

CASE STUDY · EDUCATION

From Offline Pamphlets to Content-Driven Student Enrollment

Achievers Academy · Nayapalli, Bhubaneswar

Company Overview

Achievers Academy is a mid-sized coaching institute located in Nayapalli, Bhubaneswar, offering preparation for Class 9–12 students and competitive exams like NEET and JEE (foundation level). Despite having experienced faculty and good academic results, the institute struggled with inconsistent student enrollments, especially outside peak admission seasons.

The institute relied heavily on offline channels such as pamphlets, local ads, and word-of-mouth referrals. While these worked to some extent, they lacked scalability and predictability. Competitors — both local institutes and national brands — were becoming increasingly active on platforms like YouTube and Instagram, capturing student attention early. Achievers Academy had a basic social media presence, but it was irregular, non-strategic, and failed to generate inquiries.

Objective

The core problem was lack of visibility and engagement with students and parents during the decision-making phase. There was no structured effort to build trust, showcase teaching quality, or stay top-of-mind over time. The objective was to shift from a seasonal, offline-dependent enrollment model to a scalable, content-driven digital student acquisition system.

Challenges

Seasonal and Inconsistent Enrollment

- Enrollments were concentrated in peak seasons; off-peak months saw very low inquiry volumes.
- Heavy reliance on offline referrals created unpredictable revenue cycles with no reliable system to drive consistent interest.

Low Digital Visibility Against Growing Competition

- Local and national competitors were actively building YouTube and Instagram audiences, capturing student mindshare early in the decision journey.
- Achievers Academy's social media was irregular and non-strategic, generating no meaningful inquiries.

No Early-Stage Trust Building

- No system existed to engage students or parents before they made contact, leaving a critical gap in the enrollment funnel.
- Teaching quality and faculty expertise were invisible to prospective students researching online.

Solution: Content-Led Enrollment Engine by Innoventsoft

Innoventsoft built a content-driven enrollment engine focused on both students and parents. The strategy revolved around high-relevance topics such as “How to prepare for boards without coaching,” “Common mistakes NEET aspirants make,” and “How to manage school + coaching effectively.” This positioned the institute as a helpful academic guide rather than just a service provider.

Scalable Multi-Format Video Production

Using its AI-powered platform, Innoventsoft created 30–40 short-form videos per month across Instagram, YouTube Shorts, and Facebook. The content mix included:

- Faculty-led concept explainers and tips (building credibility)
- Quick study hacks and exam strategies (high engagement)
- AI-generated videos for general academic guidance (scale + consistency)

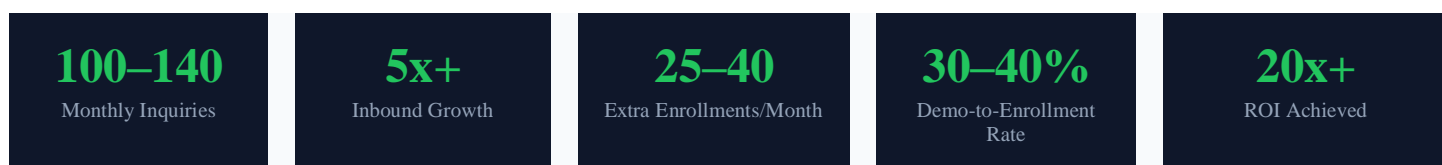
The entire process — from topic selection to posting — was automated, allowing the institute to maintain a strong online presence with minimal effort from its team.

Conversion-Optimised CTAs

Every content piece included clear calls-to-action: “Join free demo class,” “Get syllabus on WhatsApp,” and “Register for test series.” This helped capture interest early and move students into the institute’s enrollment funnel — without relying on offline footfall.

Results

Within three months, Achievers Academy saw a significant increase in digital traction. Social media engagement improved sharply, with videos consistently reaching students in the local area.



Digital Engagement & Lead Flow

Monthly inquiries increased from around 20–30 to 100–140, primarily through WhatsApp and direct calls. Videos regularly reached students in the local area organically, significantly increasing brand visibility. This led to higher attendance in demo classes, better quality leads (students already familiar with the teaching style), and improved conversion rates during counseling.

Business & Financial Impact

With a conservative 25–35% conversion from inquiry to demo attendance and ~30–40% conversion from demo to enrollment, the institute enrolled an additional 25–40 students per month during active cycles. With an average course fee of ₹15,000–₹25,000, this translated to a monthly revenue impact of ₹3–8 lakhs — against a monthly investment of ₹12,000–₹18,000 — delivering substantial ROI while also strengthening long-term brand recall.

NET RETURN ON INVESTMENT	
Monthly Investment	₹12,000 – ₹18,000 / month
Revenue Impact	₹3 – 8 Lakhs / month (based on batch type and timing)
Additional Enrollments	25–40 students / month during active cycles
Time to First Results	< 90 Days from campaign launch

Key Insights

- Education decisions are trust + familiarity driven over time — consistent content keeps institutes top-of-mind throughout the year.
- Faculty visibility significantly improves student confidence and conversion — students arrive at counseling already trusting the institute.
- Free demos + educational content together create a powerful acquisition funnel — pre-qualifying leads and shortening the sales cycle.

- Reducing dependence on seasonal intake cycles improves revenue predictability and institute growth stability.

Conclusion

Innoventsoft enabled Achievers Academy to move from a seasonal, offline-dependent enrollment model to a more predictable, digital-first student acquisition system — improving both volume and quality of enrollments while reducing reliance on traditional marketing.

Innoventsoft's platform enables coaching institutes to grow direct student acquisition by automating high-quality, faculty-led content that builds trust, demonstrates teaching quality, and drives continuous digital engagement — at a fraction of traditional marketing costs.

Innoventsoft | A GenAI Content Platform

Enabling coaching institutes to grow student enrollment through automated, faculty-led digital content.