feedback Request Email
* “Last Day to Enroll” Scarcity Email
* Course Completion Congrats + Upsell

**7. Metrics to Monitor**

Track performance weekly:

* Open rate (>30% = good)
* Click-through rate (>5% = good)
* Unsubscribe rate (<0.5%)
* Enrollment conversions from emails
* Engagement in community links

**🔄 Next Step: Automation Blueprint**

If you'd like, I can generate:

* Full automation workflows in flowchart form
* Copy for email sequences
* Templates in HTML or Markdown
* A Notion or Airtable CRM linked to your email lists

Would you like me to now:

1. Build the **email copy** for a particular flow?
2. Design an **automation workflow diagram**?
3. Create **templates for each type of email**?

Let me know which direction you'd like to take next.

Perfect — here’s a **full email sequence** tailored for **Growth AI Academy** that covers every stage of your funnel — from *cold leads* to *paying students*, *alumni*, and *referrals*. I’ve grouped it by funnel stage so you can easily plug each sequence into Brevo.

**📬 Growth AI Academy — Full Email Sequence by Funnel Stage**

**🧊 STAGE 1: Cold Leads (Opted in from free webinar, ebook, quiz, etc.)**

**GOAL**: Warm them up → build trust → get them to enroll

| **Email #** | **Subject Line** | **Key Content** | **Day** |
| --- | --- | --- | --- |
| 1 | "Here’s your [Free Resource] 🎁" | Deliver value, intro your story/mission | 0 |
| 2 | "AI Career Paths No One Talks About 👀" | Educate them on hidden job roles, offer free webinar | 2 |
| 3 | "Real Students, Real Success 📈" | Social proof: 1–2 case studies, quotes, screenshots | 4 |
| 4 | "Should you wait? Here’s the truth." | Address objections: cost, tech fear, time | 6 |
| 5 | "24 hours left: Get 50% off our AI Bootcamp" | Scarcity + irresistible offer | 7 |
| 6 | "Still thinking? Here's a personal message" | From you (Kariena), warm + informal tone | 9 |

🔄 Use a tag like cold\_lead and automation to remove when they enroll.

**🔥 STAGE 2: Warm Leads (Attended webinar, downloaded toolkit, replied once)**

**GOAL**: Push decision → invite call or direct checkout

| **Email #** | **Subject Line** | **Key Content** | **Day** |
| --- | --- | --- | --- |
| 1 | "Ready to take the next step?" | Invite for clarity call or application | 0 |
| 2 | "Top 5 questions we get — Answered 👇" | Objection handling (recorded answers or blog) | 1 |
| 3 | "Get your seat + bonuses before it’s gone 🚀" | Urgency + payment link + mention batch deadline | 3 |
| 4 | "Still on the fence? Here's why I started..." | Founder story (emotional hook) | 5 |

**🎓 STAGE 3: New Student Onboarding**

**GOAL**: Get them excited, set expectations, encourage completion

| **Email #** | **Subject Line** | **Key Content** | **Day** |
| --- | --- | --- | --- |
| 1 | "Welcome to Growth AI Academy 🧠🔥" | Access login, WhatsApp link, intro video | 0 |
| 2 | "What to expect this week 👇" | Module release schedule, weekly goals | 2 |
| 3 | "Stuck? Here’s where to ask for help" | Support group, reply to mentor, how to contact you | 5 |
| 4 | "Student Spotlight: Meet [Name]" | Share other students’ wins to build momentum | 7 |
| 5 | "Halfway there — Let’s finish strong 💪" | Encourage milestone, remind them of certificate + bonus | 14 |

**🧠 STAGE 4: Course Completion & Upsell**

**GOAL**: Celebrate, collect testimonial, upsell to advanced offer

| **Email #** | **Subject Line** | **Key Content** | **Day** |
| --- | --- | --- | --- |
| 1 | "🎉 You did it! Here’s your certificate!" | Completion badge, certificate, social sharing link | 0 |
| 2 | "Can you help us with 1 small favor?" | Ask for testimonial or review | 2 |
| 3 | "Want to go deeper? Join our Pro AI Series" | Offer advanced course, alumni discount | 4 |
| 4 | "Let’s keep growing — Career Support Call" | Invite for resume help, job matching, etc. | 7 |

**🫂 STAGE 5: Alumni + Referral Campaign**

**GOAL**: Turn happy students into evangelists and affiliates

| **Email #** | **Subject Line** | **Key Content** | **Day** |
| --- | --- | --- | --- |
| 1 | "You changed your life. Now help someone else" | Launch referral program, bonus for each person who joins | 0 |
| 2 | "🎁 ₹5000 for each friend you refer" | Explain referral structure + sample text to forward | 3 |
| 3 | "We’ve added you to our AI Pro Club 🧠💼" | Exclusive group invite, bonus content, sneak peeks | 7 |
| 4 | "What are you working on? Let us feature you!" | Invite to showcase their projects or get mentorship | 14 |

**🎯 Automation Strategy (in Brevo)**

Set triggers like:

* If contact clicks payment link → tag as "high interest"
* If tag = "student" → stop cold/warm campaigns, start onboarding
* If course completed → trigger upsell & referral flow

**🧩 Need Help With:**

* Email **copywriting** for any specific sequence?
* A **Brevo automation workflow chart**?
* Referral program setup in Brevo?

Let me know — I can build out full campaigns, email content, and flow diagrams for you.

Great — let’s tailor the full **email sequence specifically for your Data & AI Courses at Growth AI Academy**. This version is ideal whether you offer beginner-friendly data analytics, core AI, ML, or specialized career tracks like HealthTech AI or Marketing AI.

**🧠 Growth AI Academy – Email Sequence for Data & AI Courses**

**📌 FUNNEL OVERVIEW:**

| **Stage** | **Audience** | **Goal** |
| --- | --- | --- |
| 1 | Cold Leads | Educate + Build Trust + Drive Interest |
| 2 | Warm Leads | Overcome Objections + Push to Enroll |
| 3 | Enrolled Students | Onboard + Motivate + Drive Completion |
| 4 | Completed Students (Alumni) | Upsell Advanced Programs + Referral |
| 5 | Dormant or Unresponsive Leads | Re-engage + Offer Free Workshop |

**🔷 STAGE 1: Cold Leads Sequence (Downloaded a Freebie or Registered Interest)**

**Objective:** Convert browsers into buyers by educating them and building trust

| **Email #** | **Subject Line** | **Content Summary** | **Day** |
| --- | --- | --- | --- |
| 1 | "Your Free AI Career Kit + Bonus Inside 🎁" | Deliver the freebie, intro Growth AI Academy + your story | 0 |
| 2 | "Why 93% of AI Learners Quit — And How You Won’t" | Common mistakes beginners make + your course advantage | 2 |
| 3 | "Real Results: From Fresher to ₹6.5LPA in 90 Days" | Share 1–2 case studies or LinkedIn testimonials | 4 |
| 4 | "Stuck at 20K/month? These skills change everything" | Highlight high-income data roles + niche use cases (e.g., HealthTech, FinTech) | 6 |
| 5 | "Last Day: Save ₹5,000 on Data & AI Career Track 🚀" | Scarcity + clear call-to-action to enroll | 7 |

**🔶 STAGE 2: Warm Leads (Webinar Attendees / Interested in Payment)**

**Objective:** Close the deal with urgency + value

| **Email #** | **Subject Line** | **Content Summary** | **Day** |
| --- | --- | --- | --- |
| 1 | "Your AI Career Plan — Let’s Customize It!" | Offer 1:1 call or personalized guidance | 0 |
| 2 | "Batch starts soon. Here’s what you’ll miss…" | Create FOMO with schedule + limited seats | 2 |
| 3 | "📊 Full Syllabus: See Everything You’ll Learn" | Link to curriculum PDF or visual breakdown | 3 |
| 4 | "You asked, we answered: AI without coding?" | Handle objections: cost, background, tools, time | 5 |

**🎓 STAGE 3: Enrolled Students – Onboarding + Engagement**

**Objective:** Reduce drop-off + build excitement

| **Email #** | **Subject Line** | **Content Summary** | **Day** |
| --- | --- | --- | --- |
| 1 | "Welcome to Growth AI Academy! 💡🚀" | Portal login, WhatsApp group, start guide | 0 |
| 2 | "Week 1 Kickstart: Here’s What to Expect" | Weekly goals, checklist, how to reach mentor | 2 |
| 3 | "Need help? Don’t suffer in silence 🧠" | Encourage doubts, link to community, support contact | 5 |
| 4 | "Student Success Story: [Name] cracked [Company]" | Motivation + real-world transformation story | 8 |

**🔁 STAGE 4: Alumni – Upsell & Referral**

**Objective:** Turn alumni into repeat students and brand evangelists

| **Email #** | **Subject Line** | **Content Summary** | **Day** |
| --- | --- | --- | --- |
| 1 | "🎓 Congrats! Let’s Showcase Your Achievement" | Certificate + share on LinkedIn link | 0 |
| 2 | "Want to Mentor or Earn ₹5,000 per Referral?" | Invite to become a Growth AI referrer or campus partner | 2 |
| 3 | "Next-Level Skills: Prompt Engineering & GenAI" | Upsell advanced/industry-specific programs | 4 |
| 4 | "Alumni Group Access + Career Opportunities" | Exclusive Discord/LinkedIn group with job referrals | 6 |

**💤 STAGE 5: Dormant / Inactive Leads**

**Objective:** Reignite interest with low-barrier offer

| **Email #** | **Subject Line** | **Content Summary** | **Day** |
| --- | --- | --- | --- |
| 1 | "Still curious about AI? Join our free class 🎥" | Invite to join an upcoming live class or replay link | 0 |
| 2 | "Learning AI can be fun — Let us prove it 😄" | Showcase gamified dashboard or testimonials | 2 |
| 3 | "Last Call to Reactivate Your AI Journey 💥" | Scarcity CTA: scholarship, trial module, special code | 5 |

**✍️ Want Email Copy?**

I can write the **actual email text** (not just subject lines) for:

* Cold lead nurturing
* Webinar follow-up
* Student onboarding
* Alumni re-engagement

or

✅ Create it in **Brevo-compatible format** with placeholders  
✅ Provide it as an Excel/CSV ready for upload  
✅ Build automation flows step-by-step

Just tell me which flow you want next, and I’ll deliver the exact copy.

Perfect — here’s a tailored **LinkedIn content sequence** for promoting your **Data & AI Courses at Growth AI Academy**. This is designed to move followers and connections through every stage of your funnel — from awareness to enrollment — using engaging, educational, and conversion-optimized posts.

**💼 LinkedIn Strategy: Data & AI Courses for Growth AI Academy**

**🎯 Goals:**

* Build awareness of Growth AI Academy
* Establish credibility in Data & AI education
* Generate inbound DMs & leads
* Drive course signups from warm connections

**📅 Weekly LinkedIn Post Plan (4 Weeks)**

Each week has a theme across 5 days (M–F). Adjust frequency as needed.

**✅ WEEK 1: Authority & Awareness**

| **Day** | **Post Type** | **Hook / Title** | **CTA** |
| --- | --- | --- | --- |
| Mon | **Personal Story** | "I was told I’d never crack AI without coding. Here’s what happened..." | Comment “AI” to get the roadmap |
| Tue | **Education** | "3 Data Roles You’ve Never Heard Of — That Pay 10LPA+" | Save & share |
| Wed | **Testimonial** | "This 23-yr-old went from fresher to ₹6.5LPA using Excel + AI" | Link in comment to apply |
| Thu | **Free Resource** | "Want a 30-day Data & AI Learning Plan? Free for my network 🎁" | Drop a 🔥 below for link |
| Fri | **Engagement** | Poll: "Which sounds harder: Python or Statistics?" | Poll + lead magnet comment |

**✅ WEEK 2: Objection Handling & Engagement**

| **Day** | **Post Type** | **Hook / Title** | **CTA** |
| --- | --- | --- | --- |
| Mon | **Myth Busting** | "No, you don’t need an IIT degree to earn from AI. Here’s proof." | Comment to know more |
| Tue | **Behind the Scenes** | "Here’s how we design our Growth AI Academy curriculum (thread)" | DM “CURRICULUM” to get it |
| Wed | **Video Snippet** | 30–60s reel: "Why 93% of AI learners quit... and how to avoid it" | Link to free class |
| Thu | **Mini-Lesson** | "Excel + ChatGPT = Magic 💡 Here’s a 2-minute hack you’ll love" | Save + try it out |
| Fri | **Webinar Invite** | "Free Live Class: AI without Coding — This Sunday at 11AM" | Register link in comment |

**✅ WEEK 3: Social Proof & Value Add**

| **Day** | **Post Type** | **Hook / Title** | **CTA** |
| --- | --- | --- | --- |
| Mon | **Student Win** | "[Name] just got a job at [Company] — 30 days after enrolling!" | Like to celebrate them |
| Tue | **Lead Magnet** | "Want our exact Data Career Roadmap PDF? It’s yours 👇" | DM “ROADMAP” for access |
| Wed | **Career Advice** | "If I were starting in Data & AI today, I’d do this..." | Invite DMs for personalized path |
| Thu | **Q&A Carousel** | "Top 5 Questions about AI Careers — Answered" | Save & share |
| Fri | **Nudge** | "You’ve waited long enough. Time to make AI your superpower 🚀" | Link to enroll |

**✅ WEEK 4: Scarcity, Conversions, & Referrals**

| **Day** | **Post Type** | **Hook / Title** | **CTA** |
| --- | --- | --- | --- |
| Mon | **Countdown** | "Last 3 days to join our July Batch — 4 seats left" | Link in comment |
| Tue | **Behind-the-scenes** | “Peek inside our student dashboard (yes, we gamified learning)” | Apply now |
| Wed | **DM Testimonial** | Screenshot of DM from a student who landed a job | Join the next batch |
| Thu | **Referral Push** | "Earn ₹5,000 by referring a friend to Growth AI Academy 💰" | DM to become a referrer |
| Fri | **Thank You Post** | “From 0 to 5,000 learners — Thank you, LinkedIn fam 🫶” | CTA to follow page / repost |

**🔧 Post CTA Options You Can Rotate**

* “Comment ‘AI’ for the free roadmap”
* “DM me ‘Career’ and I’ll reply with a plan”
* “Join the free live class — link in comments”
* “Seats filling fast — enroll now”
* “Know someone who needs this? Tag them 👇”

**Want Me To:**

* Write 7–10 **ready-to-post LinkedIn captions**?
* Create a **PDF lead magnet** to pair with these posts?
* Build a **LinkedIn DM script** for lead conversion?

Drop your focus (webinar, lead magnet, course launch) — I’ll generate the next set of **engagement + conversion content**.