



skill sprint pro

Fast-track your learning

Creating E-mail Funnel for Skill Sprint Pro

SOCIAL MEDIA
BACKGROUND



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Task-1 Strategic Marketing Plan

SOCIAL MEDIA
BACKGROUND



Market Research: Understanding Your Target Audience

Target Audience Segments:

Your ideal customers are:

- ✓ **Aspiring Digital Marketers** – Fresh graduates, job seekers, and freelancers who want to start a career in digital marketing.
- ✓ **Small Business Owners & Entrepreneurs** – Individuals looking to grow their businesses through digital marketing.
- ✓ **Working Professionals** – People from marketing, sales, or IT backgrounds looking to upskill and advance in their careers.

Pain Points & Needs:

- **Lack of Practical Knowledge** – Many courses are too theoretical and don't provide real-world experience.
- **Unclear Career Path** – Learners don't know how to get a job or clients after completing a course.
- **Overwhelming Information** – Too many courses online make it hard to choose the best one.
- **Budget Concerns** – Some learners may hesitate to invest Rs. 50,000 without knowing the ROI.



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Opportunities for Skill Print Pro:

- ✓ Hands-on, Project-Based Learning – Offer real-world case studies, live projects, and internships.**
- ✓ Guaranteed Career Support – Job placement assistance, resume building, and freelancing guidance.**
- ✓ Mentorship & Networking – Connect learners with industry experts and offer live Q&A sessions.**





Marketing Objectives & Goals

SMART Marketing Goals:

- ◆ **Increase lead generation – Capture 1000+ email leads in the next 3 months through webinars, free courses, and lead magnets.**
 - ◆ **Boost conversions – Achieve a 5-10% conversion rate from leads to paying customers.**
 - ◆ **Expand brand awareness – Reach 500,000+ potential learners via social media, YouTube, and paid ads.**
 - ◆ **Improve customer engagement – Increase email open rates to 30%+ and nurture leads effectively.**





Key Strategies & Tactics for Customer Attraction & Conversion

A. Lead Generation & Engagement Strategies

✓ 1. Free Value Content (Webinars & Lead Magnets)

- Host free weekly live masterclasses on trending digital marketing topics.
- Offer a "Free 5-Day Digital Marketing Crash Course" via email.
- Create a PDF Guide: "How to Get Your First 5 Clients as a Freelancer."

✓ 2. Social Media & Content Marketing

- YouTube Channel – Publish case studies, tutorials, and student success stories.
- Instagram & LinkedIn – Share bite-sized educational posts, testimonials, and behind-the-scenes content.
- SEO Blogging – Write in-depth guides on "How to Start a Digital Marketing Career," "Facebook Ads Strategies," etc.





Key Strategies & Tactics for Customer Attraction & Conversion

✓ 3. Paid Advertising

- Run Meta (Facebook/Instagram) & YouTube Ads targeting young professionals & entrepreneurs.
- Use Google Ads to capture intent-driven traffic searching for digital marketing courses.
- Retarget website visitors with "Still thinking? Join our free masterclass!" ads.

✓ 4. Influencer & Partnership Collaborations

- Collaborate with YouTube creators, LinkedIn influencers, and digital marketing experts to promote the course.
- Partner with ed-tech platforms & marketing communities to increase reach.

B. Conversion & Sales Funnel Optimization

✓ 1. High-Converting Landing Pages

- Create a squeeze page for lead capture (email + WhatsApp opt-in).
- Optimize the sales page with testimonials, case studies, and a compelling CTA.

✓ 2. Email & WhatsApp Nurturing Sequence

- Send a 5-7 email sequence educating leads and offering an exclusive discount.
- Use WhatsApp automation to remind prospects about upcoming webinars and offers.

✓ 3. Trust & Authority Building

- Add success stories, real testimonials, and case studies on the sales page.
- Offer a money-back guarantee or a limited-time bonus (1-on-1 coaching, toolkits, or internship opportunities).



Key Strategies & Tactics for Customer Attraction & Conversion

- **✓ Market Research Deep Dive: Conduct surveys & interviews with potential students.**
- **✓ Build a Free Lead Magnet: Develop a webinar or downloadable guide to attract leads.**
- **✓ Create a Landing Page: Optimize it for high conversions.**
- **✓ Set Up Email & WhatsApp Sequences: Automate the lead nurturing process.**
- **✓ Launch Paid & Organic Marketing: Scale campaigns & track analytics for optimization.**





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Task-2 Squeeze Landing Page for Email Collection

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and Start
Growing**

Enroll <

FREE WEBINAR + RESUME BUILDING SESSION

*To Boost Your Chances Of Securing Job

To register to our Free Webinar please fill out the following Register form

First name *

First name

Last name *

Last name

Email Address *

Enter a valid email address

Submit

Lead Magnet



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Landing Page

Book Your Spot



Digital Marketing Course

₹5,999

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Data Science

₹2,999

[View Course](#)



AI

₹3,999

[View Course](#)

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Meet the Team

Our team members drive our success with unique skills and dedication.

We celebrate their contributions daily.



Data Scientist
Ashley Jones

Add a short bio for each team member.
Make it brief and informative to keep
visitors engaged.



Digital Marketer
Don Francis

Add a short bio for each team member.
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visitors engaged.



AI Tutor
Alexa Young

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Task-3 Email Marketing Campaign

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E-mail 1



Subject



Add a subject line for this campaign.

Subject line *

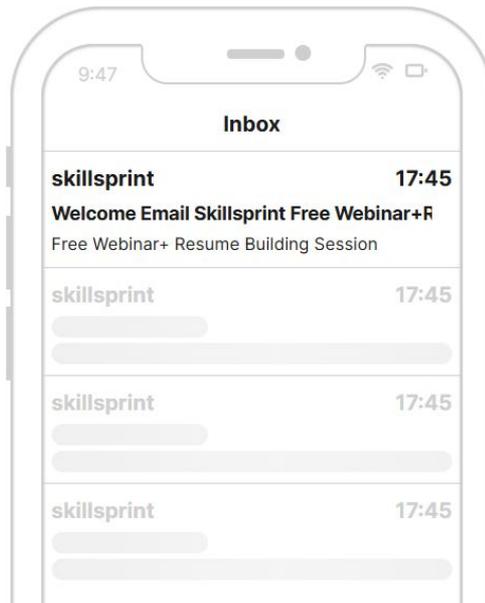
Welcome Email Skillsprint Free
Webinar+Resume Building Session



Use AI

Preview text

Free Webinar+ Resume Building Session



Actual email preview may vary depending on the email client.

Cancel

Save



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E-mail 2



Subject

Add a subject line for this campaign.

Subject line *

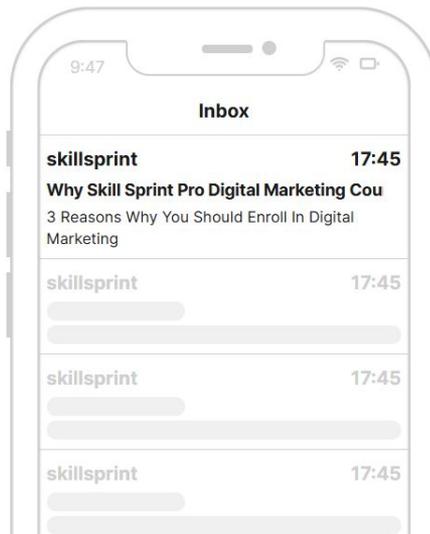
Why Skill Sprint Pro Digital Marketing Course
is Your Best Choice!



Use AI

Preview text

3 Reasons Why You Should Enroll In Digital
Marketing



Actual email preview may vary depending on the email client.

Cancel

Save



skill sprint pro

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E-mail 3



Subject

Add a subject line for this campaign.

Subject line *

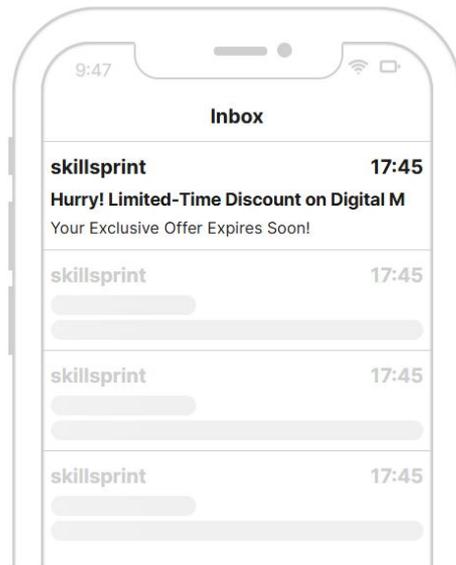
Hurry! Limited-Time Discount on Digital Marketing Course



Use AI

Preview text

Your Exclusive Offer Expires Soon!



Actual email preview may vary depending on the email client.

Cancel

Save



E-mail 4



Subject

Add a subject line for this campaign.

Subject line * ⓘ

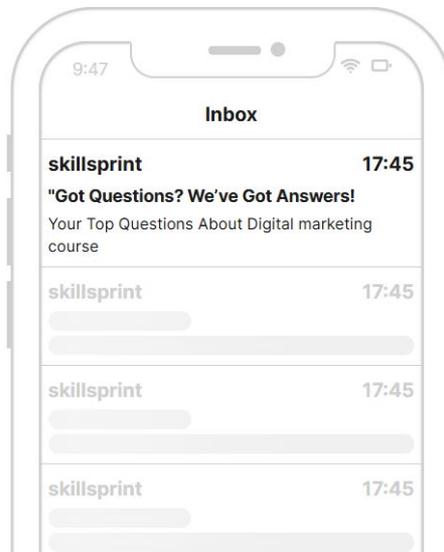
"Got Questions? We've Got Answers!"



✎ Use AI

Preview text ⓘ

Your Top Questions About Digital marketing course



Actual email preview may vary depending on the email client.

Cancel

Save



E-mail 5



Subject

Add a subject line for this campaign.

Subject line * ?

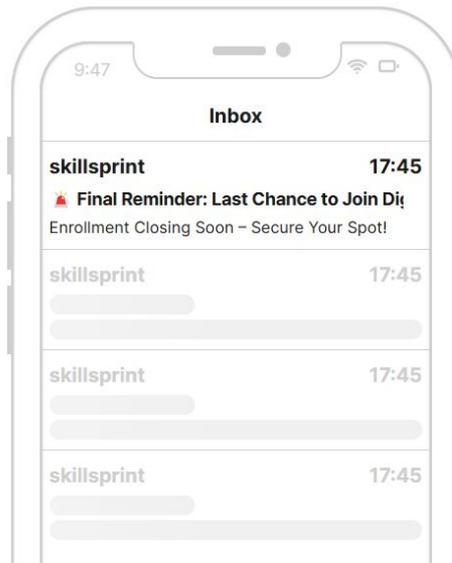
 Final Reminder: Last Chance to Join
Digital marketing course



 Use AI

Preview text ?

Enrollment Closing Soon – Secure Your Spot!



Actual email preview may vary depending on the email client.

Cancel

Save



Subject



Add a subject line for this campaign.

Subject line *

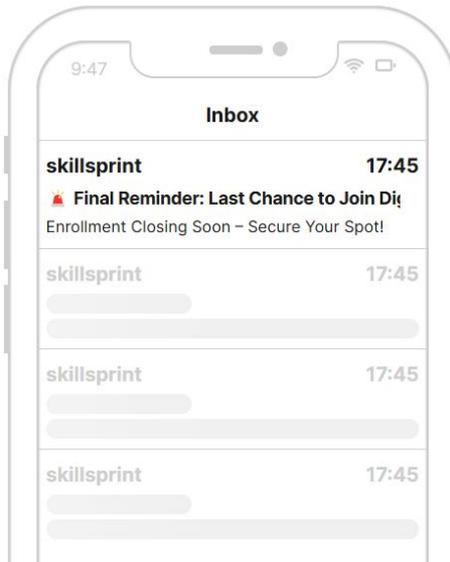
Final Reminder: Last Chance to Join
Digital marketing course



Use AI

Preview text

Enrollment Closing Soon – Secure Your Spot!



Actual email preview may vary depending on the email client.

Cancel

Save



Automated email sequence

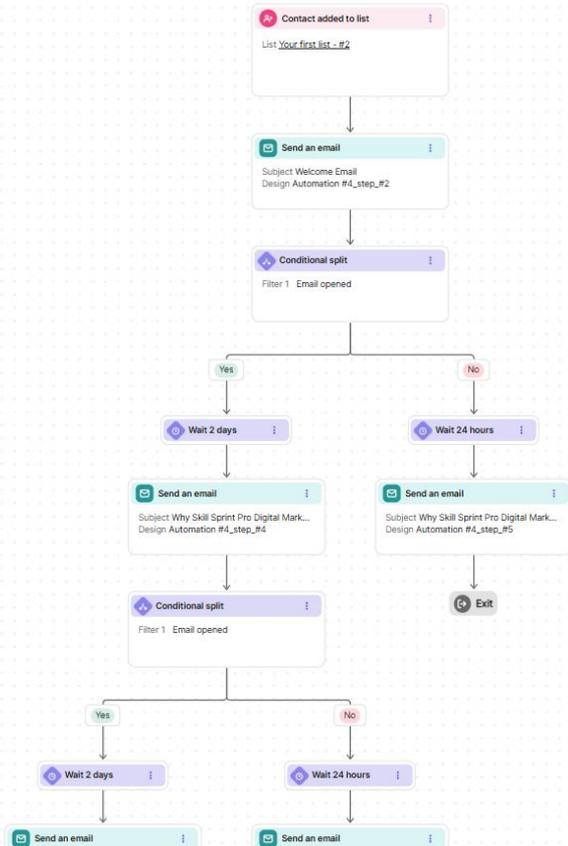
Step	Condition	Next Action
Email 1	Sent after form submission	Wait 2 days
Email 2	If opened, send Email 3. If not opened, resend after 24 hours.	Email 3 (Limited Offer)
Email 3	If clicked, send Email 4. If not clicked, resend after 24 hours.	Email 4 (FAQs)
Email 4	If clicked, send Email 5. If not clicked, resend after 3 days.	Email 5 (Final Call)
Email 5	If clicked, send Email 6. If not clicked, resend after 24 hours.	Email 6 (Sales Follow-Up)



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Automated email sequence

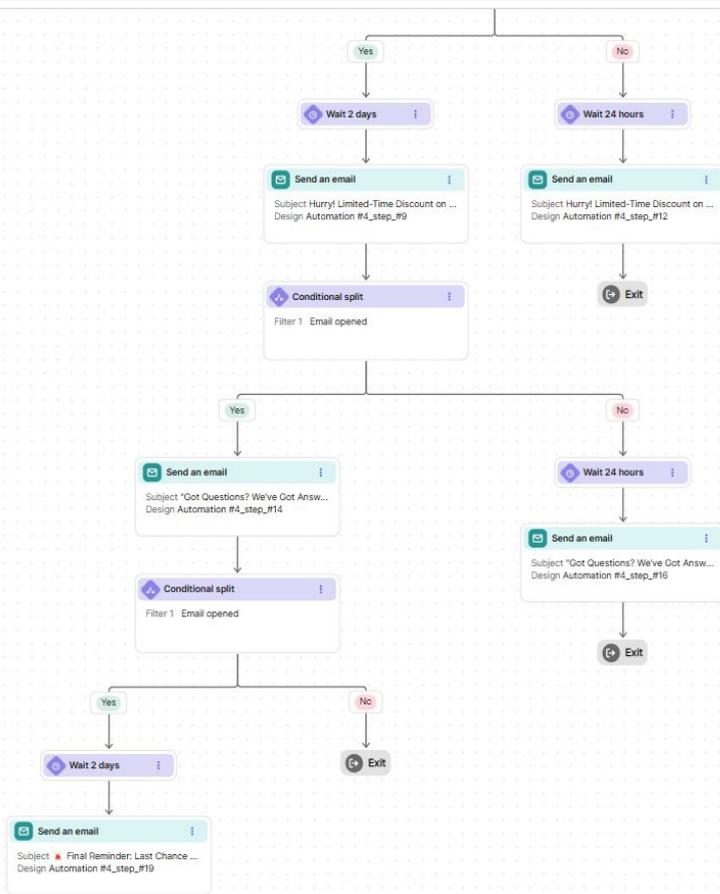




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Automated email sequence

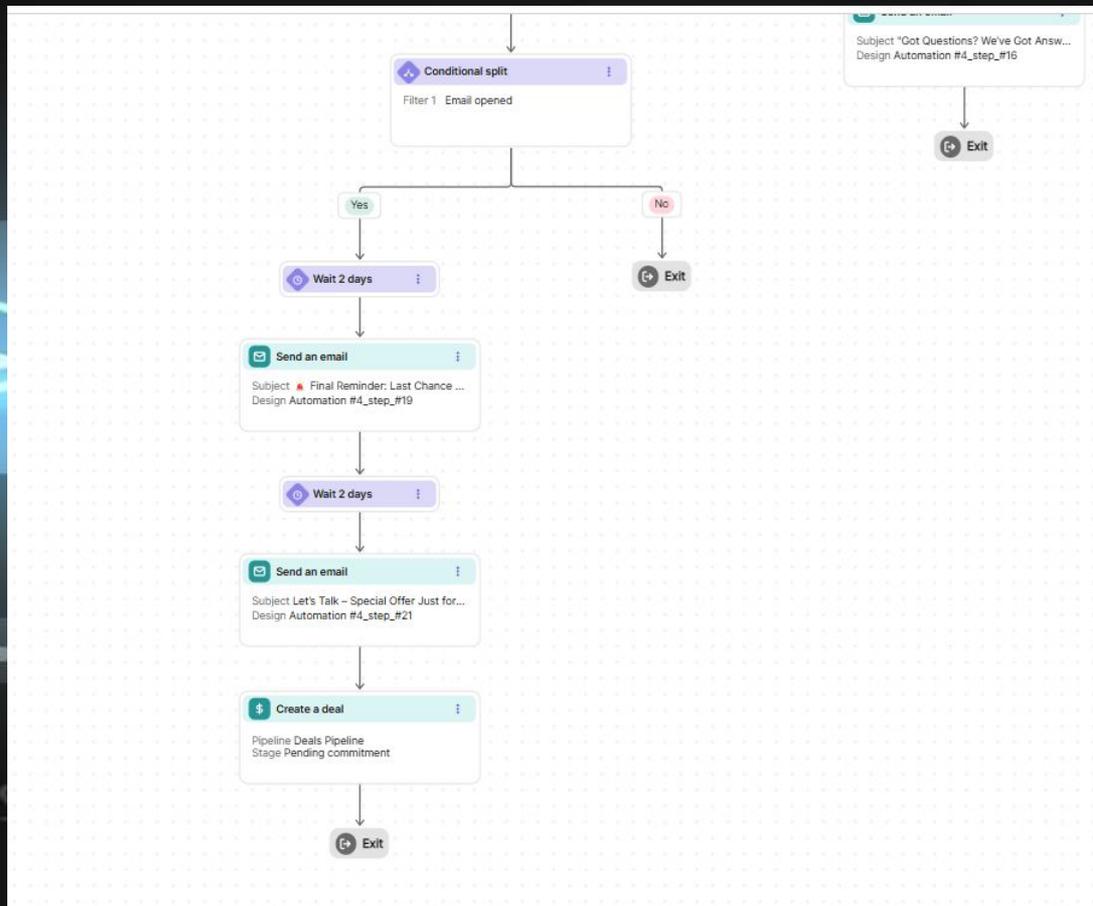




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Automated email sequence





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Welcome mail designing (E-mail)



WELCOME TO Skill sprint pro

Hello,

Thank you for signing up for!
You're now on your way to mastering.
Here's what to do next:

- ✔ Access the course dashboard
- ✔ Download the learning materials
- ✔ Join our private community

Start learning now:

- 👉 Access Your Course

Best,
Skill sprint pro

[Click here to see](#)



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Task-4 Sales Page and Cross-Selling

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Sales Page Creation



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Data Science

AI

₹3,999.00

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Let's Chat!



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Sales Page Creation

Data Science

₹2,999.00

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Digital Marketing

₹5,999.00

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Sales Page Creation

Book Your Spot



Digital Marketing Course

£5,999

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Data Science

£2,999

[View Course](#)



AI

£3,999

[View Course](#)

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Our team members drive our success with unique skills and dedication.
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Ashley Jones

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[f](#) [t](#) [in](#)



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Thank You!

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