

SCALING EDTECH

| EdPlace Group Tuition Launch: A Digital
Marketing Leadership Case Study



CASE STUDY

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THE SLAY FRAMEWORK

STORY

VALUE PROPOSITION & OBJECTIVES

Value Proposition:

EdPlace Group Tuition offers affordable, small group sessions with expert tutors, providing students with individual attention that feels almost like 1:1 support. Learners benefit from personalised guidance while still enjoying the opportunity to interact with their peers.

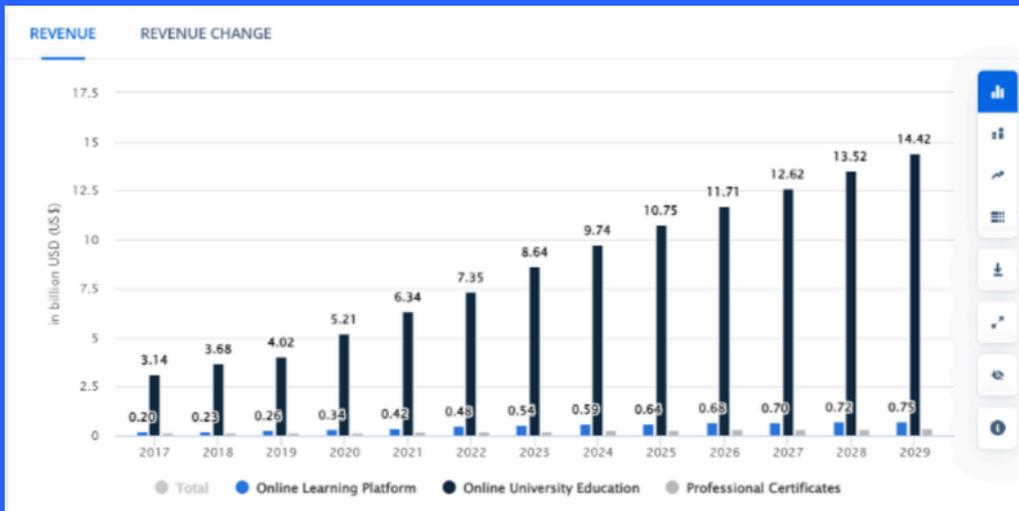
Objectives:

1. Launching 150 new course groups by the end of the campaign.
2. Raise awareness on the Group tuition plan.
3. Expanding Edplace's customer base.



POSITIONING & FORECAST

Edtech Industry forecast: Statista 2024



Edtech Profitability:

THE STRATEGIC GAP

- User penetration is expected to increase from 1.1% in 2024 to 1.6% by 2029.
- Compound annual growth rate of 4.2% between 2019 and 2024.
- 749 businesses in the Online Education
- Online education for convenience and flexibility

MARKETING ENVIRONMENT

STRENGTHS:

- Loyalty and Retention rate.
- Scaling service.
- Inclusive, Socially responsible and Affordable.
- Proven Impact - 150% Improvement in student's academic performance.

WEAKNESS:

- Delay of informing parents / Lack of platforms
- Limited subject offerings (Currently)
- Heavily relied on customers.
- UX / UI Improvements on Desktop and Mobile devices.



SITUATION – THE CHALLENGE WE FACED

CASE STUDIES- COMPETITORS

MyTutor

- Boosted Student Grades by 2.5x.
- Partnership with Hall Mead School.
- Tailored Academic Support.

Explore Learning UK

- Improved Engagement for struggling students.
- Focus on Struggling Students.
- Partnership driven Success.

EdPlace

- Support for Disadvantaged students.
- Svito School partnership.
- Academic Performance (150% improvement).

INSIGHT: MARKETING ISN'T ONE-SIZE-FITS-ALL; IT'S ABOUT PERSONALIZED RESONANCE.

THE BUSINESS CHALLENGE

EdPlace

**needed to expand beyond
1:1 tutoring.**

OPPORTUNITY

Capture the underserved market for affordable, high-quality group learning.

CHALLENGE

Launch a new service (Group Tuition) in a crowded EdTech market with limited awareness.

OUR MISSION

Develop and execute an integrated 90-day launch campaign to build the new service line from the ground up.

UNPACKING THE MARKET & AUDIENCE

My first action was deep analysis to inform strategy.

BUYER PERSONAS

AUDIENCE INSIGHT

Identified and segmented 4 key personas (Immigrant families, Home-schoolers, Low-income, SEN parents) united by a need for affordable, flexible, curriculum-aligned support.

COMPETITIVE LANDSCAPE

Benchmarked against MyTutor & Explore Learning, isolating EdPlace's unique edge: proven 150% improvement in academic performance.

INTERNAL AUDIT

Diagnosed critical UX friction points in the website/app journey that would sabotage conversion pre-launch.

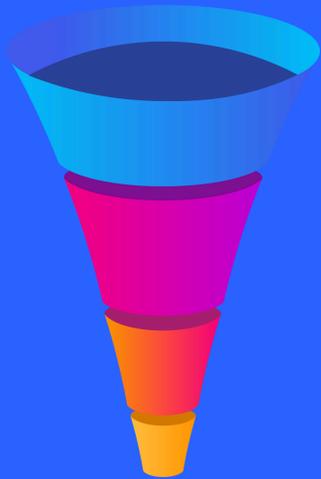


Among the UK customer base, there is a high number of potential customers with a mix of 3 segments:

- Immigrants/foreigners
 - Need to integrate from home their children in the UK schooling system
 - Low-income, thus looking for cost-efficient solutions:
 - affordable and flexible pricing
 - personalised and individual focus
 - self-paced
-

THE CRITICAL PRE-LAUNCH BARRIER

Finding: A "Leaky Funnel" Threatened Launch Success.



Before spending a dollar on ads, I identified and prioritized fixing the conversion flow.

PROBLEM

Confusing user journey with duplicate landing pages and unclear CTAs.

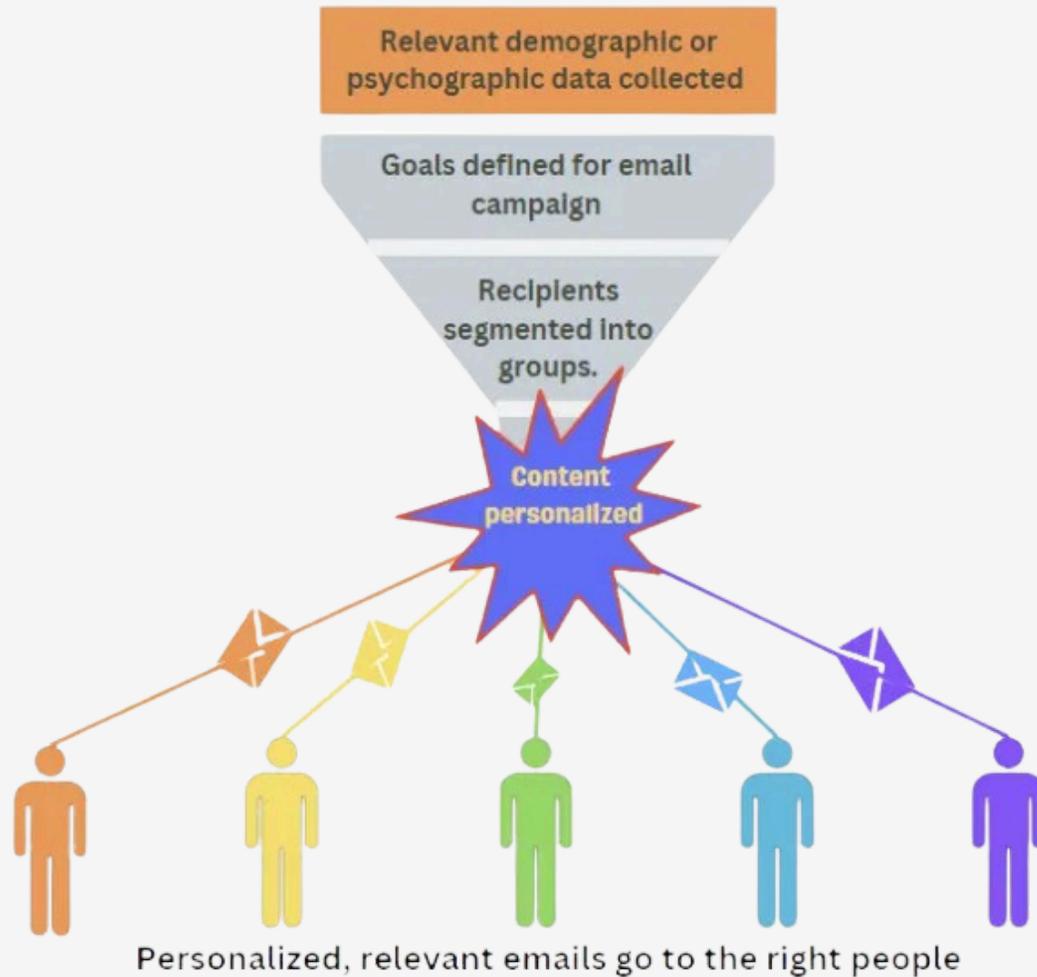
IMPACT

High risk of prospect drop-off and wasted ad spend.

MY DIRECTIVE

"Optimize first, then amplify." All campaign traffic would land on a single, streamlined path

Email Segmentation



ACTION – STRATEGIC FOUNDATION

Architected a 3-Phase, Full-Funnel Campaign Engine.

> Phase 1

AWARENESS (Months 1-2): Generate buzz & define the category.

> Phase 2

CONSIDERATION (Months 2-3): Nurture with proof & trials.

> Phase 3

CONVERSION/RETENTION (Ongoing): Convert & build loyalty.

BUDGET

Strategically allocated £40K across channels based on forecasted performance, with a 10% contingency I managed.

FIXING THE FOUNDATION: UX OPTIMIZATION

Led cross-functional collaboration with Product/Design.

Unified the Journey

Consolidated 2 Group Tuition landing pages into one high-converting subdomain.

WEBSITE & MOBILE APP PRELIMINARY OPTIMISATION

CLARITY OVER CREATIVITY

Simplified homepage CTAs and created a single, clear pricing page.

MOBILE-FIRST PROMPT

Integrated a targeted upgrade prompt in the app dashboard, directly driving users to the new service.

ACTION

Targeted Channel Strategy

AWARENESS

Meta Ads, Google Search, YouTube Explainer Videos.

CONSIDERATION

Segmented Email Nurturing, Success Story Videos, Free Trial Offers.

CONVERSION/RETENTION

Retargeting Ads, Loyalty Discount Emails, Referral Programs.

OFFLINE INTEGRATION

Leveraged school partnerships for targeted leaflet distribution at parents' evenings, creating an online-offline loop. Focusing on the "Affordable Group Tuition" value proposition. Integrated dynamic QR codes driving directly to the optimized Group Tuition landing page, enabling seamless tracking and attribution of offline efforts.

ACTION

Content & Messaging Architecture

Directed content to speak directly to persona pain points.

Thematic Monthly Focus: Affordability → Personalization → Social Proof.

Each month will foresee:

- Awareness and acquisition campaign
 - Consideration and engagement campaign
 - Conversion and retention campaign
-

SEO/Discovery: Implemented a keyword strategy (e.g., "affordable group online tutoring UK")

ACTIONABLE RESULT

Content refinement and persona-alignment led to a measurable increase in click-through rates and trial sign-ups.

TACTICS

ENGAGEMENT & CONSIDERATION CAMPAIGN

OBJECTIVE:

Engage with past, inactive, and new subscribers/followers/potential customers who have shown interest but have not yet signed up for the Group Tuition Program.

- **Social media** posts featuring behind-the-scenes content on how tutors deliver sessions, highlighting students improvements.
- **Email campaigns** emphasizing early-bird offers and benefits of group learning.
- **Free trial offers** via email to encourage participation.
- **Video content** focusing on success stories from students enrolled in group tuition.

Focus period: month 2-3

Metrics	Target (over 3 months)
Email Open Rate	20%-25%
Email Click-Through Rate (CTR)	25%-30%
Video Views (YouTube)	10,000 total views
Average Watch Time (YouTube)	60% of length
Free Trial Sign-ups	3000
Conversion Rate	25% from free trial

EXAMPLES OF SOCIAL MEDIA AND EMAIL CONTENT FOR ENGAGEMENT



UNLOCK YOUR CHILD'S LEARNING POTENTIAL WITH A FREE TRIAL!

Dear [Parent's Name],

As a dedicated parent, we know you want the best for your child's education. That's why we're excited to offer you an exclusive Free Trial of our Group Tuition Program! With expert tutors and personalized attention, your child will get the support they need to excel academically.

Why join?

- Personalized attention: Small group sizes (4 students max)
- Expert tutors: Qualified in UK curriculum and exam prep
- Flexible scheduling: Sessions designed to fit your lifestyle
- Affordable learning: High-quality education at a great price

Take the first step in enhancing your child's learning experience today!

[JOIN NOW](#)

AND UNLOCK A FREE TRIAL!



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If you have any questions we are here to help:
Email us at help@edplace.com

Join us on



SIGN-UP GOALS

Channel	Month 1 (Awareness & Acquisition)	Month 2 (Consideration & Engagement)	Month 3 (Conversion & Final Push)	Total Sign-ups
Facebook Ads	80	100	90	270
Instagram Ads	40	50	40	130
YouTube Ads	15	20	15	50
Email Marketing	20	30	30	80
Offline Marketing School Partnership	15	20	15	50
Total	170	220	190	600

ENGAGEMENT

1M+ impressions, 20K website visitors.

ACQUISITION EFFICIENCY

Target CPA of £5-£7

RETENTION & GROWTH

55% repeat purchase rate,
£500 avg. Customer Lifetime Value.

EXAMPLES OF DIFFERENT CONTENT FOR EMAIL TARGETING THE SPECIFIC TARGET PERSONAS

topic: Enroll Today and Save 10% on Your First Course!



UNLOCK YOUR CHILD'S POTENTIAL WITH AFFORDABLE GROUP TUITION

Dear [Parent's Name],

As a homeschooling parent, you understand how important it is to provide your child with personalized and engaging learning experiences. At EdPlace, we're excited to introduce our new **Group Tuition Program**, tailored specifically for **homeschooling families** like yours!

Our group tuition allows your child to learn alongside other students, guided by expert tutors, all while staying aligned with your curriculum. This program offers the perfect balance of affordability and quality, giving you access to the best resources without breaking the bank.

What's included:

- Small group sizes (4 students max)
- Experienced, qualified tutors
- Flexible scheduling
- Curriculum-aligned learning plans

JOIN NOW

AND SAVE 10% ON YOUR FIRST COURSE!



LEARN MORE

COURSES

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AFFORDABLE GROUP TUITION TO HELP YOUR CHILD SUCCEED

Dear [Parent's Name],

As a parent new to the UK education system, we understand the challenges you face in ensuring your child receives the best possible support. At EdPlace, we are here to help. Our Group Tuition Program is designed to provide your child with high-quality, affordable learning that fits right into their schedule, guided by expert tutors.

With our program, your child will receive the academic support they need, all while connecting with other students in a small group setting. Whether preparing for exams or improving language skills, EdPlace ensures every child can succeed.

Key benefits:

- Small group sizes (4 students max)
- Tutors experienced in UK curriculum and exam preparation
- Flexible timings that suit your needs
- Affordable rates for high-quality education

JOIN NOW

AND SAVE 10% ON YOUR FIRST COURSE!



LEARN MORE

COURSES

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topic: Start Now for Less!



AFFORDABLE GROUP TUITION TO HELP YOUR CHILD SUCCEED

We know how important it is for every child to have access to a great education, regardless of financial circumstances. At EdPlace, our new **Group Tuition Program** provides **top-quality tutoring at an affordable price**, ensuring that every child gets the support they deserve without putting a strain on your budget.

In small groups, your child will learn from expert tutors who focus on personalized attention and helping students succeed in key subjects. Give your child the boost they need at a price you can afford.

What we offer:

- Small groups (4 students max)
- Affordable rates
- Expert tutors covering all major subjects
- Flexible scheduling to fit your busy life

JOIN NOW

AND SAVE 10% ON YOUR FIRST COURSE!



LEARN MORE

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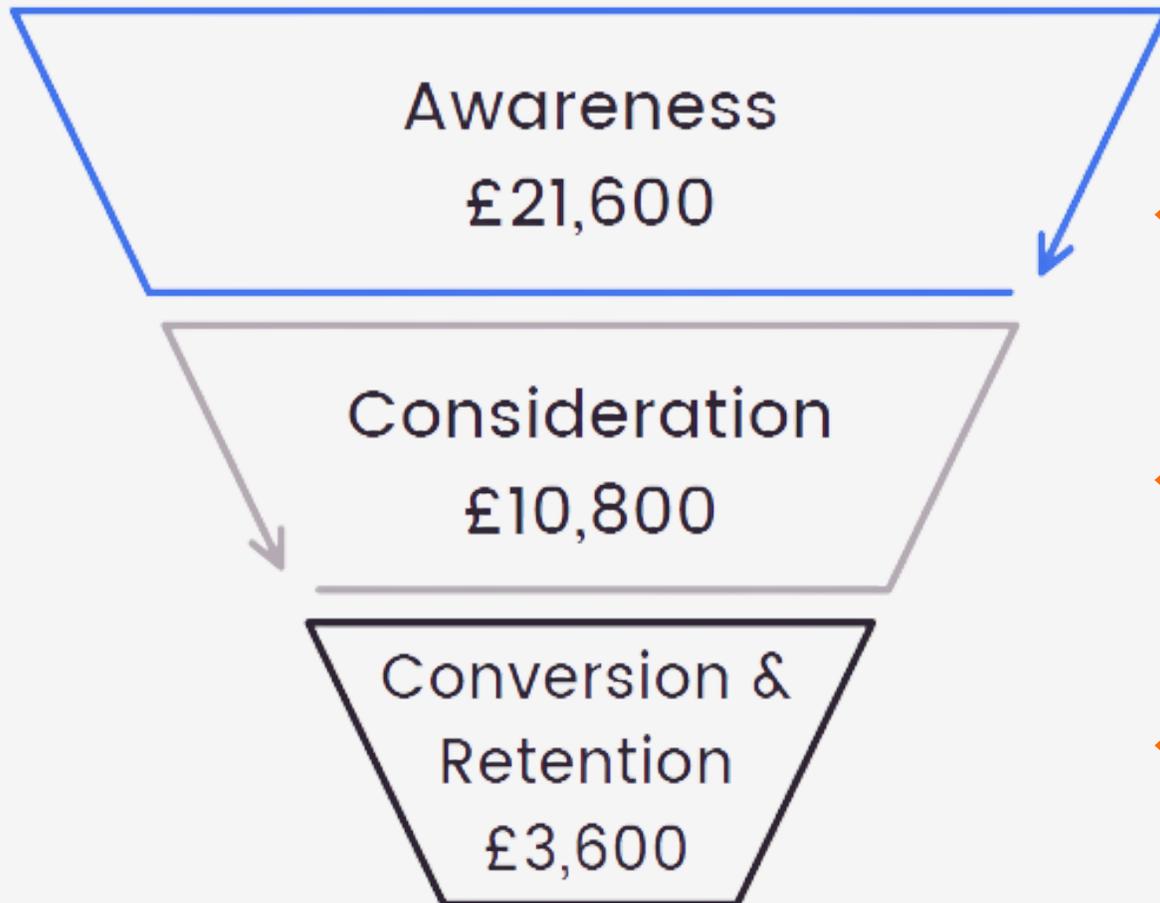
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BUDGET ALLOCATION

Total Budget: £36,000 (90-day campaign) + £4,000

Contingency 10%



Focus on reaching new audiences and creating buzz around the Group Tuition concept

- Increased budget for educating and engaging potential customers about the benefits of Group Tuition
- Website UX/UI optimization, email marketing, and retargeting ads

Targeted efforts to drive sign-ups and trials, final retargeting ads, and discount incentives

CHANNELS BUDGET ALLOCATION

£36,000 (90-DAY CAMPAIGN)



£4,000 CONTINGENCY 10%

- ➔ Scope Creep Management (Weekly project reviews) | £1,333
- ➔ Budget Overrun Handling (Bi-weekly budget tracking+Reallocation to high-ROI activities) | £1,333
- ➔ Content Creation Delays (Outsourcing or task reassignment plans) | £1,334

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THANK YOU

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