



International Journal of Science, Architecture, Technology and Environment

A Study on lead generation strategies and operational support in edtech marketing

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DOI: <https://doi.org/10.63680/ijstate0126041.043>

1. INTRODUCTION

In the modern era of digital transformation, the education sector has seen a significant shift from traditional classrooms to online learning platforms. This change has created new opportunities and challenges for EdTech companies, especially in how they attract and engage learners. One of the key players in this space is LearnFlu, an innovative EdTech platform that focuses on delivering impactful learning experiences through the power of technology. This report explores the lead generation strategies and operational support systems used by Learn Flu in its marketing activities, offering a practical understanding of how a growing EdTech firm navigates its marketing challenges.

Lead generation in EdTech is not just about increasing numbers. It's about finding the right audience—people who are genuinely interested in learning and who align with the platform's offerings. For LearnFlu, generating leads involves a mix of digital campaigns, social media outreach, search engine marketing, email automation, and content-driven strategies. The aim is to attract individuals who are likely to convert into long-term users or customers. This process requires not only creativity but also data-backed decisions, where performance is constantly tracked, analysed, and improved.

Learn Flu's marketing team works in a fast-paced, constantly evolving environment. This demands a high level of coordination between strategic planning and day-to-day execution. Campaigns are designed with clear goals, target audiences, and performance metrics. At the same time, the support team ensures that everything runs smoothly—from lead capture to conversion. Together, these two aspects form the backbone of LearnFlu's growth strategy.

This study is based on real-time involvement with LearnFlu's marketing and operations teams, offering insights into how strategies are executed on the ground. It includes observations of tools, methods, communication flows, and collaborative efforts that make the system efficient and goal-driven. More than just theory, this report presents practical knowledge gained through active participation and learning.

In a competitive EdTech market, being able to generate quality leads and efficiently manage them is what drives long-term success. Learn Flu's model shows how digital marketing and operational excellence can go hand in hand. By combining smart lead generation with strong backend processes, the company is able to reach more learners, improve engagement, and maintain consistent growth.

2. SCOPE OF THE STUDY

a) Exploring Lead Generation Strategies at Learn Flu: This point focuses on understanding the diverse lead generation strategies adopted by Learn Flu to attract potential learners and customers. The study examines how Learn Flu identifies its target audience and uses different digital platforms to engage with them. Campaigns on Google, Meta, YouTube, and LinkedIn, as well as content marketing, SEO, and email outreach, are observed to understand how leads are acquired. The scope includes campaign creation, targeting methods, messaging, and landing page optimisation. The aim is to analyse what strategies are most effective in capturing high-intent leads in the competitive EdTech space.

b) Analysing the Operational Support Behind Lead Management: This part of the study covers the backend systems and processes that keep the lead generation engine running smoothly. It includes CRM usage, automation tools, lead tracking workflows, and follow-up mechanisms. The scope involves understanding how teams manage large volumes of leads, how responsibilities are assigned, and how communication is maintained throughout the lead funnel. The study also includes dashboard management, response time tracking, and internal process documentation. These operational elements are critical to ensuring that marketing efforts convert into real results and customer engagement.

c) Examining Cross-Functional Coordination Between Teams: Effective lead management requires collaboration between multiple teams. This point explores how Learn Flu's marketing, sales, and operations departments work together to manage leads from generation to conversion. The study observes handoff protocols between departments, internal meetings, status updates, and performance reviews. It also highlights the importance of shared KPIs, goal alignment, and communication tools that help maintain clarity and consistency. This cross-team coordination ensures that leads do not fall through the cracks and that every opportunity is nurtured correctly.

3. IMPORTANCE OF THE STUDY:

a) Understanding the Changing Dynamics of EdTech Marketing: This study is important because it offers practical insights into how marketing is evolving within the EdTech space. With increasing competition and digital saturation, EdTech companies like Learn Flu must adopt smarter strategies to stand out. The importance of the study lies in highlighting how traditional educational outreach methods are being replaced by digital-first lead generation techniques. By closely observing how Learn Flu handles its campaigns, this report reflects the real-world shift in how education is marketed to students, professionals, and aspirants in the digital age.

b) Bridging the Gap Between Strategy and Execution: Many academic discussions around marketing focus on strategy, but in the real world, execution is equally important. This study is significant because it examines both sides—how campaigns are planned and how they are supported operationally. It shows that even a well-designed marketing strategy can fail if not backed by efficient tools, systems, and teamwork. Through this

report, the gap between what is taught in theory and what is done in practice becomes clearer, making it highly valuable for students, professionals, and organisations.

c) Enhancing Lead Quality and Conversion Insights: Lead generation is not just about getting numbers; it's about getting the right audience. This study is important as it dives into the methods LearnFlu uses to improve the quality of leads and increase conversions. It provides insights into how targeting, messaging, follow-ups, and analytics are used to not just attract leads, but also guide them toward meaningful action—such as signing up for a course or booking a demo. This level of detail is rarely covered in general marketing materials and adds real-world depth to the subject.

4. REVIEW OF LITERATURE:

a) Victor Timchenko, Sergey Trapitsin (2020) – Educational Technology Market Analysis

The article aims to analyse the global educational technology (EdTech) market by identifying key players, emerging growth trends, and the impact of technological innovation. The study finds that EdTech is experiencing accelerated growth globally, particularly in Asia, due to increasing investments in mobile learning, AI, and cloud-based education platforms. It highlights that government initiatives and private funding play a significant role in this expansion. The paper suggests that companies in this space should focus on creating localized content, improving user adaptability, and developing strategic partnerships to enter or strengthen their position in different markets. This paper offers a comprehensive macro-level overview of global EdTech developments and provides a strong foundation for understanding broader trends in the industry.

b) Yash Pratik, Jagriti Gupta (2023) – Marketing Strategy of EdTech Companies

This paper focuses on evaluating the various marketing strategies adopted by EdTech companies in India. The objective is to identify the digital tools and tactics most commonly used and assess their effectiveness in customer acquisition and retention. The authors find that email marketing and paid advertising campaigns are the primary drivers of lead generation. However, customer engagement is highly influenced by course affordability, perceived value, and relevance. The study suggests increasing above-the-line (ATL) promotion, broadening the course catalog, and integrating student feedback mechanisms to build long-term trust. Overall, the article offers grounded, practical insights into digital campaign execution and consumer behaviour in the Indian EdTech ecosystem.

c) Arshiya Goyal (2023) – Impact of Digital Marketing on Consumer Behaviour towards EdTech Startups

This study investigates how digital marketing impacts consumer behaviour and decision-making when it comes to EdTech startups. The primary objective is to assess the influence of different digital channels, such as social media, video platforms, and email marketing, on consumer engagement. The findings show that platforms like Instagram and YouTube have a greater effect on consumer interest and conversions, particularly among younger demographics. The study notes that trust, content quality, and pricing are key variables in decision-making. It suggests that EdTech brands should focus on strengthening their online identity, building trust through informative content, and leveraging influencer marketing. The study is well-structured and data-driven, offering practical implications for EdTech marketing teams targeting digitally active learners.

d) Naveen Kumar G, K Hariharanath (2021) – Designing a Lead Score Model for Digital Marketing Firms in Education Vertical in India

The article aims to design a lead scoring model to improve the accuracy and productivity of marketing teams in Indian EdTech firms. Through an empirical study of 1900 leads, the authors develop a system that classifies leads into hot, warm, and cold based on demographic and behavioural factors. The findings reveal that lead scoring significantly enhances CRM performance, with 60% of leads being properly categorized for conversion targeting. The authors recommend including behavioural tracking, click-through rates, and engagement analytics to refine the scoring system. This paper is highly practical and directly applicable to EdTech marketing operations focused on efficient lead management.

e) Cristobal Romero, Sebastian Ventura (2024) – Educational Data Mining and Learning Analytics: An Updated Survey

This updated literature survey examines the role of Educational Data Mining (EDM) and Learning Analytics (LA) in modern education. The objective is to summarise key methodologies, tools, and trends shaping data-driven education. The findings show that LA has surpassed EDM in terms of adoption due to its direct application in real-time learner feedback and adaptive course delivery. Tools like MOOCs, intelligent tutoring systems, and predictive analytics are noted for their impact. The authors suggest wider institutional adoption of EDM and LA to improve learner outcomes and streamline teaching strategies. The paper is academically dense but useful for understanding the intersection of data analytics and EdTech scalability.

f) Adriana Roseli Wünsch Takahashi et al. (2017) – Dynamic Capabilities, Operational Capabilities (Educational-Marketing) and Performance

This research evaluates the connection between dynamic capabilities, operational capabilities, and institutional performance in private educational institutions. The objective is to examine how internal processes—particularly marketing and tech integration—influence growth. The study finds that a synergy between technological infrastructure and educational marketing yields higher institutional effectiveness. Institutions with strong operational adaptability are better equipped to implement EdTech tools and convert leads. The authors recommend fostering a collaborative environment between tech and marketing departments to ensure efficient execution. This paper bridges theory with practice and is particularly relevant for long-term EdTech institution planning.

g) Pradeep Kumar Bhattacharjee, Dr. C. Balakrishnan (2025) – Competing Strategies of EdTech for Market Development

The article investigates various strategic frameworks used by EdTech companies to enhance market share and user growth. It applies Porter's Five Forces, SWOT, and PESTLE to examine competitive positioning. The findings indicate that successful EdTech companies are those that use personalisation, gamification, and content diversity to meet learner expectations. The authors recommend leveraging AI-based learning tools and fostering a student-centric content strategy. This research is practical and provides an actionable roadmap for EdTech platforms navigating competitive and fast-changing market landscapes.

h) JETIR Authors (2023) – Social Media Strategy and User Engagement in EdTech Platforms

This study aims to analyse how EdTech firms use social media to drive user engagement and lead generation. It evaluates the impact of timing, platform choice, and influencer engagement. The findings reveal that content type and scheduling significantly affect user response, and that micro-influencer collaborations drive higher engagement rates. The study suggests implementing a structured social media calendar and measuring

performance through engagement KPIs. This article is particularly valuable for social media managers and campaign designers looking to optimise their strategies in the EdTech domain.

i) Boban Melovic et al. (2020) – Marketing Factors Influencing Consumers’ Preferences in Organic Products

Though focused on organic product markets, this study is referenced in EdTech literature for its insights into emotional branding and customer trust. It explores how consumer choices are shaped by emotional connection, perceived value, and authenticity. The findings stress that emotional storytelling and trust-building are vital in competitive industries. The article recommends adapting similar emotional marketing approaches in other domains, including education. While not directly focused on EdTech, the cross-domain relevance makes this paper a helpful reference for creating strong brand narratives in the EdTech space.

j) Rajkumar Kankariya, Khushali Oza, Ragini Bhat (2024) – Leading EdTech Startups in India – A Comparative Analysis

This comparative study evaluates the marketing and operational strategies of top Indian EdTech companies. The objective is to identify what differentiates market leaders from emerging players. The findings show that innovation, fast adaptation, diverse offerings, and effective customer support are key success factors. The study suggests that new entrants should focus on niche specialisation and agile practices. This article offers a balanced perspective, providing a practical benchmarking tool for upcoming EdTech firms looking to position themselves in a competitive ecosystem.

k) Kunal Lanjekar, Prashant Kalshetti, Joe C. Lopez (2023) – Role of Social Media in Lead Generation

This study explores how businesses utilise social media platforms for marketing and lead generation. The objective was to assess the impact of social media on expanding customer bases. Findings revealed that platforms like Facebook and Instagram, through targeted advertising and engaging content, significantly improved lead quality and conversion rates. Suggestions include using lead magnets, fostering audience engagement, and incorporating user-generated content. The study effectively connects theoretical and practical insights, although deeper segmentation by industry would enhance its impact.

l) Ganesh Yenurkar, Ganesh Khakare, Nupur Bagul, Saylee Prakash, et al. (2023) – Lead Generation Strategy for an Organisation Through Salesforce Experience Cloud: A Case Study for YCCE

This research investigates the implementation of Salesforce Experience Cloud at YCCE to boost student enrolment through digital lead generation. The objective was to demonstrate CRM efficiency in the education sector. Findings show that Salesforce streamlined communication, enhanced personalisation, and improved data-driven targeting. Suggestions include customising CRM systems to align with institutional goals. The study presents a valuable case, although it would benefit from comparisons with alternative CRM platforms.

m) Premjeet Kumar, Dr Yaaseen Maswood (2024) – Social Media as a Tool of Digital Marketing to Promote EdTech Companies: Post-COVID Study

Focusing on EdTech in India during the COVID-19 era, this article examines how social media supported educational continuity and business survival. The objective was to assess the transition to online learning platforms and their marketing implications. Findings highlight rapid digital adoption, increased content interaction, and challenges with infrastructure. The study recommends strategic communication, technical upskilling, and consistent branding. Although highly relevant, broader cross-country comparisons would strengthen its generalizability.

n) Svitlana Bondarenko, Olena Laburtseva, Olena Sadchenko, Vira Lebedieva, Oleksandra Haidukova, Tetyana Kharchenko (2019) – Modern Lead Generation in Internet Marketing for the Development of Enterprise Potential

This paper analyses the shift in consumer behaviour and its implications for digital marketing. The objective was to explore effective lead generation strategies in a highly competitive online environment. Findings emphasise the importance of data analytics, personalised messaging, and behavioural targeting over traditional advertising. Suggestions include leveraging big data, refining ROI tracking, and strengthening customer relationships. The study offers solid theoretical grounding but would benefit from real-world applications or case examples.

o) N. A. Voronina, E.A. Nesterenko, O. V. Belyaeva, M. K. Ananyeva, N. Z. Myavlina (2021) – Lead Generation as a Tool to Ensure the Sustainability of Education

This research examines how educational institutions can use lead generation for long-term sustainability. The objective was to assess digital marketing's role in student acquisition and alignment with labour market needs. Results support digital channels as effective tools for enhancing outreach and adapting curricula to evolving demands. Authors recommend targeted digital ads and competency-driven program development. While grounded in the Russian education system, broader comparative insights could enrich its scope.

p) Edwin Zammit, Stephen J. Hall, Dr. Ing. Clifford De Raffaele, Dr. Ing. Alex Rizzo (2020) – MCAST EdTech-Innovation Operational Framework

This framework outlines a strategic plan to integrate EdTech across MCAST. The objective was to develop a robust ecosystem incorporating AI, AR, VR, and blended learning. Key findings stress the need for infrastructure readiness, stakeholder training, and collaborative project planning. Suggestions include the creation of a centralised EdTech hub, phased rollouts, and culture-building through CPD. The framework is well-structured and visionary, although post-implementation assessments are needed.

q) Menatalla Kaoud, Noha Alaa (2022) – Digital Transformation in Marketing Through a Customer Knowledge Management Approach

Using an EdTech startup as a case, this paper explores how customer knowledge management can drive digital transformation. The objective was to link customer insights with strategic marketing. Findings show that personalised communication and knowledge integration improved customer engagement and business adaptability. Recommendations include feedback loops, analytics integration, and user-centric product development. The study is innovative and insightful, though a broader sample of startups would enhance its empirical strength.

5. OBJECTIVES:

- To understand the process of generating and qualifying leads through various marketing channels
- To assist in managing leads and coordinating follow-ups as the part of their operation team
- To analyse the effectiveness of lead generation campaigns and suggest improvements

6. STATEMENT OF THE PROBLEM:

a) Limited Access to Confidential Marketing Data: One of the key challenges faced during the study was the limited access to internal data related to advertising budgets, campaign performance, and lead conversion metrics. Due to company policies and data confidentiality, certain strategic and financial information was

restricted. This created a limitation in fully evaluating the return on investment (ROI) for various lead generation campaigns. As a result, some conclusions in the study had to be based on observational analysis rather than deep data insights.

b) Time Constraint in Observing Long-Term Campaigns: The duration of the study was restricted to a fixed internship or project period, which limited the opportunity to observe long-term lead generation campaigns and their impact over time. Campaigns such as SEO or organic content strategies usually take several months to show measurable outcomes, but the study window allowed only short-term observations. This posed a challenge in assessing the full success cycle of certain marketing initiatives.

c) Variation in Team Availability and Workflow: During the study, there were instances when key team members were unavailable due to ongoing campaign work, internal deadlines, or leaves. This sometimes affected the ability to receive complete guidance or explanations regarding specific tools or workflows. Moreover, due to shifting priorities, not all processes were demonstrated in full, especially during peak workload periods. This affected the consistency of learning and data collection.

7. LIMITATIONS OF THE STUDY:

a) Restricted Access to Core Marketing and Financial Data: One of the primary limitations of this study was the restricted access to confidential marketing data, including advertising budgets, exact cost-per-lead, and revenue generated per campaign. Due to internal company policies and data sensitivity, such figures were not shared in full. As a result, the study could not perform a complete financial evaluation of marketing effectiveness. Observations were largely qualitative or based on surface-level performance trends, rather than grounded in deep financial analytics.

b) Limited Duration of Observation Period: The study was conducted during a fixed project or internship timeframe, which posed a natural limitation in terms of observing the full cycle of marketing strategies—especially long-term ones like organic SEO, brand positioning campaigns, and retargeting. Some campaigns, particularly those based on content marketing or drip email strategies, require several months to show measurable outcomes. Due to this time limitation, the study mostly focused on short-term lead generation outcomes rather than extended impact or retention.

c) Incomplete Access to Digital Tools and CRM Features: Although various tools such as CRM dashboards, automation platforms, and campaign trackers were observed, the level of access was limited to what was granted to interns or temporary staff. Administrative privileges, detailed segmentation filters, and internal rule-based automations were not always visible or accessible. As a result, certain backend functions—like lead scoring logic, automated lead prioritisation, and deep attribution analysis—could not be examined thoroughly.

8. Types of Research:

For this study, I employed a descriptive research approach. That means I tried to understand and lead generation work in EdTech companies not by guessing, but by collecting real information and observations. I did not test any theory or run experiments. I only focused on capturing the actual process, practices, and experiences related to SIP form handling. Descriptive research helps us understand "what is happening" in the current situation — in this case, how these services and operations are carried out. It's suitable when you want to present facts clearly and straightforwardly

9. Sampling Technique:

For this study, I employed a convenience sampling technique, which enabled me to collect data from individuals who were readily accessible and responsive. I reached out to a diverse group of people, including students, working professionals, and individuals with an interest in Lead generation and the operation process of Edtech companies. This method enabled quick and efficient data collection, helping me gather valuable insights within a short period. The responses provided by this group reflected real and practical perspectives, making the analysis rich and meaningful for the study objectives

10. Sample Size:

The total number of people who took part in the survey was 50. These participants came from various backgrounds - some were students, some were new investors, and others had experience with mutual funds. This number was enough to see common patterns and opinions among different types of investors.

11. Sample Design:

The design of the sample was very simple. I aimed to reach people who were either directly involved in EdTech marketing, had experience with lead generation strategies, or at least had some basic understanding of online learning platforms. I collected responses digitally using a Google Form, with questions framed in simple and clear language so that participants could understand and respond easily without confusion. The main goal was to collect genuine opinions from a diverse group, including students, professionals, and individuals interested in EdTech services.

12. Source of Data:

Primary data was collected directly from 68 respondents through a structured questionnaire survey using Google Forms. The questionnaire contained closed-ended questions related to mutual fund services, SIP form processing in branch banking, customer experience, service efficiency, and overall satisfaction levels. Participants included working professionals, students, and regular investors who have experience or awareness of SIP operations. The primary data reflects the present customer perception.

Secondary data was obtained from reliable sources such as UTI Mutual Fund's official website, SEBI publications, financial reports, banking service manuals, and earlier published research studies. These sources were used to support the evaluation of SIP process efficiency, service quality, and past operational trends.

13. Research Technique:

To analyse the collected data, I used the percentage method. This involved calculating how many respondents gave each type of answer and then converting those numbers into percentages. For example, if 30 respondents stated that Learn Flu's lead generation strategies are effective in attracting potential learners, I expressed it as a percentage of the total responses. This approach made it easier to identify patterns such as which marketing strategies are most impactful, areas where operational support can be improved, and how the target audience perceives Learn Flu's overall marketing effectiveness.

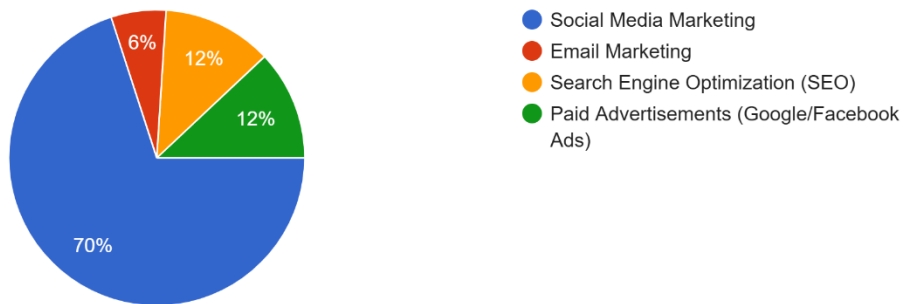
14. Data Analysis and Interpretation:

Understanding the Process of Generating and Qualifying Leads through Various Marketing Channels

a) Most Effective Marketing Channel for Generating Quality Leads

Which marketing channel has been most effective in generating quality leads?

50 responses



Graph No-1

The chart above represents the responses to the question regarding which marketing channel has been most effective in generating quality leads. The data shows that a significant majority, 70%, selected Social Media Marketing as the most effective channel. This indicates that social platforms play a dominant role in reaching and engaging potential customers, making them the top source of quality leads.

A smaller proportion of respondents, 12% each, identified Search Engine Optimization (SEO) and Paid Advertisements (Google/Facebook Ads) as effective channels, highlighting that organic visibility and targeted ads also contribute meaningfully to lead generation. Meanwhile, only 6% of respondents chose Email Marketing, suggesting that it is less impactful compared to other channels in attracting high-quality leads.

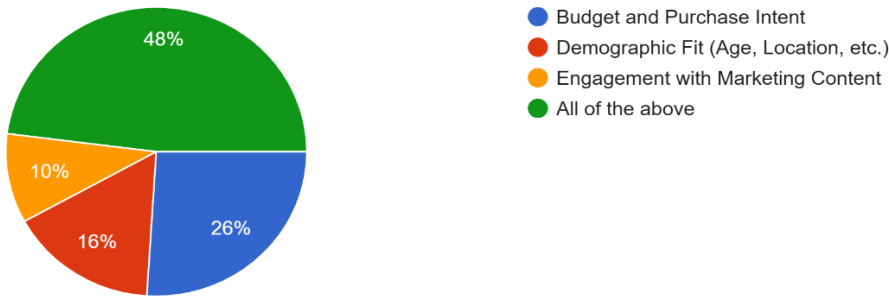
The high percentage favouring social media marketing reflects the growing influence of digital platforms in brand promotion, customer interaction, and lead nurturing. It also indicates that businesses are increasingly leveraging social engagement to build trust and convert prospects into qualified leads. On the other hand, the lower percentages for other channels suggest either limited reach, higher competition, or changing consumer preferences.

Overall, the interpretation suggests that Social Media Marketing has emerged as the most effective and trusted channel for generating quality leads, while SEO, paid ads, and email marketing serve as supporting strategies for diversifying lead generation efforts.

b) Key Criteria Considered While Qualifying Potential Leads

What criteria do you usually consider to qualify a lead?

50 responses



Graph No-2

The chart above represents the responses to the question regarding the criteria usually considered to qualify a lead. The data shows that a significant majority, 48%, selected “All of the above” (Budget & Purchase Intent, Demographic Fit, and Engagement with Marketing Content), indicating that businesses prefer a holistic approach when evaluating potential leads.

Among the individual factors, 26% of respondents emphasized Budget and Purchase Intent as the key determinant, highlighting that financial capability and readiness to buy are primary considerations in lead qualification. Meanwhile, 16% considered Demographic Fit (such as age, location, etc.), showing that matching the target audience profile still holds importance in narrowing down quality leads. A smaller proportion, 10%, focused on Engagement with Marketing Content, suggesting that while interaction with promotional materials is relevant, it is not the sole or primary factor for most respondents.

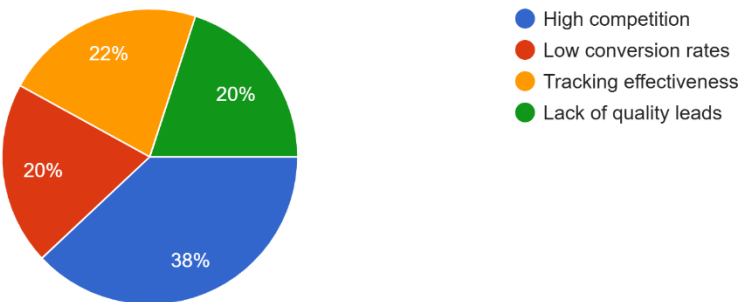
The high percentage for “All of the above” reflects a comprehensive mindset, where businesses evaluate leads based on multiple dimensions to improve conversion rates. This suggests that relying on a single criterion may not provide a complete picture of lead quality, whereas combining budget, demographics, and engagement creates a stronger qualification framework.

Overall, the interpretation suggests that a multi-criteria approach is the preferred and most effective method for qualifying leads, ensuring that businesses target prospects who are both interested and capable of conversion.

c) Biggest Challenges in Lead Generation Across Marketing Channels

What is the biggest challenge in lead generation across channels?

50 responses



Graph No-4.3

The chart above represents the responses to the question regarding the biggest challenge in lead generation across marketing channels. The data shows that the highest proportion, 38%, identified High Competition as the primary challenge, indicating that businesses find it increasingly difficult to stand out and capture the attention of potential leads in a crowded marketplace.

A considerable share, 22%, pointed to Tracking Effectiveness as a major challenge, reflecting the complexities involved in measuring and analyzing the impact of campaigns across multiple channels. Meanwhile, 20% of respondents each highlighted Low Conversion Rates and Lack of Quality Leads, suggesting that even when leads are generated, businesses face difficulties in turning them into paying customers and ensuring that the leads meet the desired standards.

The high percentage for high competition emphasizes the saturated nature of digital and traditional marketing environments, where many businesses are vying for the same audience. The responses also show that operational challenges, such as monitoring results and improving lead quality, are equally critical to improving overall lead generation performance.

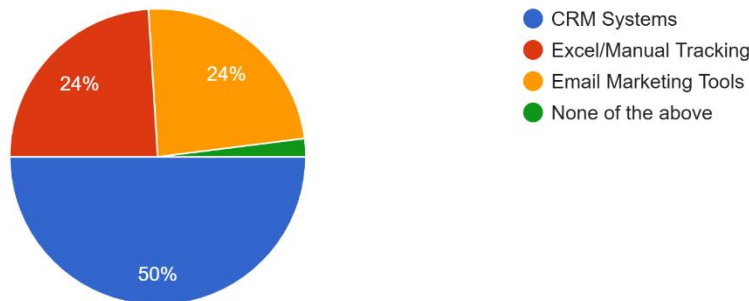
Overall, the interpretation suggests that intense competition remains the biggest hurdle in lead generation, while issues like tracking, conversion, and quality further add to the complexity of achieving consistent and sustainable results.

Assisting in Lead Management and Follow-Up Coordination within the Operations Team

a) Most Effective Tools/Software for Lead Management

Which tool/software do you find most effective for lead management?

50 responses



Graph No-4

The chart above represents the responses to the question regarding which tool or software is considered most effective for lead management. The data shows that a significant majority, 50%, selected CRM Systems, indicating that customer relationship management platforms are widely trusted and adopted for efficiently handling and tracking leads.

A considerable proportion of respondents, 24% each, preferred Excel/Manual Tracking and Email Marketing Tools. This suggests that while traditional spreadsheet-based tracking methods are still in use, businesses are also leveraging email marketing platforms as an alternative approach to managing and nurturing leads. A very small minority, 2%, chose None of the above, implying that only a negligible portion of respondents do not rely on these commonly used tools.

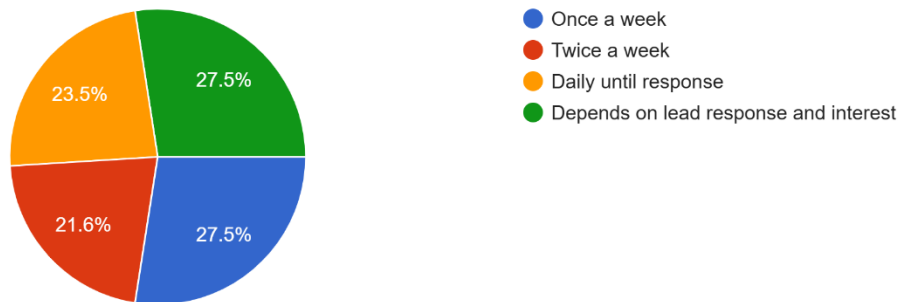
The high percentage for CRM systems reflects their growing importance in centralizing customer information, streamlining communication, and automating follow-ups, which significantly improves the overall lead management process. On the other hand, the continued use of manual tracking and email tools indicates that some organizations still rely on simpler or cost-effective solutions despite their limitations in scalability and efficiency.

Overall, the interpretation suggests that CRM systems have emerged as the most effective and preferred tool for lead management, while Excel, manual methods, and email tools continue to serve as secondary options depending on organizational needs and resources.

b) Follow-ups with potential leads should ideally be made at regular intervals without being intrusive

How frequently should follow-ups ideally be made with potential leads?

51 responses



Graph No-5

The chart illustrates participants' views on how frequently follow-ups should ideally be made with potential leads. An equal share of 27.5% of respondents preferred once a week and depending on lead response and interest, indicating that consistency and adaptability are both considered effective approaches. This reflects the importance of balancing structured follow-up schedules with flexibility based on the lead's engagement level.

A smaller portion, 23.5%, suggested that follow-ups should be made daily until a response is received. This highlights a group that values persistence and continuous effort to secure engagement, although it may risk being seen as too aggressive by some leads.

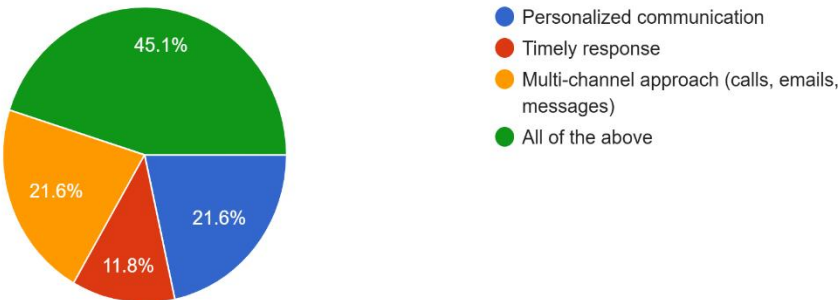
Meanwhile, 21.6% of respondents recommended follow-ups twice a week, showing a preference for a moderately frequent approach that maintains regular contact without overwhelming the prospect.

Overall, the interpretation shows that there is no single standard frequency for follow-ups, as preferences vary. However, the majority lean towards either weekly engagement or adjusting based on lead responsiveness, suggesting that flexibility and understanding the prospect's interest are key to effective follow-up strategies.

c)The factor that most improves lead follow-up success is timely and consistent engagement with prospects

Which factor most improves lead follow-up success?

51 responses



Graph No-6

The chart illustrates participants' views on the factors that most improve lead follow-up success. A majority, 45.1%, selected all of the above, indicating that a combination of personalized communication, timely response, and a multi-channel approach is considered the most effective strategy for lead conversion. This reflects that businesses should not rely on a single method but rather integrate multiple approaches to maximize success.

An equal share of 21.6% of respondents emphasized personalized communication and a multi-channel approach, showing that tailoring interactions and reaching prospects through different mediums are seen as highly valuable practices.

A smaller portion, 11.8%, highlighted timely response as the key factor, suggesting that while speed is important, it is most effective when combined with personalization and diverse communication methods.

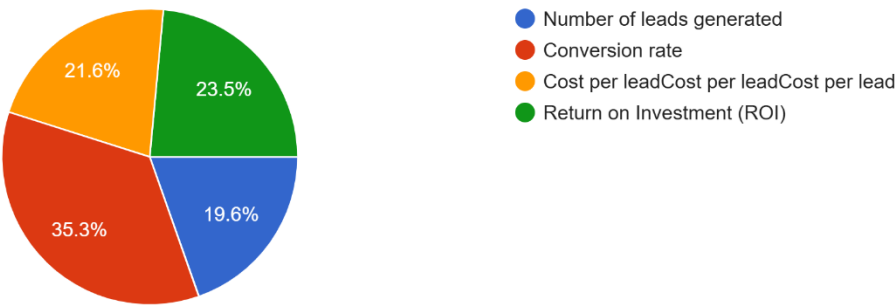
Overall, the interpretation shows that lead follow-up success depends on a holistic approach that blends personalization, promptness, and multi-channel engagement. This highlights the importance of adopting an integrated strategy to build stronger connections and improve conversion outcomes.

Analysis of Lead Generation Campaign Effectiveness and Suggested Improvements

a) The most reliable metric to measure the success of a lead generation campaign is the conversion rate.

Which metric is the most reliable to measure the success of a lead generation campaign?

51 responses



Graph No-7

The chart illustrates participants' views on the most reliable metric to measure the success of a lead generation campaign. A significant majority, 35.3%, stated that conversion rate is the most reliable measure. This reflects that many respondents value the quality of leads turning into actual customers rather than just the volume generated, highlighting effectiveness over quantity.

A smaller portion of respondents, 23.5%, considered return on investment (ROI) as the key metric, indicating that financial outcomes and profitability are also crucial in determining the overall success of campaigns.

Meanwhile, 21.6% selected cost per lead as the most reliable indicator. This shows that for some, efficiency in resource utilization and minimizing expenses per acquisition are important for evaluating campaign performance.

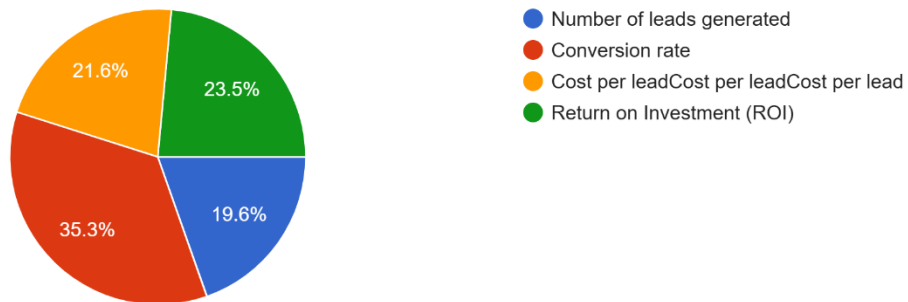
The remaining 19.6% emphasized the number of leads generated, suggesting that while volume is an important starting point, it is considered less reliable compared to other metrics.

Overall, the interpretation shows that while multiple metrics contribute to assessing lead generation success, conversion rate is viewed as the most reliable, followed closely by ROI and cost efficiency. This indicates a growing focus on outcomes and profitability rather than solely on lead volume.

b) Factor That Most Improves Lead Follow-Up Success

Which metric is the most reliable to measure the success of a lead generation campaign?

51 responses



Graph No-8

The chart illustrates participants' views on the most reliable metric to measure the success of a lead generation campaign. A significant portion, 35.3%, identified conversion rate as the most reliable measure. This suggests that most respondents prioritise the effectiveness of leads being converted into actual customers, placing greater emphasis on quality and outcomes over sheer volume.

A considerable share, 23.5%, pointed to return on investment (ROI) as the key metric. This reflects the importance participants place on financial results and profitability, underlining that campaigns are judged not only by customer acquisition but also by the returns generated from the investments made.

Meanwhile, 21.6% of respondents selected cost per lead as the most reliable indicator. This highlights the value placed on efficiency, cost-effectiveness, and resource optimization in lead generation activities.

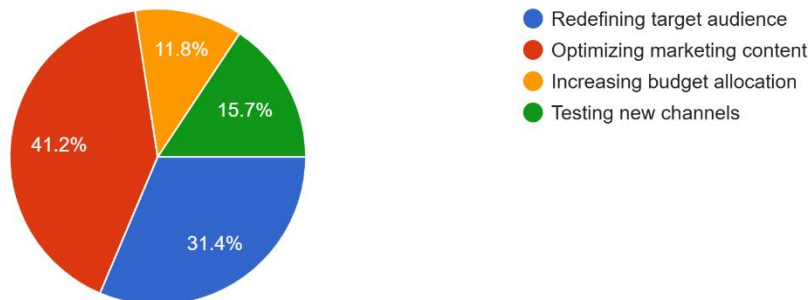
The remaining 19.6% considered the number of leads generated as the main metric. While volume is necessary to initiate the sales funnel, this group sees it as less reliable compared to measures that focus on conversion quality and financial returns.

Overall, the interpretation reveals that while all metrics play a role in assessing campaign performance, conversion rate is seen as the most reliable, followed by ROI and cost per lead. This indicates a trend toward valuing effectiveness and profitability over mere lead volume, showing that modern lead generation strategies are more outcome-driven than quantity-focused.

C) Most Effective Improvement Strategies for Underperforming Campaigns

What improvement strategy do you consider most effective for underperforming campaigns?

51 responses



The chart illustrates participants' views on the most effective improvement strategy for underperforming campaigns. A significant majority, 41.2%, stated that optimizing marketing content is the most effective approach. This reflects that many respondents believe enhancing the quality, clarity, and relevance of campaign messaging has the greatest impact on improving performance.

A considerable portion, 31.4%, chose redefining the target audience as the key strategy. This highlights the importance of accurate audience segmentation and ensuring campaigns reach the right people to maximize engagement and conversions.

Meanwhile, 15.7% of respondents preferred testing new channels as an effective solution. This suggests that exploring alternative platforms or mediums is seen as a way to expand reach and identify untapped opportunities for lead generation.

The remaining 11.8% emphasized increasing budget allocation, indicating that while additional resources can help improve campaign visibility and scale, it is considered less effective compared to content optimization and audience targeting.

Overall, the interpretation shows that while multiple strategies can contribute to improving underperforming campaigns, optimizing marketing content is viewed as the most effective, followed by refining audience targeting and experimenting with new channels. This suggests a stronger focus on quality and strategic alignment over simply increasing spending.

15. Summary of Findings

The study highlights how lead generation and operational support are central to Learn Flu's marketing effectiveness. The survey findings revealed that social media marketing emerged as the most effective channel for generating quality leads, reflecting the dominance of digital platforms in EdTech promotion. At the same time, respondents emphasised that a holistic approach to qualifying leads—considering budget, demographics, and engagement—is more effective than focusing on a single criterion.

Competition was identified as the biggest challenge in lead generation, indicating the crowded nature of the EdTech market. CRM systems were recognised as the most effective tools for lead management, showing the growing reliance on automation and data integration. Follow-up strategies also played a vital role, with respondents favouring timely yet flexible engagement, tailored to lead responses.

When evaluating success metrics, conversion rate was considered the most reliable measure, followed by ROI and cost per lead, indicating a focus on outcomes and profitability rather than sheer lead volume. Finally, respondents considered optimising marketing content as the most effective improvement strategy for underperforming campaigns, followed by redefining target audiences and testing new channels. Overall, the findings reveal a strong emphasis on quality, personalisation, and data-driven decision-making in EdTech lead generation.

16. Recommendations

Based on the findings, several strategies can be recommended to strengthen Learn Flu's lead generation and operational efficiency. First, the company should continue prioritising social media marketing, but integrate it with SEO and email campaigns for a more balanced approach. This will reduce dependency on a single channel and increase campaign resilience. The company should also invest further in CRM optimisation, ensuring full adoption of features like automated lead scoring and behavioural analytics to improve conversion rates.

Improving marketing content is another priority. Clear, personalised, and engaging messages can attract the right learners and set the platform apart in a competitive market. Since competition was cited as the biggest challenge, continuous experimentation with new content formats, storytelling, and influencer collaborations could help boost visibility.

In terms of operations, Learn Flu should strengthen coordination between marketing and sales to ensure smooth handoffs and faster response times. Training the team to use CRM systems effectively will enhance consistency in lead nurturing. Testing new channels, such as partnerships with educational institutions and regional platforms, can also broaden reach. Finally, performance tracking should go beyond lead numbers to focus on ROI, conversions, and long-term learner engagement, ensuring sustainable growth.

17. Conclusions

The study concludes that successful lead generation in EdTech requires a balanced combination of strategic targeting, content quality, and operational excellence. While generating a high number of leads is important, true effectiveness lies in converting them into engaged learners. Learn Flu's reliance on social media marketing demonstrates adaptability to modern consumer behaviour, but diversification into other digital and offline channels could provide additional stability.

Operational support emerged as equally important as marketing strategies, showing that tools like CRM systems and well-structured follow-up mechanisms directly impact conversion success. The preference for conversion rate and ROI as success metrics reflects a clear shift toward outcome-driven decision-making, aligning marketing investments with tangible results.

Ultimately, optimizing marketing content and refining audience targeting were identified as the most impactful strategies for improving underperforming campaigns. This suggests that growth in the EdTech space will come not from simply increasing budgets but from smarter communication, better segmentation, and a

learner-first approach. The study underlines that in a competitive environment, continuous innovation, strong operational frameworks, and a focus on measurable outcomes are critical for long-term sustainability and success.

Declaration of Conflicting Interests

The authors declare no potential conflicts of interest with respect to the research, authorship and publication of this article.

Funding

The author received no financial support for the research, authorship and publication of this article.

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