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# CREATING AN EMAIL FUNNEL FOR ADDA 247

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# BRAND OVERVIEW:



Adda247, an Indian EdTech company, was founded in 2010 by Saurabh Bansal, Paresh Goel, Anil Nagar, and Anupam Jindal. Its journey began with "Career Power" and focused on providing coaching for government exams. In 2016, Adda247 was launched as an online learning platform, expanding its reach and making education accessible to a wider audience. The company has since grown to become a major player in the EdTech space, offering a range of services including online courses, coaching, and resources for various exams and academic needs.

The objective of this project is to increase sales for a product priced at Rs. 50,000, by creating an integrated marketing funnel that guides potential customers from initial engagement to conversion. The focus is on developing a strategic plan, designing a squeeze landing page for email collection, nurturing leads through an email sequence, and creating a sales page, along with cross-selling additional products to maximize sales opportunities.

# Task 1: Strategic Marketing Plan

# TARGET AUDIENCE:

Demographics:

Age-16-30 (Students and aspirants in various age groups, ranging from those preparing for school entrance exams to those preparing for professional exams.)

Gender- Both male & female.

Location- Mainly Tier ii & Tier iii cities.

Educational Background- Students and aspirants pursuing various educational paths, from school to higher education and beyond.

Occupation- Mainly students of various stream and sector preparing for different competitive exams like NEET, CTET, UGC NET, Bank IPO exams, UPSC etc.

Psychographics:

Personality- Career driven, motivated to achieve their goal of securing a stable government job.

Interests- Want to crack competitive exams.

Values- financial stability and security, ambitious.

## Behavioural:

- Prefers online learning over offline learning.
- Focused on their goal of clearing a specific competitive exam.

## Pain Points:

- Exam Preparation Challenges-Students may struggle with effectively preparing for various competitive exams due to complex syllabus, intense competition, and time constraints.
- Access to Quality Resources-Lack of access to high-quality study materials, comprehensive coaching, and personalized guidance can be a significant hurdle for many students.
- Language Barriers-Students from non-English speaking backgrounds might find it challenging to access resources and engage with content in English.
- Lack of Personalized Attention-Students may feel lost in large online classes and may not receive adequate personalized attention or support.
- Time and Budget Constraints-Students might face difficulties balancing study schedules with other commitments and may struggle with the cost of online courses and coaching.

# AUDIENCE NEEDS:

**Structured Guidance-** Students want a clear path to crack exams, not just content. They need timetables, expert plans, and personal mentorship.

**Affordable Quality Education-** Offline coaching can cost ₹70K–₹1L. They want better ROI from online platforms.

**Doubt-Solving-** They value access to mentors who can clear doubts in real-time or via chat.

**Language Accessibility-** Many are more comfortable learning in Hindi or bilingual formats.

**Mock Tests & Practice-** Practice is crucial mock tests with performance tracking are a top priority.

**Motivation & Community Support-** Staying motivated in self-study is tough. They seek peer groups, live chats, and mentor support.

# AUDIENCE PREFERENCES:

Mobile-First Learning- 70%+ users access ADDA247 via mobile. Mobile app learning is a must.

Video-Based Content- Live & recorded classes preferred over text-based content.

Test Series with Analytics- Learners prefer mock tests with score breakdowns and topic-wise insights.

Bilingual Instruction- Courses taught in Hindi + English are most effective.

Flexible Learning- Recorded lectures + live doubt sessions give flexibility and control.

Toppers' Testimonials Learners want to see real success stories they can relate to.

# MARKETING OBJECTIVES:

## 1.Generate Qualified Leads:

- Capture at least 2,000 email leads via a high-converting squeeze landing page within 30 days.
- Target aspirants preparing for SSC, Banking, UPSC, and Teaching exams.

## 2.Increase Sales Conversions:

- Convert at least 10% of the leads (200 users) into paying customers for the ₹50,000 flagship course.
- Achieve a revenue target of ₹1 Crore from this campaign.

## 3.Establish Brand Authority:

- Position ADDA247 as a trusted, result-driven platform through success stories, expert mentors, and social proof.
- Increase social media engagement by 25% through reels, testimonials, and toppers' interviews.

## 4.Boost Engagement & Retention:

- Improve email open rates to 30%+ and click-through rates to 10%+ through personalized content and automation.
- Ensure 50%+ attendance in free webinars and strategy sessions offered during the funnel.

## 5.Promote Cross-Selling/Upselling:

- Introduce 2 relevant add-ons (mock test packs, interview booster courses) on the sales page.
- Achieve 20% cross-sell rate on add-on products.



## Attract Stage (Build Awareness)

**Strategy: Leverage Content & Social Proof to Grab Attention**

### Tactics:

- **YouTube Reels/Shorts:** Daily 60-second videos of toppers' testimonials, success stories, and rapid-fire tips.
- **Instagram/Facebook Ads:** Targeted ads with "Crack SSC/UPSC in 6 Months" headline and a free lead magnet offer.
- **Free Resources:** Promote downloadable PDFs (e.g., 90-Day SSC Planner") via social ads.
- **Influencer Collaborations:** Partner with micro-educators or YouTube educators with 10k–100k subs in government exam prep.

**Channels:** YouTube, Instagram, Meta Ads, Telegram Groups

## Engage Stage (Build Interest & Trust)

**Strategy: Use Value-Based Content and Email to Nurture Trust**

### Tactics:

- **Free Webinars:** Weekly live sessions on “How to crack SSC in 6 months” with ADDA mentors.
- **Drip Email Campaigns:** Send educational emails, success stories, mock test links, and FAQs to build credibility.
- **WhatsApp Groups:** Add leads to private study groups with daily tips, class updates, and motivation.
- **App Push Notifications:** Share daily tips, quizzes, and new content alerts.

**Channels:** Email, WhatsApp, Telegram, ADDA App

# Email Marketing Campaign (Engage Stage)

## Email Sequence:

### Email 1: Welcome + Free Resource Delivery

Subject: “Welcome to ADDA247 – Here’s Your Free PDF + Bonus Class”

CTA: Access bonus class replay now

### Email 2: Pain Point Email

Subject: “Is exam prep stressing you out?”

Content: Empathy + early tips + community invite

### Email 3: Success Story Email

Subject: “How Priya cracked SSC in 6 months”

Content: Real testimonial + video link

#### **Email 4: Value-Based Content**

Subject: “Top 3 Mistakes That Can Cost You Your Govt Job Dream”

Content: Expert video link + mentor quote

#### **Email 5: Soft Introduction to Premium Course**

Subject: “Your Journey Deserves a Premium Roadmap”

Content: Features of Rs. 50,000 course

#### **Email 6: Urgency Email**

Subject: “Last 48 Hours – Batch Closing Soon”

CTA: Join now + bonus alert

#### **Email 7: FAQ/Objection Handling**

Subject: “Still Unsure? Here’s What You Need to Know”

Content: Address price/ROI/EMI doubts.

## Convert Stage (Drive Purchases)

**Strategy: Create Scarcity + Strong Sales Messaging**

**Tactics:**

- **Sales Page With Countdown Timer:** Highlight "Batch Starts in a Few Days" urgency.
- **Limited-Time Offers:** Flat ₹5,000 off or bonus mock test bundle for early bird buyers.
- **Remarketing Ads:** Retarget abandoned landing page visitors with success stories & limited-time deal creatives.
- **Live Chat on Sales Page:** Real-time answers for objections (language, EMI, syllabus, etc.)

**Channels:** Website, Retargeting Ads, Email, Live Chat

# Retention & Cross-Sell Stage:

## Retention:

- **Weekly Progress Reports-** Email students their weekly class attendance, mock test scores, and upcoming sessions.
- **Gamified Milestones-** Unlock certificates, badges, or coupons after finishing modules or scoring high on mocks.
- **Exclusive Community Access-** Offer premium students access to private Telegram/WhatsApp groups for doubt-solving and motivation.
- **Mentorship Check-ins-** Bi-weekly check-ins with faculty or counselors via WhatsApp or in-app chat to maintain motivation.
- **Push Notifications-** Daily reminders for live classes, mock tests, and video replays to encourage continued learning.

# Cross Sell Strategy:

- **Mock Test Super Pack**-Upsell during checkout & via email (₹4,999)
- **Interview Booster Course**-Offered near course completion.
- **Bilingual Doubt Sessions**-Mid-course offer.
- **Skill Add-on (Excel, GK, etc.)**-Offer after 60 days.

## Cross-Sell Email Campaign:

Day	Subject Line	Message
Day 45	"Want to boost your selection chances?"	Offer mock test pack with 20% off
Day 50	"Ready for the interview round?"	Introduce interview booster program
Day 60	"Final step: Make your profile job-ready"	Promote skills-based short course

# Task 2: Squeeze Landing Page for Email Collection



# Squeeze Landing Page:



Crack Government Exams Faster

With ADDA247's FREE Strategy Kit!



Join over 1 Crore aspirants who  
trust India's No. 1 EdTech Platform for  
SSC, Bank, Railways & more.



**Get Instant Access**

Squeeze landing web page link:  
[https://mailchi.mp/dceaa4996e04/  
adda247online](https://mailchi.mp/dceaa4996e04/adda247online)



What's Inside Your FREE "Top 25 Topics Kit"?

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- ✓ Bonus PDF: \*Last-minute revision formula sheet\*
- ✓ Free access to \*weekly live webinar\* with toppers & mentors
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**ur info is 100% safe. No spam, ever.**

 Hear From Our Successful Students



"Cleared SSC CGL in one attempt! Thanks to ADDA247's weekly strategy sessions."  
- Rohit M



"The PDF guide gave me a sharp edge in Bank PO Prelims!"  
- Pallavi S



"Their free resources are better than paid ones elsewhere!"  
- Ajay K

**Ready to Win Your Dream Job?**

**Download Free Kit + Join Free Webinar**

# Task 3: Email Marketing Campaign

# Email 1: Welcome + Free Resource Delivery

**From:** titasganguly99@gmail.com



**Subject:** Welcome to ADDA247 – Here's Your Free PDF + Bonus Class

**Preview:** Start your prep strong with expert guidance and your free kit!

The primary goal of this Email is to make a strong first impression, deliver immediate value, and build trust with the lead by fulfilling the promise made on the landing page (i.e., free PDF + bonus class). This sets the tone for the entire email sequence and encourages engagement from day one.

# Email 2:Pain Point Email



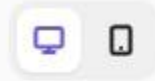
**From:** titasganguly99@gmail.com

**Subject:** Is exam prep stressing you out?

This email is built to show **empathy**, build **emotional resonance**, and offer **early support** — positioning ADDA247 as a trusted partner who understands the user's struggles and can guide them through the chaos of exam prep.

# Email 3: Success Story Email

**From:** titasganguly99@gmail.com



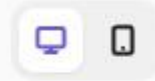
**Subject:** How Pallavi cracked SSC in 6 months

**Preview:** Her story might just be the motivation you need to keep going.

The primary goal of this email is to build **trust through social proof**, inspire action, and make success feel **real and achievable** by showcasing a relatable story — a previous student who succeeded using ADDA247's resources.

# Email 4: Value-Based Content

**From:** titasganguly99@gmail.com



**Subject:** Top 3 Mistakes That Can Cost You Your Govt Job Dream

**Preview:** Avoid these common mistakes most aspirants make. Your future depends on it.

The goal is to deliver educational value, reinforce ADDA247's authority, and establish the brand as a trusted mentor who helps students avoid costly exam prep errors. This email acts as a pivot point — shifting the conversation from inspiration to practical guidance. It also subtly paves the way for the sales pitch in Email 5 by showing the dangers of going it alone and making uninformed mistakes. It's not a sales email, but it makes the case for a better, guided alternative.

# Email 5: Soft Introduction to Premium Course

**From:** titasganguly99@gmail.com



**Subject:** Your Journey Deserves a Premium Roadmap

**Preview:** Discover the complete blueprint to crack your dream govt job — with expert guidance and structure.

The goal is to introduce the Rs. 50,000 premium course in a natural, non-pushy way by aligning it with the student's aspirations and the problems highlighted in previous emails. This is the bridge email between nurturing and selling. It brings the product into the spotlight without triggering resistance. It's meant to spark curiosity, reduce objections early, and encourage Priya to explore the offer further before urgency kicks in. It is strategically timed to make the actual sales pitch more effective.



# Email 6: Urgency Email



**From:** titasganguly99@gmail.com

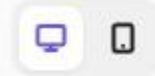
**Subject:** Last 48 Hours – Batch Closing Soon

**Preview:** Seats are filling fast! Secure your spot in the premium course before it's too late.

The goal is to trigger immediate action by creating a sense of urgency and scarcity. It pushes the lead to make a decision — ideally, to enroll in the Rs. 50,000 premium course — before the opportunity disappears. This email plays a critical turning point in the sales stage. After nurturing interest, solving doubts, and introducing the product, this message is designed to move the lead from consideration to conversion. It's the most time-sensitive part of the sequence and works best when it follows consistent value-building emails

# Email 7: FAQ/Objection Handling

**From:** titasganguly99@gmail.com



**Subject:** Still Unsure? Here's What You Need to Know

**Preview:** Confused about price, EMI, or ROI? We've answered your top questions

The goal is to remove final barriers to purchase by addressing common doubts, clarifying expectations, and making the decision feel low-risk and achievable for the lead. This is the final conversion layer in your email sequence. If the urgency email didn't push them to act, this message is designed to catch all the remaining warm leads by addressing their remaining doubts.

# Email Preview:

## Welcome to ADDA247!

Hi Priya,

Welcome to the ADDA247 family – you've just taken your first step toward cracking your dream government job!

As promised, here's your **FREE PDF guide** packed with preparation strategies, tips, and syllabus breakdown to get you started the right way. 📎

 Download Your Free PDF

But that's not all — we've got a **BONUS masterclass replay** waiting for you. In this session, our expert mentor breaks down the key mistakes aspirants make and how you can avoid them.

 Access Bonus Class Replay

 Access Bonus Class Replay

We're here to support your journey every step of the way. Stay tuned — tomorrow, we'll send you a tip to beat exam stress and stay focused.

To your success,  
**Team ADDA247**

# Email Sequence Explanation Video:

Video link-

<https://drive.google.com/file/d/19BSoyu0ClgSToufj7mnmElxr7YDcl9P6/view?usp=drivesdk>

# Task 4: Sales Page and Cross-Selling

# Sales Page



## Master Your Government Exam Prep with ADDA247's Rs.50,000 Premium Course!

Unlock the most comprehensive preparation for  
SSC, Banking, Railways, and State Exams with  
personalized guidance, live classes, and  
exclusive test series.

### What You'll Get:

- 500+ Hours of Live Classes by Top Faculty
- Full Access to Premium Study Materials
- 100+ Mock Tests & Practice Sets
- Personal Mentorship & Doubt Clearing Sessions
- Lifetime Access to Class Recordings
- Bonus: Interview Preparation Kit



### What Students Are Saying:



Link of sales page-

<https://mailchi.mp/2e56255d723b/adda247-sales-page>

# Cross selling:

ENROLL NOW



## Boost Your Prep With These Add-Ons!

### Interview Masterclass

₹2,999

(with IAS Officers)

Ace interviews with real-time simulations and expert feedback.

### 1-on-1 Mentorship Program

₹4,999

Get personal study plans, motivation calls, and weekly reviews.

### Current Affairs Monthly PDF Pack

Stay updated with monthly curated news capsules. ₹499/month

Add To Cart

### Still Thinking? Your Dream Job Won't Wait!

This is your chance to invest in the future. Let us guide you to success.

Enroll Now & Get Instant Access

### Need Help?

 [support@adda247.com](mailto:support@adda247.com) |  1800-000-503

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**THANK YOU**