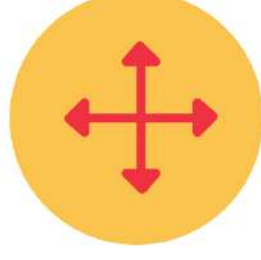


PLANET EDU'S STEADY GROWTH FT. SPINTA



100%+

increase in reach



75%

increase in app downloads



80%

increase in impressions



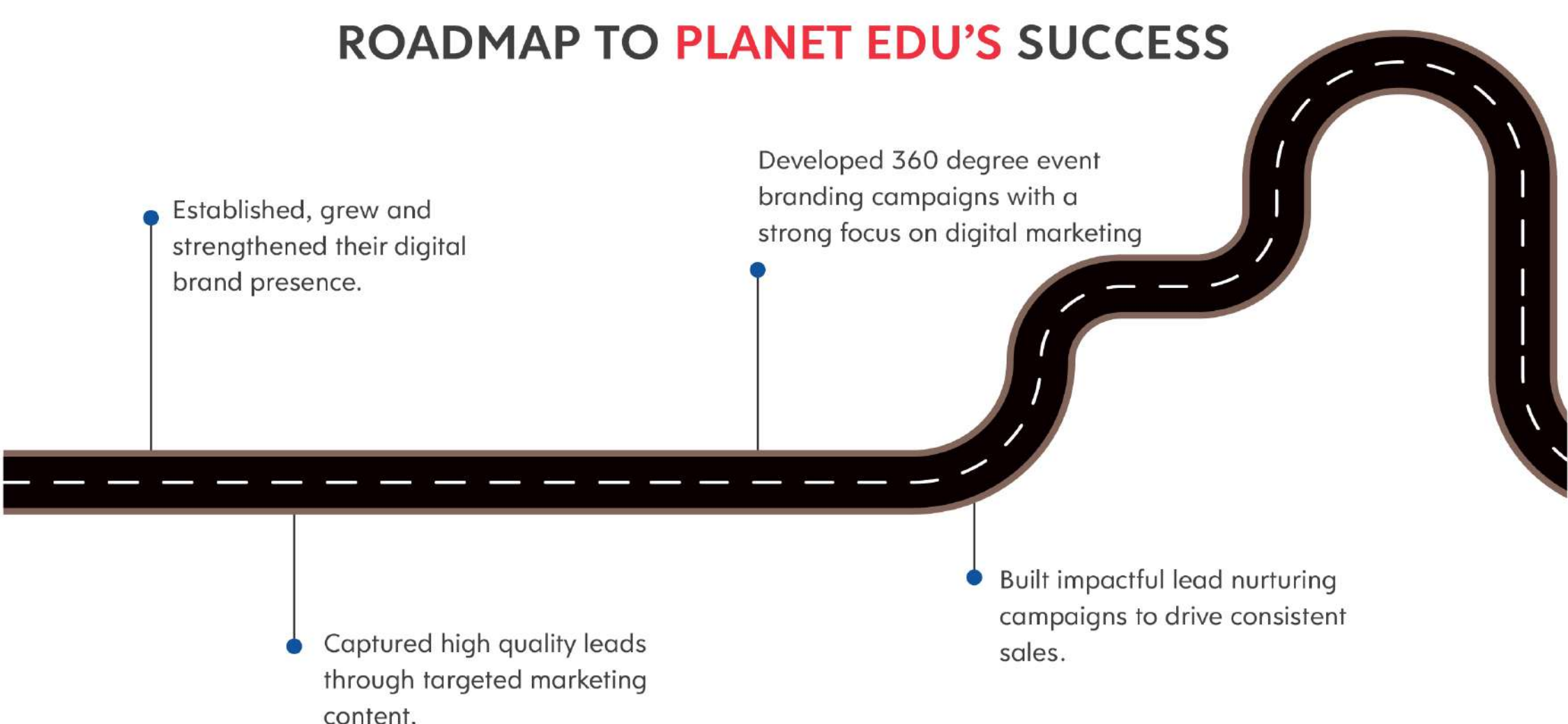
What is Planet Edu and what do they do?

Planet Education is an overseas education consultancy that shapes globally competent professionals and helps build progressive student careers.

PLANET EDU'S ASK

Planet Edu wanted to differentiate themselves from the other players in the market by establishing a strong identity. They wanted support in generating impactful and strong leads in order to have a steady pipeline of highly promising prospects.

ROADMAP TO PLANET EDU'S SUCCESS



HOW DID WE PULL IT OFF?

Ensuring adding value helped us to enable Planet Edu to really speak to their target audience! Our social media content was crafted to satiate the endless questions of international students who are looking to study abroad!

Apart from information relating to study, we ensured that posts displayed a wide variety of ranges, starting with everything from living costs, visa information, student-friendly travel destinations to scholarship information! Planet Edu did become the go to guide, consultant and friend for every international student looking to fulfill their dreams.

Instagram Insight



Facebook Insight



*Figures for the month of August 2022 % Increase from the month of July 2022

Our marketing content spoke for itself, we focused on crafting information that appeals to any student who is looking to initiate or proceed with their student journey in a new country. We built customized content (books, bookmarks, emails, ads), developed explainer videos which were very simple, to the point and effective, used email prospecting and nurturing by adding value with holistic content. Planet Edu acted like a comprehensive guide for anything to do with education abroad.

We helped Planet Edu identify quality prospects by generating and maintaining various touch points with the target audience- be it via physical events, virtual events, student-led forums or social media. By collaborating closely with Planet Edu, we were able to get in-depth knowledge of the target audience and their user behaviour, aspirations and pain points. We conceptualised the multiple touch points based on the numerous behavioural insights.

By working with Planet Edu's team, we were able to extract rich behavioural data and insights, thus understanding international student journeys extremely well. Based on our holistic approach, we were able to provide multiple touchpoints for the target audience, thus increasing the number of avenues which generated high-quality leads.

