


Lead Generation Funnel for EdTech Bootcamp



Project Snapshot

 2,500+ Qualified Leads | ₹35 CPL (40% Below Industry Avg) | 12% Enroll Conversion Rate

Funnel Flow: From Click to Conversion

1. Facebook Lead Ad → 2. Instant Form Submission → 3. Lead pushed to CRM → 4. Automated Email Drip (5-Part Series) → 5. Sales Call → 6. Conversion to Enrollment

Targeting Strategy

Audience Type	Description
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Custom Audiences	Retargeted website visitors, landing page clickers, and CRM leads
Lookalike Audiences	1%-3% LAL based on high-intent leads and past enrollments
Interest-Based	Focused on career-switchers, job seekers, and early professionals

Email Nurture Workflow (5-Part Drip)

- Email 1: Welcome + Bootcamp Overview
- Email 2: Success Stories (Social Proof)
- Email 3: Career Switch ROI Calculator + Testimonials
- Email 4: FAQ & Objection Handling
- Email 5: Deadline Reminder + 1:1 Call CTA

Campaign Optimization Techniques

- Set micro-goals at each funnel stage (CTR, CPL, call-book rate, etc.)
- Daily A/B testing for ad creatives (video vs static, short vs long copy)
- Reallocated budget dynamically based on Cost-Per-Qualified-Lead (CPQL)
- Monitored quality of leads by tracking call outcomes in CRM

Final Highlights

- 2,500+ leads captured in under 6 weeks
- ₹35 CPL (vs ₹60 industry avg)
- 300+ calls booked through automated nurture
- 12% lead-to-enroll conversion rate
- Funnel now replicated for 3 other programs