

EDOOFA- Education for All

**(Industrial Project carried out at Anhad Edutrain Solutions Pvt.
Ltd.)**

Project report submitted in partial fulfillment of the requirement
for the degree of Bachelor of Technology in

Computer Science and Engineering/Information Technology

By

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Candidate's Declaration

I hereby declare that the work presented in this report entitled “**EDOOFA-Education for all**” in partial fulfillment of the requirements for the award of the degree of **Bachelor of Technology in Computer Science and Engineering/Information Technology** submitted in the department of Computer Science & Engineering and Information Technology, Jaypee University of Information Technology, Waknaghat is an authentic record of my own work carried out over a period from February 2019 to May 2019 under the supervision of **Mr. Angad Singh (CEO & Founder [EDOOFA])**.

The matter embodied in the report has not been submitted for the award of any other degree or diploma.

Aashray Singal (151330)

This is to certify that the above statement made by the candidate is true to the best of my knowledge.

Mr. Angad Singh

(CEO & Founder [EDOOFA])

Dated: 17-05-2019

Acknowledgement

It's our privilege to express our sincerest regards to our project supervisor **Mr. Angad Singh (CEO & Founder [EDOOFA])**, for their valuable inputs, able guidance, encouragement, whole-hearted cooperation and direction throughout the duration of our project.

We deeply express our sincere thanks to whole EDOOFA Family and also our Team Lead **Mr. Jyotishman** for encouraging and allowing us to present the “Industrial Project carried out at Anhad Edutrain Solutions Pvt Ltd” at our office for the partial fulfillment of the requirements leading to the award of B-Tech degree.

At the end we would like to express our sincere thanks to all my Edoofa family and Jaypee University Faculty especially Mr. Pankaj (Our T and P Head) along with other faculty members to give me the opportunity to explore in the area where my interest deeply lies and also to those who helped me directly or indirectly during this project work.

Date: 17-05-2019

Aashray Singal (151330)

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Abstract

I was a Management Training at Anhad under the crucial project of EDOOFA- (Education for All), was a product of various services formulated specifically for the African continent and Asia-Pacific regions, primarily Bhutan, Afghanistan, Bangladesh. So according to the market research two kinds of students going for professional higher Education, in which the top 20% who have the required educational qualification and set of money and handful of investment get in to their wanted courses and colleges or universities, and the rest of the bottom 80%.are left and sent to the other private colleges.

As a trainee, I was responsible and played a core part in devising the Marketing Strategy and also was responsible for carrying out 4 phases, *Generation of Lead* by wisely researching the market area and setting the different marketing ad-sets in Facebook ads, *capturing* via social media and WordPress content marketing, with *Lead Maintenance* through Email campaigns & intercom, and finally, *conversions* through social media platforms and calls. The primary roles I was trained for were Marketing, SEELS & Business Development Executive, & Sales.

So, Edoofa founders Mr. Angad Singh and Mr. Avreen Singh from last 10 years of being in education industry has realized that educational sector is yet to be explored in African Nations. There are very passionate & serious students who want to study, but they have some lack of guidance, or they are misinformed about this. Our Edoofa program essentially was designed in a way to identify those students, provide them enriched quality, accessible and affordable educational solutions, which results in better output, while ensuring more ways to recover the fee through the internships and better skills trainings.

So in the overall report structure you will find our various analysis, methods were implemented and results which have been used to make our Project better and with the fact that everything was inclined in a way that data is to be organized so that performance of whole organization can be improved and we can work towards the success of Edoofa.

CHAPTER 1

INTRODUCTION

1.1 Introduction

Anhad Edutain Solution has developed a biological system incorporating an understudy driven stage for online school affirmations, an employability upgrading stage for having English conversational classes, a virtual school just as virtual position support. Different verticals incorporate Apple - Mac Research and Innovation Center Set-up, innovation - empowered instruction, online instruction programming, preparing and human asset the board, English Language Training, Life Skills Program with schools and Virtual Classroom arrangements.

They are a differentiated item based ed-tech start-up helping private schooling establishments become reasonable focuses of brilliance by helping them bring down the expense of understudy obtaining, improve computerized foundation and give top-level instructive stages and items just as arrangement support for their understudies.

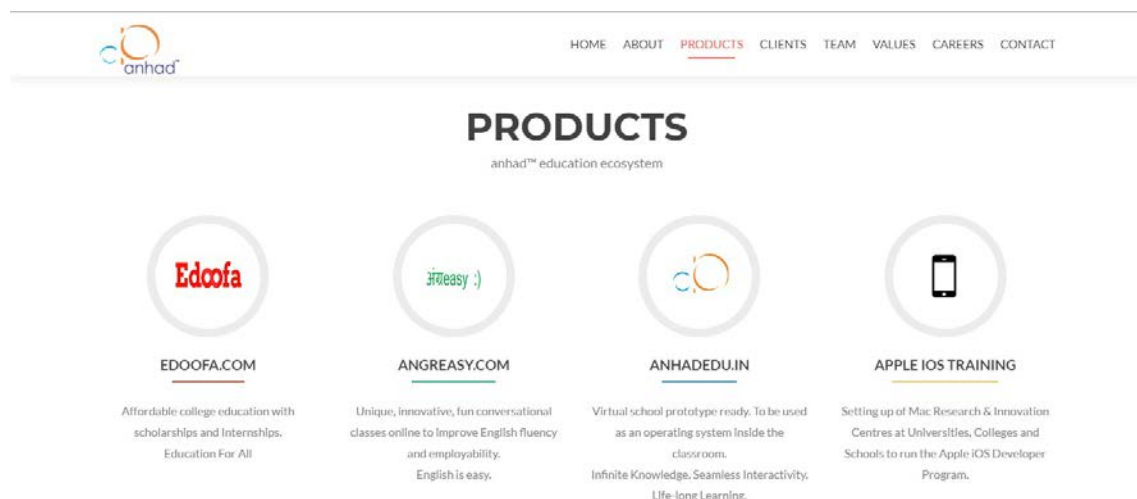


Fig. 1 Products Offered by Anhad Edutrain

Products:

1) **Edoofa**: Providing accessible affordable and education with excellence with practical trainings and internships with live opportunities to work on live projects offered by the companies.

2) **Angreasy**: One of a kind, creative, fun conversational classes online to improve English familiarity and employability.

3) **Anhad Edu**: Virtual school model prepared. To be utilized as a working framework inside the study hall. Boundless Knowledge. Consistent Interactivity. Deep rooted Learning.

4) **Apple/IOS Training**: Setting up laboratories of Apple Mac Research and Innovation Labs in Schools, Colleges, Universities to start the Apple/IOS research developer program.

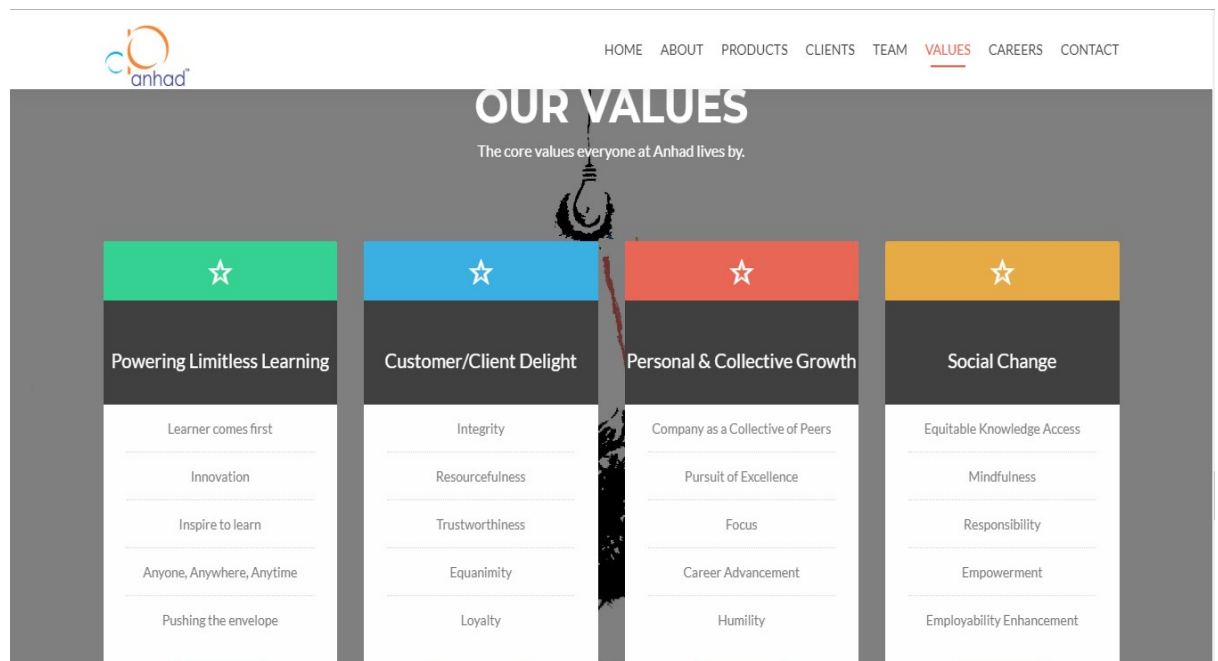


Fig. 2 Values Offered by Anhad Edutrain

Services:

- 1) Digital Class Room Set-Up
- 2) Corporate Trainings
- 3) Internships
- 4) Soft-Skills Training
- 5) Employability
- 6) Technical Skills Trainings
- 7) Placement Support

1.2 Problem Statement

Consistently, a huge number of understudies face the issues of not realizing where to get a quality school training, how to fund the surprising expense of getting such learnings, how to get industry presentation and learn abilities for a vocation. This situation particularly impacts creating economies, for example, nations in Africa and SAARC where development openings are quickly rising, yet understudies don't have the pragmatic abilities expected to utilize them.

There are quite certain reasons and examples saw with respect to why nations like Nigeria, Ghana, Zimbabwe, Malawi, Ethiopia, Swaziland etc. neglect to give their students appropriate and accessible education. Some of them are listed beneath

- Corruption in training area – As a rule situations in the college's seats are purchased by cash as opposed to being granted on legitimacy.
- Universities frequently go on strikes for time inconclusive. Courses are typically deferred by 1 or at some point even 2 years.
- Courses instructed to understudies are very specialty and explicit neglecting to give employability in the worldwide market.
- Sometimes impasse courses are sold to understudies. Courses that have no genuine application. For instance – Honey bee keeping and aquaculture.

1.3 Objective

The objective is:

- To provide an individual accessible and affordable higher education
- To provide them training and internships so as to get a better employment opportunity

Edoofa trust that entrance to quality advanced education should go to the individuals who are really meriting and who have an energy for learning. Education sector has turned out to be amazingly costly over the globe, particularly lately. Our grants guarantee moderate advanced education with the goal that it gives an incredible quantifiable profit since training isn't an expense, yet a speculation. A speculation into your future. What's more, we guarantee your brilliant future by furnishing you with employability aptitudes that will prompt proficient achievement.

Our vision is lined up with Africa's more noteworthy vision of huge development potential. Also, where does this potential originate from? It originates from you. The young of Ghana, the adolescent of Africa. Ghana's young and hopeful populace is the source to its financial ascent and top associations around the globe, for example, World Bank and the UN have anticipated that African countries with extensive youth populaces are set for an incredible monetary ascent.

Also, we offer grants to such understudies to make training moderate and available subsequently lessening the genuine expense to something that is most reasonable to the African individuals.

1.4 Methodology

This part covers the implementation of the described problem statement using the Edoofa Process.

Step 1- Connect with a Counselor

Step 2 - Eligibility Check

Step 3- **Acceptance Letter**

Step 4- **Enrollment into the Edoofa Program Sessions.**

Step 6- **Admission Letter & VISA**

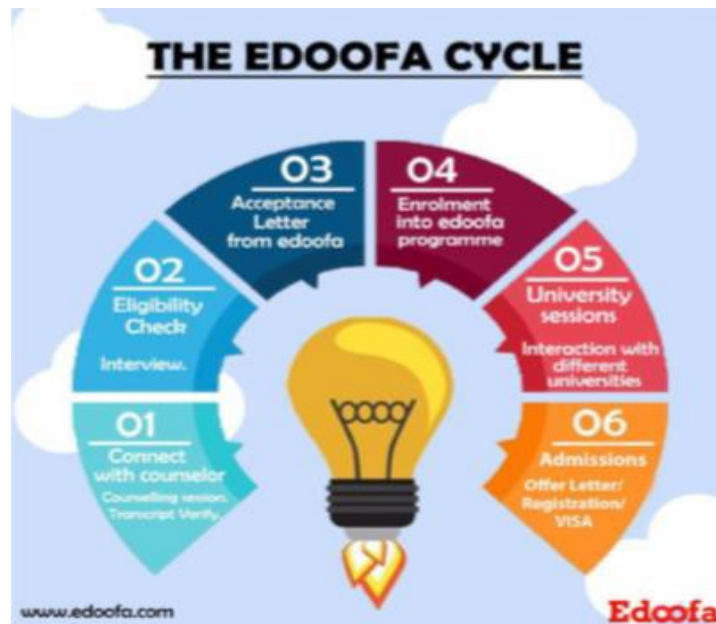


Fig. 3 Edoofa Cycle

1.5 Organization

We are a social, revenue driven association which plans to help meriting understudies with extraordinary chances to promote their vocation through reasonable advanced education just as entry level position openings.

So, we are an implanted advanced education program, we remain with the understudy all through their scholastic life as guides and overseers, directly from structure the application, applying to the schools, preparing them and giving on the web entry level position openings.

Edoofa is an India based-educational association. Its parent organization, Anhad Edutrain Solutions Pvt. Ltd which was established in 2009 has worked with 250+ Universities, Schools and Colleges. In light of all the great work that we've done by giving our administrations to over 10 years and the validity we've assembled, we've been endowed with an aggregate of \$7 Million grant finance from the Education Trusts of government perceived and licensed colleges, schools and universities to concede the most meriting understudies. That is the reason we meet every understudy to search for meriting understudies so we can make them a piece of Edoofa and help them make instruction moderate with assistance of this concede.

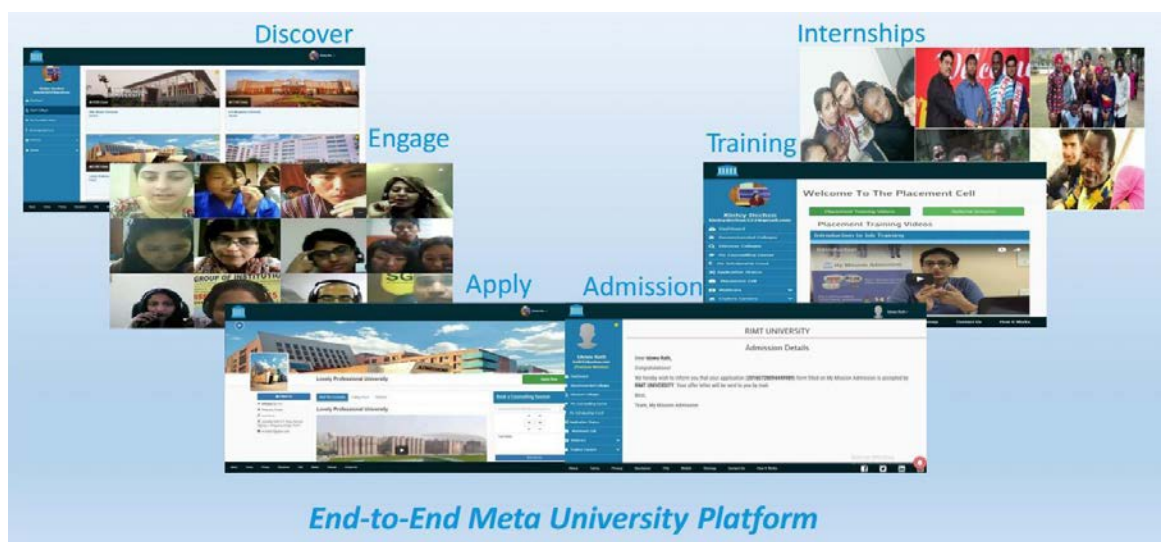


Fig. 4 Product Outlook

Chapter 1: Describes mostly about the parent organization i.e. Anhad Solutions and the vision of how they going to change the biggest gap of education sector.

Chapter 2: Was almost about the surveys that has given very good results regarding the Facebook Adverts and how chaotic is the education sector of Africa.

Chapter 3: Describing about the System Methodology which comprises of how the whole process works, and with the lead capturing how the marketing techniques played a significant role.

Chapter 4: Describes the performance analysis of how Facebook ads were run in which certain ad's gives the best results which can also help us grow so that we can have some good clients at the one end and also how Optimizely we were running the ad sets.

Chapter 5: Conclusion about how my role varied and what can be the optimum solution and the future plans of the organization as soon they will be launching the product with different prototype and different operations but the main scenario will be how efficiently they can grab the truth that yes that with the course curriculum of the college if students will also be trained and work with the industry professionals that will affect the growth for sure.

CHAPTER 2

LITERATURE SURVEY

2.1 Approach to Facebook Advertisement by Kevin Curran, Sarah Graham, Christopher Temple, School of Computing & Intelligent Systems, University of Ulster” [1]

The reason for this exploration was to decide the impact of web-based life showcasing against client commitment and its effect on brand reliability.

Long range/Social Media interpersonal communication destinations when all is said in done, presently represent one out of each five promotions individuals see on the web. As the top online life locales can convey high reach and recurrence against target sections effortlessly, it creates the impression that a few sponsors are anxious to utilize person to person communication destinations as another promoting conveyance vehicle. A long-range/Social Media interpersonal communication site can be utilized to increase new clients, stay in contact with current clients and advance new items, deals/offers and occasions, making in general top-notch PR that is explicit to an organization.

There are a wide range of highlights on every Social Networking site that can be utilized to advance a business. Clients can post joins, recordings, pictures, fan pages, gatherings and even promotions on some long-range informal communication sites. Organizations can make nonexclusive pages simply like standard client pages. When the page is, 'companions' can be included the expectation they assemble more companions through 'informal' advancement. When the underlying system of companions is depleted, occasions can be made and different companions welcomed. This paper gives a review of promoting on one specific long-range informal communication site - Facebook.

Promoting inside Facebook can be accomplished through an application on the site, which gives clients a chance to make their own notices to be posted on the site. Clients can make their claim promotion using their own Facebook account. Facebook commercials enables clients to focus on them as by area, sexual orientation, age, watchword, relationship status, work title, work environment or school, and as a client chooses their objective gathering of

people, Facebook gives data on an estimated number of clients that their focusing on will cover. Facebook promotions enable clients to draw in with a business commercial a similar way they can interface with other content on Facebook. The clients who see commercials on Facebook can make a story on their profile page, letting other clients see this, which in this way creates dissemination for an organization for nothing.



Fig. 5 Facebook promoting their advert services

What Facebook brings to the table a business is something that each organization searches for when publicizing their items, customized advertising. The idea of customized showcasing is the point at which a business focuses on an item to an individual client. The item or administration that the organization is putting forth them is something that the client might search for or keen on. One of the underlying things you see when you start utilizing Facebook is the publicizing that keeps running down the sides of your page, regardless of whether it's your profile or the principle news channel. The picture underneath gives a case of promoting on Facebook. As should be obvious from the picture, it isn't only a typical advert. There are choices that accompanied it, you can 'Like' or 'make you include' the advert. The more profile clients 'like' the advert the more noticeable quality it jumps on Facebook.

Right around 1 in each 13 individuals on the planet is a functioning Facebook client which focuses to the capability of finding a prepared market for any item or administration. With social advertisements on Facebook together with social setting and the capacity for clients to share data so effectively among one another, demonstrates that making ground-breaking web-based life crusades are conceivable with Facebook's Promotion platform. With most of the 500+ million.

Facebook clients going in the ages of 18 – 34, this advantages organizations more as youthful grown-ups are normally progressively loose about spending on the web and by and large have all the more an extra cash to save.

2.2 “Facebook’s Advertising Platform by Irfan Faizullahoy,AlekSandra Koroleva at University of Southern California”[2]

Adverts-Targeting has become the most powerful tool to get your ad registered in a particular aerial element because it comprises of varied features such as audience insights, behavioral targeting and customer insights. In this paper the effectiveness of targeting to reach a certain or a marginalized group, or whether it is a microtargeting is stated.

At a societal dimension, promotion focusing on, especially one that permits microtargeting and a determination of group of onlookers as per arbitrary attributes, can be utilized to adequately control the opinion related to the public. The most unmistakable case of this is the computerized battle of Cambridge Analytica, which utilized very focused on and identity based focusing on criteria and substance to "partition and vanquish" the general assessment by means of customized microtargeted notices. Albeit political informing is the most examined territory of advertisement focusing on, it isn't unfathomable that there are different zones in which amazing promotion focusing in the hands of a manipulative substance can have negative results, for example, wellbeing, resilience to restricting perspective focuses, financial propensities, training, and so forth.

At the individual dimension, microtargeting makes stalking and badgering simple and modest. With just a couple of pennies, an assailant can convey focused on promotions to a specific injured individual or to a gathering of individuals fulfilling certain qualities in minutes. Hide there more, as appeared with our "Single-Individual Experiences" assault vector and in past work by, an aggressor can utilize microtargeting to pick up very private data on a given client at no expense, and without being Facebook Companions.

2.3 “Higher Education Challenges in South Africa by Sue Pather, Rajendra Chetty at University of Western Cape” [3]

South-African students face real criticism in case of higher education. This section gives a more profound understanding into the setting wherein advanced education works in post-politically-sanctioned racial segregation South Africa, and how new innovations, computerized narrating specifically, can be utilized to improve understudies' information, aptitudes, and execution, and to give a stage from which they can advance on an equivalent balance, locally and universally.

Tertiary instruction is only one piece of the training esteem chain, affected by different pieces of this chain. To start to unload a portion of the difficulties that go up against advanced education in South Africa, we have to look at the quality and working of the different angles in the training esteem chain.

With the extreme facts of lacking of financial stability. Along with the quality of teachers and the financial stability with the politics which is ruining the whole education system of Africa region.

A fast audit of the difficulties of advanced education may give us each motivation to give up – the cycle of association between useless essential, optional and tertiary instruction; the overwhelming effect of joblessness and impoverishment in rustic territories on training; the troubles looked by first-year understudies, the deficiency of top-performing educators, scholastics and specialists, and the test of creating talented, abnormal state graduates and post-graduates.

CHAPTER 3

SYSTEM DEVELOPMENT

In our preparation, we have endeavored to comprehend different markets by doing research, oversaw publicizing efforts and created drives utilizing Facebook control editorial manager (Facebook for Business), enhanced expense per lead age by putting more in African market, successfully altered the attempt to seal the deal according to target showcase, got more business through powerful consumer loyalty, expanded the quantity of lead transformation by 25% in 3 months, broke down site traffic utilizing Facebook pixel ,WordPress analytics, google analytics, lead support on radio, email promoting on mailer lite, content advertising and blog the executives.

The Underlying Period of the Procedure is the "Lead Generation Stage" in which we endeavor to investigate our objective market and make our arrangements and methodologies as per the need of our objective market. We attempt to comprehend their concern by diving deep into the issues that our client is looking in their everyday life and what changes are they searching for. We at that point make some pilot tests on few numbers of experiments and the ones which show most extreme number of exactness are utilized on a bigger stage i.e. our primary market. In this stage we utilize paid ad on Facebook and through the referral showcasing from our officially existing individuals from our old lead generation excel tables.

The following period of the procedure is the "Lead Capturing Stage" in this we endeavor to catch the intrigued group of onlookers who have visited our stage either by taking a look at the commercials on various long-range interpersonal communication stage or through the referral from the current clients. In this our fundamental center is to attempt and influence them to understand the issue they are in, and what transforms we can offer them so to improve their circumstance much.

At that point come the a standout amongst the most significant stage i.e. "Lead Maintaining Stage" in which we endeavor to connect with them on everyday schedule so they don't feel that they are as a rule forgotten and to make the dead leads, alert again by appearing a few or the other energizing offers we have for them. This procedure occurs with the assistance of mechanized sends produced with the assistance of Mailer-light device and with the assistance of Computerized Visit Pop-ups on our site using Radio innovation. Which he has particularly mechanized for our customers and target advertise, by seeing what their need is.

When the Lead is kept up and they are appearing in our item, at that point come the period of "Conversion of Leads" in which we need to explain to our customers why our item/product/service we offer to you is best for them. Also, why they have to pick us in order to improve their life much structure the circumstance where they are by and by in. This is finished utilizing the social media platforms mostly through WhatsApp chats and through calling.

Now using Microsoft Excel for quantifying analysis, Information that can be spoken to as a number is known as quantitative information. This kind of information is utilized for measurable examination and gives us a more noteworthy dimension of exactness in our last outcomes. A numeric variable is processed and increasingly intricate and broadly conveyed measurable equations can be made utilizing this method of examination.

There are large number of tools in Excel which make Excel a key player in performance analysis and also in System Development.

- Import the information in a reasonable arrangement from, for instance, an online review instrument.
- Enter the information physically.
 1. Allocate Segment Header: Give every segment an example, enlightening header that will be straightforward when entering information or accepting yield.

2. Allocate each case with a novel ID: You can designate each case in the dataset a one of a kind numerical identifier.

Effective Marketing and Adverts Techniques

The objective of showcasing is to associate our business incentive to the correct client base. It's a straightforward idea however it can take on a million distinct shades.

- What socioeconomics make up your client base?
- Who do they listen when settling on choices with respect to your item?
- Where do they hang out on the web?
- Where do they live?
- How do they search for items in your specialty?

1) WordPress/Content Marketing

Content advertising is the way toward making and disseminating important, pertinent, and steady substance to pull in and hold an obviously characterized gathering of people and drive beneficial client activity.

In contrast to paid promoting, content showcasing centers more around long-haul results. The underlying result will in general be low, however the long haul, practical development in guests, leads, and clients can without any assistance convey a business.

Content isn't constrained to blog entries. It incorporates recordings, digital recordings, online courses, and a large group of different mediums wherein individuals expend data.

2) E-Mail Marketing

The greater part of the general population who visit our site won't purchase from us right away. Catching contact information for extra promoting and "lead supporting" is the most

ideal approach to sell, and email remains the most noteworthy changing over channel for collaborating with leads.

Email promoting pipes start with a "lead magnet". This is something convincing you offer your site guests in return for their email address. Potential alternatives incorporate a free computerized download, a free administration preliminary, a "situate" at an online course, webpage enrollment, a coupon, and so on.

3) Facebook Advertisement

They enable you to focus on a particular group of onlooker's dependents on area, interests, age, sex, online conduct, and numerous different components.

Making Facebook advertisements is extremely simple. You simply need a strong feature, a touch of distinct duplicate, one picture, and a connection.

The Facebook Advertisements Administrator likewise makes it genuinely easy to run and test various promotion sets, enabling you to focus on a triumphant recipe and achieve productivity without requiring propelled specialized mastery.

Level 1: This is the place the understudy becomes more acquainted about Edoofa through different sources:

- Registration on location Understudies which come straightforwardly to the site and register.
- FB Page Like, Remark and Message-Understudies who pursue Edoofa on Facebook are diverted to the site and are approached to enroll.
- Edoofa Check Qualification There is an uncommon alternative to simply check qualification for the Edoofa Program on the site without enrolling.

- Intercom-Direct visit with an advisor on the site, they are advised to enroll on the site and get an individual advocate.
- Referrals-Understudies who are as of now a piece of Edoofa, they allude their loved ones to Edoofa.

There are numerous 6 levels an understudy needs to experience to be a piece of the Edoofa Program and to that we consider this an Edoofa Cycle.

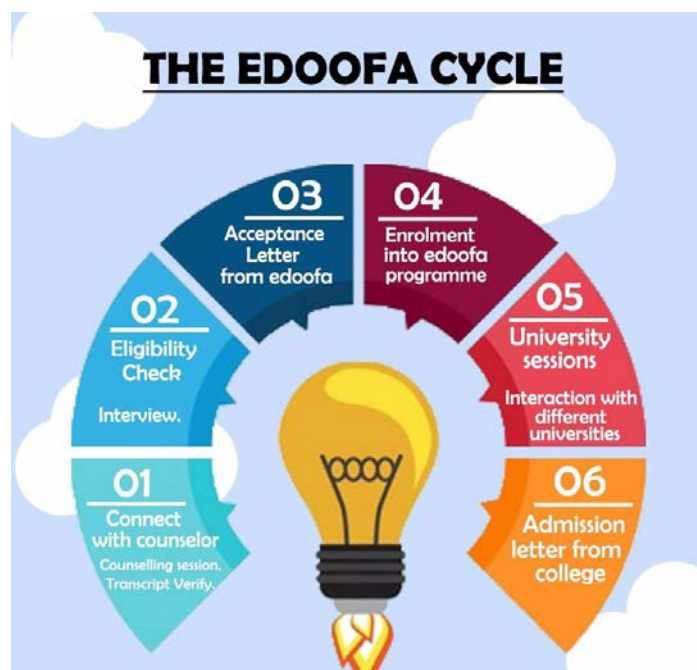


Fig. 6 Edoofa Process

Level 1- Connect with a Counselor-Getting to know about the Edoofa Program, getting counselling to understand and build your career plan, then deciding on the course, all this while learning about how Edoofa works and how you can benefit from the scholarship program by doing the things which can get you selected. Getting ready for the Edoofa Program Eligibility Check. Now the counselor connects with the individuals with giving a certain set of guidelines.

Now counselor instructs an individual that his/her counselling should not take more than 2 days if they are serious about their application. Also, they must respect the counselors' time and be ready to answer their questions with your best knowledge and intent.

Due to the increase in applications for the Edoofa program this year, we request all students to adhere to their respective counselling times allotted to them with their counselors as the counselors have to manage their time well to be able to satisfy all student applications. Normally, we would be inclined to charge for these counselling services but keeping in line with our vision of our Edoofa program which is all about affordability, we have kept the counselling session free but students must follow timelines in order to get the best help from the counselors available to them. (Also, students are requested to check their respective time-zones with respect to India's time-zone from where the counselors operate. The official timing to connect with counsellors is between 11 am and 8 pm - Indian Standard Time)

Level 2 - Eligibility Check- Of course, your academic background along with your overall capability and attitude is key to becoming an Edoofa scholarship beneficiary. Therefore, you have to undergo an eligibility check process and an Interview with the program director to see if you're eligible for our Edoofa Program.

Now, this step requires an online interview with the program manager and the academic board reviews your academic background and eligibility. To check one's eligibility, one need to request their counselor to share the Eligibility check form and post that the interview is scheduled according to the availability of a suitable time-slot with the academic team. Interview results are declared a day after the interview.

EDOOFa
Education For All

EDOOFa Scholarship Eligibility Check Form

Fill in the details carefully with Complete Information

*Required

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www.edoofa.edu

Fig. 7(a) Edoofa Eligibility Check Form

Tell us about your academic background. (Name of Schools/Universities and Year of completion) *

Your answer

Junior High School Completion Year? *

Your answer

Senior High School Completion Year? *

Your answer

Bachelor's Degree Completion Year (If applicable)? *

Your answer

Master's Degree Completion Year (If applicable)? *

Your answer

Tell us about your Family Background (20-40 Words) *

Fig. 7(b) Eligibility Check Form

Level 3- Acceptance Letter- If you crack the interview in the Step 2, you are issued an acceptance letter by the academic board. If you're connected to students in our student community who've gone through this entire process, you must have seen the letter.

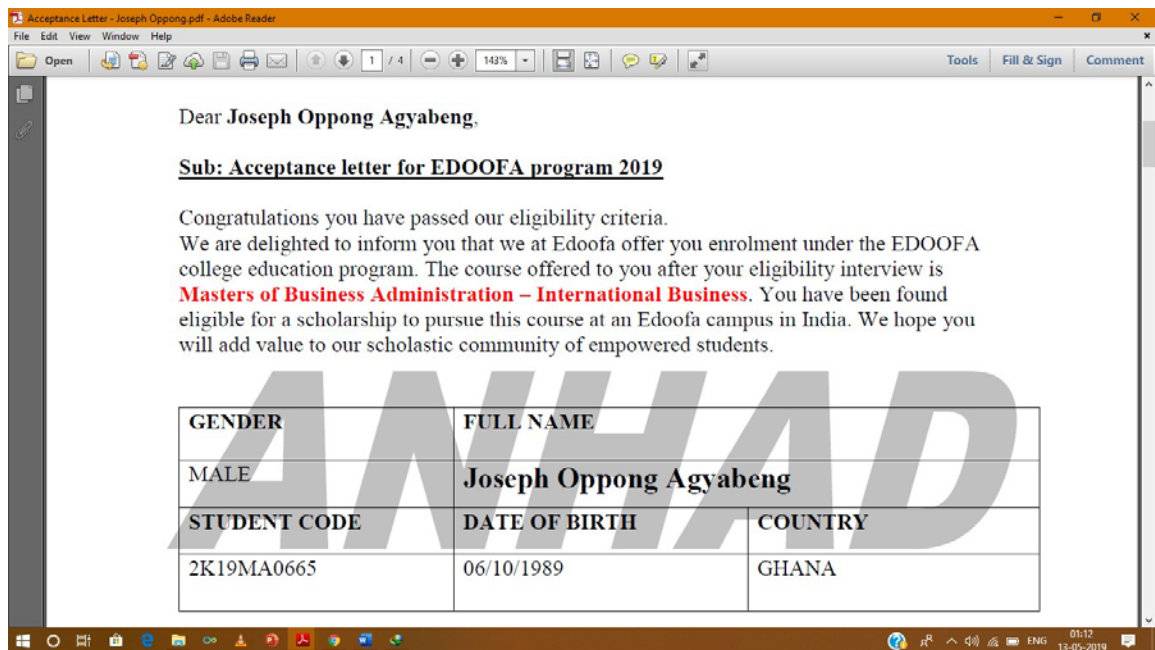


Fig. 8(a) Acceptance Letter

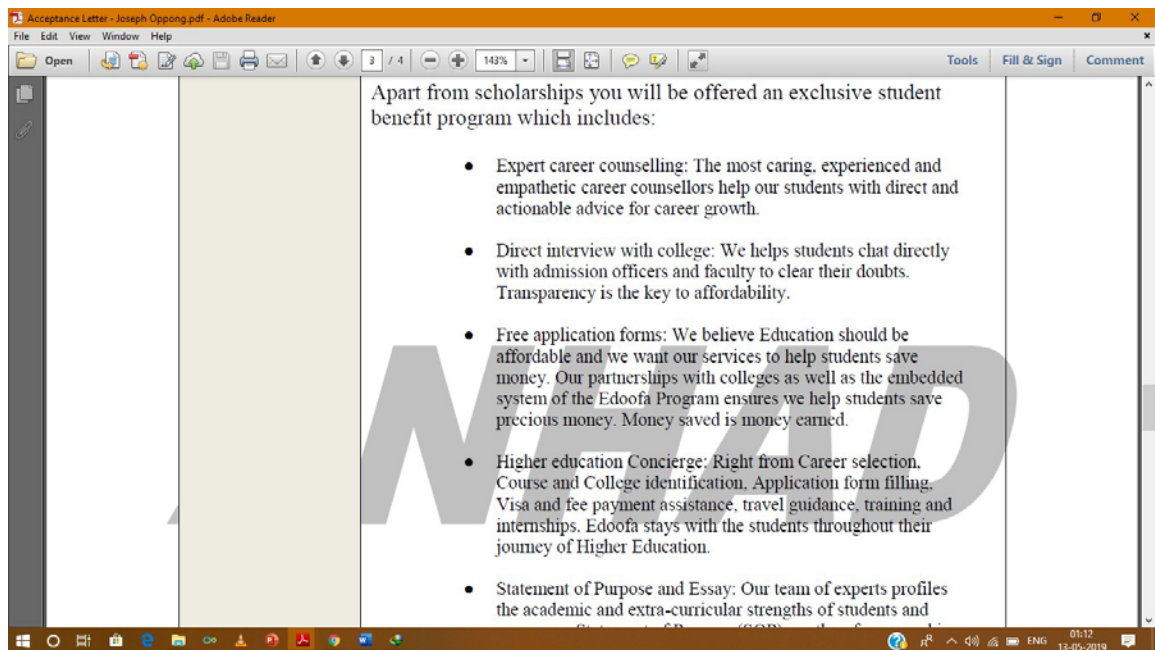


Fig. 8(b) Acceptance Letter

Level 4- Enrollment into the Edoofa Program- Accepting the offer and getting enrolled into our program by fulfilling the enrolment fee formalities. Edoofa team then starts working on your application & statement of purpose. These documents are sent to the universities, to prepare for the next step.



Program Fees for 2019 admission intake: \$400

Benefits for early enrollment

	Deadline Date	Fee
Round 1	September 29, 2018	\$220
Round 2	October 31, 2018	\$240
Round 3	November 30, 2018	\$260
Round 4	December 31, 2018	\$280
Round 5	January 31, 2019	\$300
Round 6	February 28, 2019	\$320
Round 7	March 30, 2019	\$340
Round 8	April 30, 2019	\$360
Round 9	May 31, 2019	\$380
Round 10	June 29, 2019	\$400

*Edoofa follows a rolling admission process and strictly adheres to its deadlines. Candidates are encouraged to enroll early as those who do are more likely to maximize the quantum of scholarship and make the most of the program by interacting more with our expert team of counselors and academic board members.

Fig. 9 Program Fee of Edoofa

Level 5- University Sessions- In this step, you get to interact with different universities on our platform that your admissions team have shortlisted for you on the basis of your eligibility and interest so that you can get to know the universities better, and the universities get to know their candidates better. Transparency is what students appreciate the most about Edoofa. Edoofa allows you to directly communicate with the university and their officers, without any 3rd party interference or influence.

Level 6- Admission Letter & VISA- Once you're done with the university sessions, you get multiple offer letters (more than one) from the universities/colleges and Edoofa will help you to select the most suitable campus. You're then required to pay a registration fee to finalize your admission and secure your seat. Once you secure your seat, you get the official admission acceptance letter from the school. This letter is a mandatory document required to get your VISA. In line with our mission of affordability, we also get the registration fee, that you pay, adjusted in the first-year school fee, such that it gets deducted from the total fee you are supposed to pay in the first year. The admission team also helps the students prepare for the visa interview process by helping them with all the information related to the necessary documents and requirements. Edoofa assists students with VISA application processing. Edoofa follows the norms laid down by the authorities like the Embassy and Indian Government's Ministry of Home affairs. Edoofa helps you with the application, and making sure that right documents from the university reaches the embassy

at the right time and VISA process runs smoothly. Student pays to the Embassy for VISA application. VISA fee varies from country to country. Students also have to pay for their travel and visa extension fees.

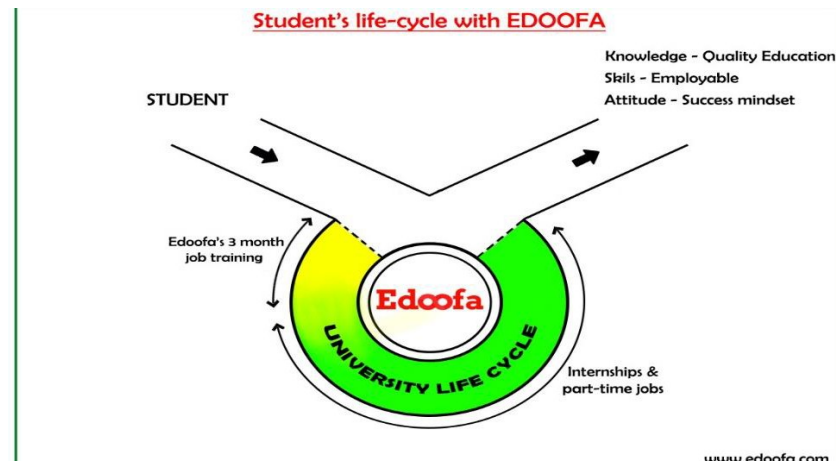


Fig. 10 Student Life Cycle

Now, in the student life cycle, a student undergoes various trainings whether it is hard skills or soft skills and then through that after getting nurtured they are given live industry projects.

Now to explain how it starts, so Edoofa has been working with the African Nation from last 2 years, guiding actually tons of understudies, we've comprehended the issues which understudies face. You know, work and finding a new line of work is one of the most concerning issues in Africa. Edoofa is an association whose vision isn't simply to get you confirmation in an esteemed college, Edoofa remains with you for the course of your scholarly life (3-5 years).

Edoofa trusts Higher Education ought not exclusively be reasonable, yet it is just valuable if that instruction can prompt business or achievement in your expert life. Presently that has turned into a major test over the most recent 20 years of the computerized unrest. The activity markets have changed totally and the sum total of what businesses have been upset by web and innovation.

Consequently, Edoofa has recognized what abilities and information our understudies need to progress toward becoming employment prepared. Consequently, we began the Win while you Learn program, with the goal that our understudies can learn and get work

aptitudes through experience of chipping away at live activities and entry level positions while they are tutoring, additionally, this causes our understudies to likewise procure grant credits to additionally diminish their school charges.

This begins with the 3-month preparing, amid which, we help fabricate the required specialized abilities like advanced advertising, association, the board and so forth and delicate aptitudes like relational abilities, administration, introduction abilities, collaboration and so forth in you. For those understudies who gain the correct arrangement of abilities and are eager to work, Edoofa gives you undertakings, ventures, and assignments. You can labor for a couple of hours, consistently after your classes and be redressed.

The possibility of the “Earn While You Learn Program” is to give you openings where you can perform errands and tasks, and you win grant credits dependent on your presentation to give you a genuine expert introduction.

The Program is an open door for the Edoofa understudy to decrease his/her educational cost charge, while getting an incredible learning background.

He / She would be able to learn various set of skills and those skills make them employable ready.

Training program of 3 months comprises of:

Basic Stage:

- **Hobbies/Interest:** Now preparing a set of tools and logical solving question through which you make to set the mindset of a student.
- **Soft Skills:** This has to be developed as communication plays a great part in international education.

- **Work Morals**-Teaching the understudies these morals will enable them to comprehend the work culture of Indian organizations better and how to speak with their associates and bosses and work with them in concordance.
 - o Discipline
 - o Handwork/Hustle
 - o Attitude

Regular Stage:

- Leadership Qualities
- Logical and Analytical Skills
- Interview Preparation includes CV writing.

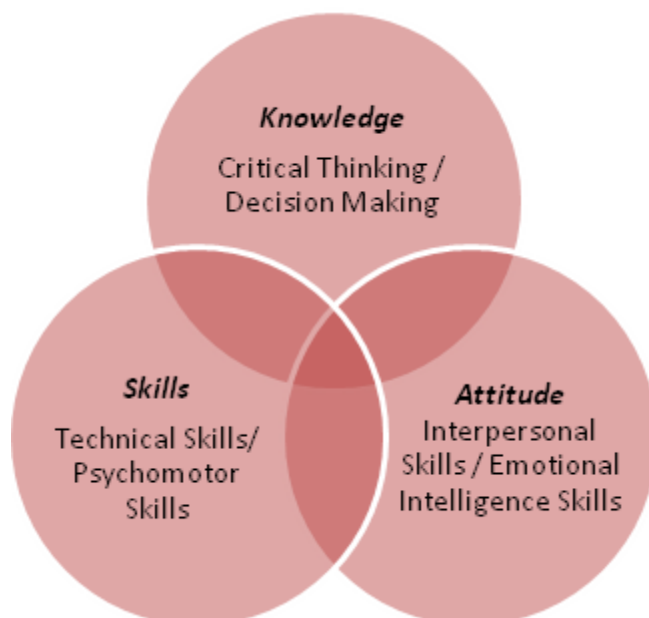


Fig. 11 KSA Framework

Then, guiding about the kind of internships they or work they would be getting which includes Content Writing, Database Management, Microsoft Excel, Digital Marketing, Counseling, Graphic Designing.

Now these skills first are developed through online trainings depending upon the area of interest of the understudy and also by learning these skills they are then given a certain task which will make them to earn scholarship credits of worth up to \$50-\$150 per month.

So, this is how student's life cycle works and through which students are able to earn some scholarship credits which will benefit them.

Edoofa's developments is based on the main fact that they are very different from the agents. This can be describing on the basis of difference of Edoofa v/s Agents. So this has been the most important part of the whole picture as some of them treats us like agents but we Edoofa are not the agents, let me showcase how Edoofa is different from the Agents.

So, one thing that every one of the agents share for all intents and purpose is their mindset to misuse the understudy and expand claim benefits. The nature of guiding is low, and the proposals are regularly one-sided, by the measure of cash that an understudy pays them. They are corrupt and exploitative. The data for the most part given is questionable, and covered up. And eventually students end up being not getting the acquired skill for what they pay for.

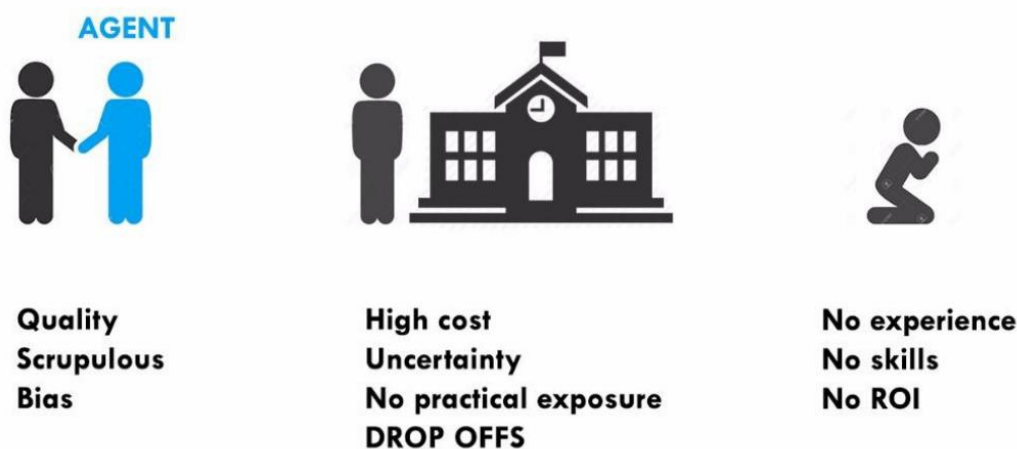


Fig. 12 Agent's Scenario

Whereas Edoofa, is an embedded higher education program, we stay with the student throughout their academic life as mentors and caretakers, right from building the application, applying to the colleges, training them and providing online internship opportunities.

Edoofa is an instructive association. Its parent organization, Anhad Edutrain Arrangements Pvt. Ltd which was established in 2009 has partnered with 250+ Colleges, Schools and Universities. In view of all the great work that we've done by giving our administrations to over 10 years and the validity we've manufactured, we've been endowed with an aggregate of \$7 Million Grant subsidize from the Training Trusts of government perceived and licensed colleges, schools and universities to concede the most meriting understudies.

The more the success stories of Edoofa students, the more the success of Edoofa and that would lead into a greater number of opportunities in terms of relations of partnered university and that's why Edoofa is being able to have the \$7 million Edoofa Scholarship trust.



Fig. 13 Edoofa's Scenario

Now, in every development model a student is able to attain some course through

1. Reasonableness through ensured grants: The originators of Edoofa have worked eagerly to push for scholarly change and their great work has been compensated by the colleges who have inserted the Edoofa Program consequently allowing us the chance to offer chose and exemplary Worldwide understudies the most moderate approach to accomplish their school instruction dreams. Through acknowledgment in the Edoofa program, a hopeful is ensured a base grant of 50-100% of their educational cost expense. Another one of a kind advantages is that understudies who try out the Edoofa program spare up to \$1000-\$1500 in application expenses as once an understudy is selected under the Edoofa program, their application charges while applying to different Edoofa grounds is totally postponed off.
2. Employability through viable preparing: We trust Understudies shouldn't simply learn in principle; they should increase genuine experience rather than scholarly hypothesis. What's more, the businesses concur. That is the reason they help us in structuring down to earth work arranged educational modules that enables understudies to get work abilities should have been employable in 2019.
3. Gain While You Learn: The most significant taking in originates from doing. Learning for learning is superb, however the Web currently makes most data available. Rather, Edoofa centers around setting you up for this present reality. Furthermore, understudies win grant credits all the while, in this manner further lessening the weight of expense of their training.

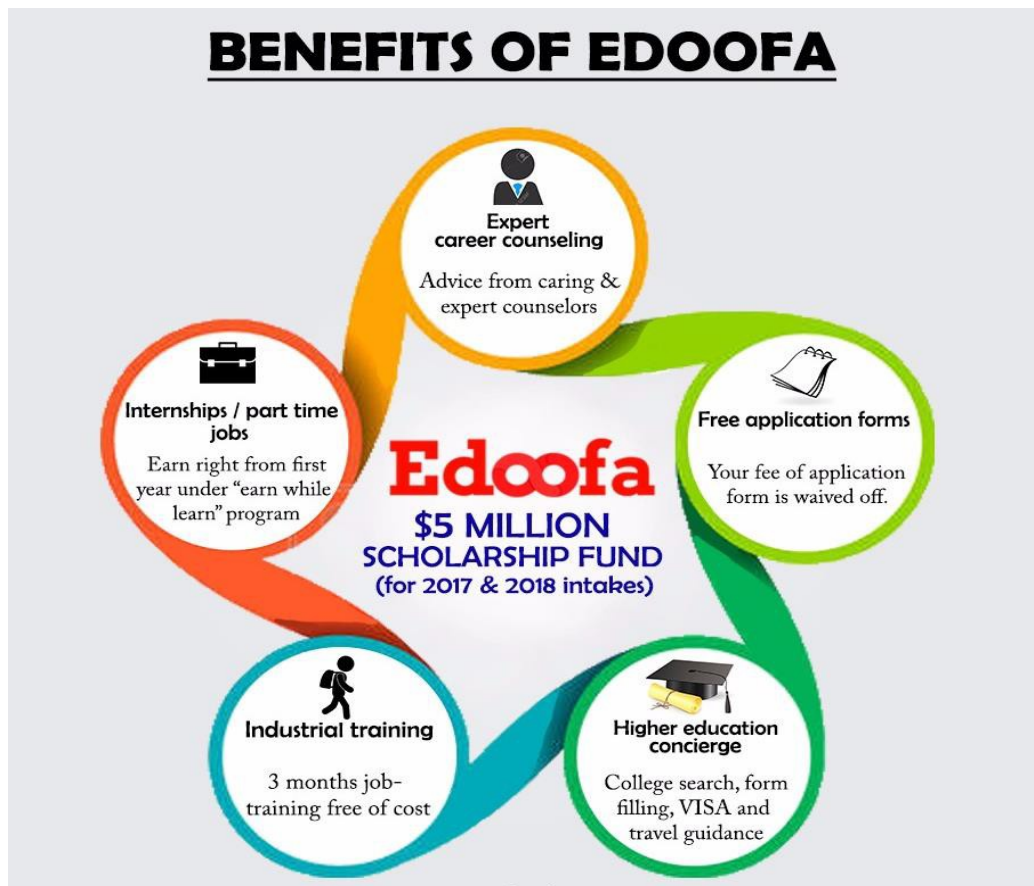


Fig. 14 Benefits Obtained after getting Enrolled

4. Master Vocation Guiding: these days of abundance of data and deception, Group Edoofa is there to help understudies all through their voyage of Advanced education since we trust no understudy ought to be denied access to the correct data at the perfect time in their profession arranging since we know its esteem. In this manner, we guarantee that the most minding, experienced and compassionate vocation advocates help our understudies with immediate and significant guidance for profession development.
5. Advanced education Attendant: An Attendant is a guardian. At Edoofa, we trust it is significant for us to plan understudies to be pioneers of tomorrow and for that we have constructed a thorough program.

In this way, we likewise understand that how significant it is for the understudies to focus on performing to their maximum capacity thus we attempt every real

obligation of directing our understudies all through their voyage of advanced education with us - Directly from Vocation determination, Course and School distinguishing proof, Application structure filling, Visa and expense installment help, travel direction, preparing and temporary positions.

Edoofa remains with the understudies all through their voyage of Advanced education. For Edoofians in India, we're similar to a second Family, a home far from home. This is priceless.

CHAPTER 4

RESULTS AND PERFORMANCE ANALYSIS

So, Analysis of Data play a crucial role because it will give your insight regarding the lead's conversions and how to more optimize the results.

Now a deemed success is defined in a manner of conversion of "1 in 20 generated leads" and this benchmark is set by the company with analysis of previous data.

Different metrics like "lead generated, out of which how many are pitched and how many have been sent to the interviews and after that how many are converted and that's how these metrics gives us the performance metrics of every individual and combining to the performance of whole team.

Now, after 4 months it was analyzed through the help of quantitative data available in the form of excel sheet that out of 72 leads generated in a month, almost 36 were pitched and 18 were interviewed and 1-2 on an average basis were the lead conversion and that helped us to reach on result driven and find out the business matrix.

Now, there were 27 distinct stages which gives an individual a chance to grow every day and look us for his performance and also to analyze the performance of certain set of customers so as to reach the optimization as soon as possible.

Starting with the very initial stage is the stage of

1. Zero Response – Leads Contacted aren't able to revert back on the particular day from Day 0 to Day 2. After the Day 2 they are called dead. So according to analysis only 2-3% of the leads very on Zero Response.
2. Pre-Counseling – Very initial stage of counseling where the student gets himself/herself introduced and Counselors generally tell them about the process of Edoofa. And it has been seen that very few students at pre-counseling left the counseling so on an average of 1-2% leads remain on the stage of pre-counseling.

3. Documents – Now at this stage, Counselors ask students about their documents. Now this stage on an average act as lead filtration since many students were not found eligible according to the university norms and most of them aren't able to show their documents because of any other reasons. So, results have shown that almost 20% of the leads get filtered after this stage.
4. Course Finalized – At this stage students get a sense of belief that they would be having a sense of achievement but sometimes very few students get along with the flow that they want the course which won't provide them the actual value and return of investment they would be making in terms of education. So, on an average of 1% students get filtered here.

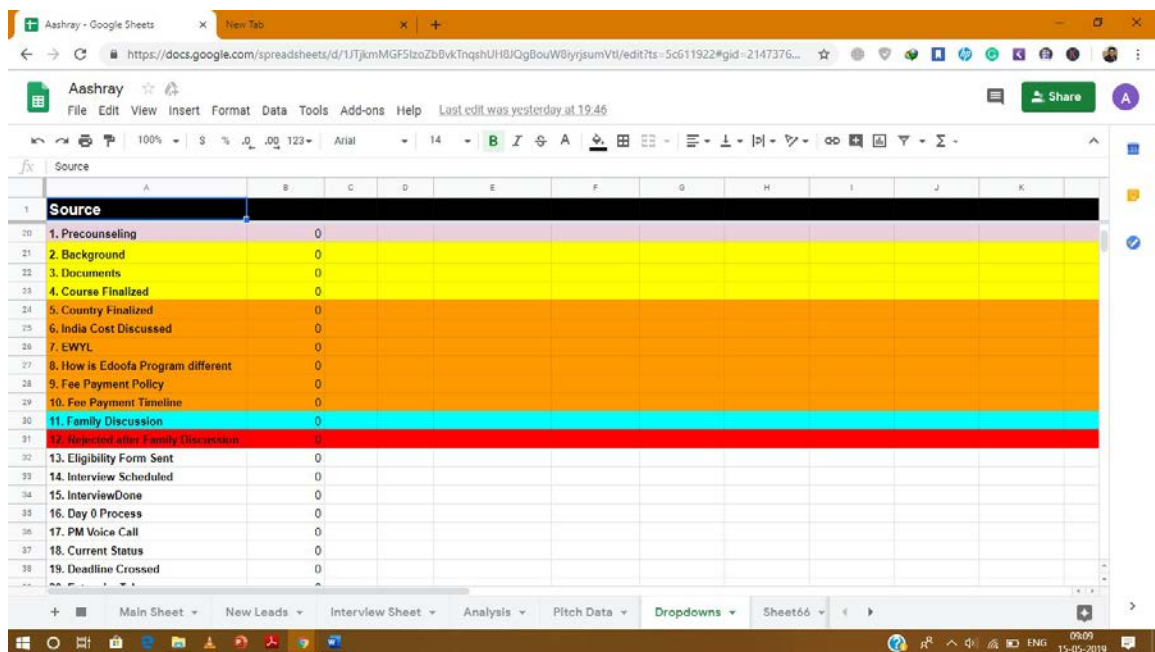


Fig. 15 (a) Levels of Lead Filtration

5. Country Finalized – At this stage students get a chance to open up for their aspiration to study abroad and making them realize that why Edoofa prefers students to study in India. A certain set of reasons were told to them like

a) India has the largest Education System

- b) As compared to other abroad countries, it provides you the most affordable education like Australia, USA, Canada on an average cost student of almost \$15000-\$25000 per year whereas India is able to provide them the quality set of instructions in the range of \$6000-\$8000 per year.

And to that Edoofa has even lowered down the value through the Edoofa Scholarship Eligibility fund and cost has been brought down from \$6000-\$8000 to \$2000-\$3000 almost about 67% decrease.

6. India Cost Discussed – Now after this discussion almost about 40% of the leads get filtered on the way and were told that they won't be able to pay such a higher amount or higher investment.
7. The Earn While You a Learn Program – This stage not acts as the lead filtration stage. Because usually a student becomes to happy to know about having the skills along with the scholarship credits and a part-time work as an internship.
8. Benefits – So, what a student would be getting after getting himself/herself enrolled in the Edoofa Program.
9. Now from Stage 9 to Stage 10 – In which fee payment policy is discussed and usually it becomes very hard to identify the customer at this stage that whether the lead reaching almost at the end of level-1 would give the program fee or not.
11. Family Discussion – Now after a student get assured of the program, he/she is sent to the family discussion so that financers or sponsors will be able to know about the Edoofa Program very well. After this stage 10% cases turn in to cold leads.

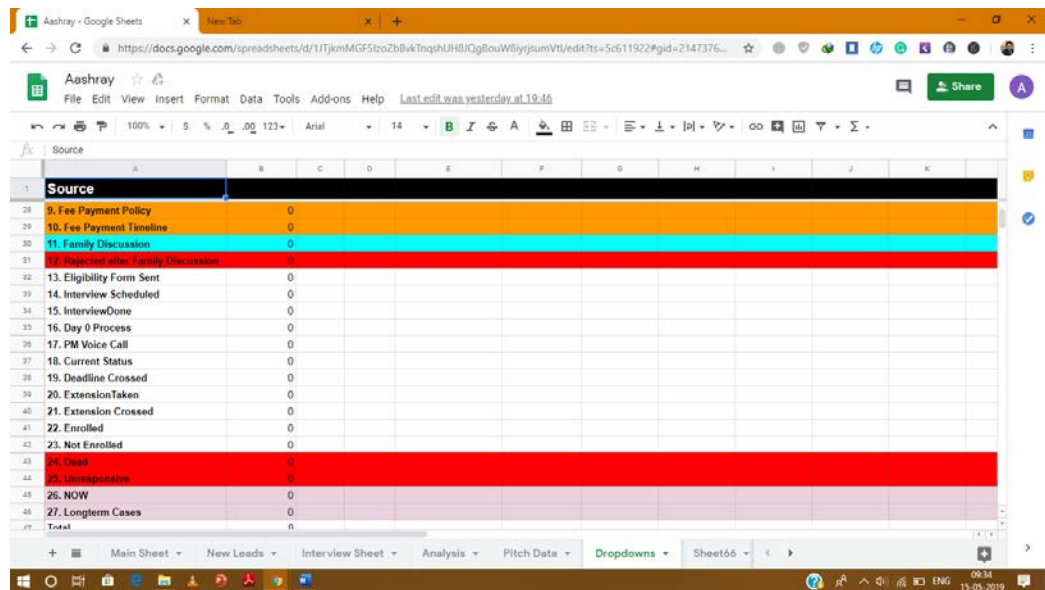


Fig. 15 (b) Levels of Lead Filtration

12. Rejected after Family Discussion – This ratio varies from 5-10% on the monthly basis per individual.
13. Eligibility form sent – Now, this is the main stream where we sent eligibility form to each and every individual and according to that their interview is scheduled. Only 1-2% leads get filtered.
14. Interview Scheduled – Now this is the stage where a proper GMT time is specified and Program Director is to take the interview call.
15. Interview done and Stage 16 i.e. Day 0 Process in which the student would be given the acceptance letter and an assurance that you are guaranteed minimum of 50% scholarship. Also, they will be given 7 days' time to make the partial payment.

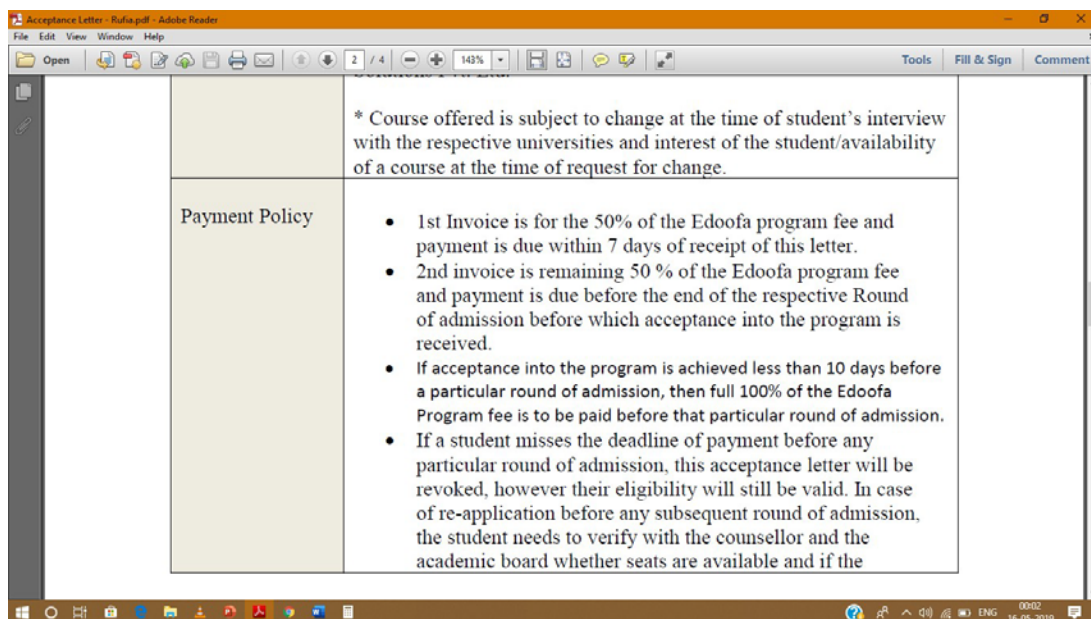


Fig. 16(a) Payment Policy mentioned in the Acceptance letter

17. Now from the Stage 17 to Stage 22 – The lead would be contacted through video calls, phones, mails and also teach them the skills which are necessary for them to get learned. And this ratio has a benchmark that for every 20 leads 1 will convert and that is defined to be the ultimate success.

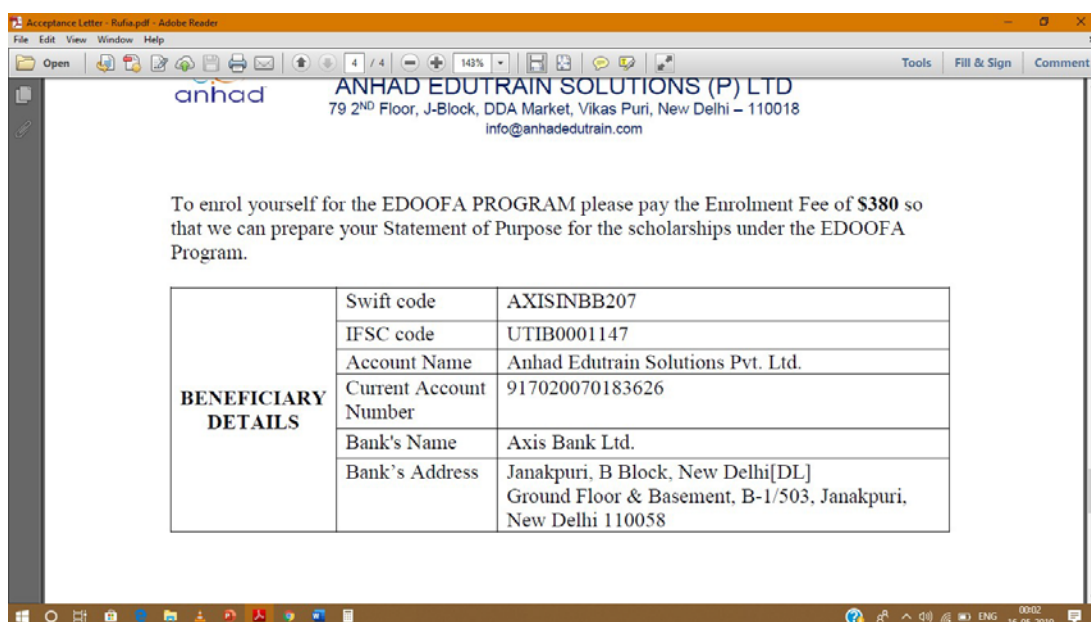


Fig. 16(b) Beneficiary Details mentioned in the Acceptance letter

1. Not enrolled Stage to Stage 27 i.e. Dead leads – These leads were given a separate option of becoming a part of the Edoofa Community by becoming the Community Managers and let other students enroll and earn scholarship credits through which you will be able to get yourself enrolled in the Program and also being employable to the most reputed company. Now coming to the fact, being a business development executive, we have to analyze our performance on the monthly basis and to that we were having our own excel sheets which we need to maintain on daily basis.

Name	A	B	C	D	E	F	G	H	I	J
4	Ahmad sani ambursa	Ahmad sani56@gmail.com	Nigeria	13-Feb-2019	13-Feb-2019	0				Dead
5	Asamoah Emmanuel	asamoah087@gmail.com	Ghana	13-Feb-2019	13-Feb-2019	0				
6	Agbah onoriode precious	Agbahprecious@gmail.com	Nigeria	14-Feb-2019	15-Feb-2019	1				
7	Oluwaseun ogunmakinwa	Helen.james31@yahoo.com	Nigeria	14-Feb-2019	15-Feb-2019	1				
8	TAOFEEK ABDULLATEEF	youngteekay140@gmail.com	Nigeria	18-Feb-2019	19-Feb-2019	1				
9	Immaculate Kumesi	immaculatekume@gmail.com	GHANA	19-Feb-2019	19-Feb-2019	0				
10	Oyekanmi Mubarak Gbolahan	harygholahan@gmail.com	Nigeria	18-Feb-2019	19-Feb-2019	1				
11	Makanjuola Taiwo	Sorphy72@gmail.com	Nigeria	19-Feb-2019	20-Feb-2019	1				
12	Uzor Emmanuel Chukwuduto	ec289501@gmail.com	Nigerian	20-Feb-2019	21-Feb-2019	1				
13	Adonike Adoniya	folahadenikemi@gmail.com	Nigeria	20-Feb-2019	21-Feb-2019	1				
14	Rukayyah Doughlass	Rukayyahdoughlaa300@ytz	Nigeria	19-Feb-2019	21-Feb-2019	2				
15	Fabiyl Rhoda	fabiylrhoda7@gmail.com	Nigeria	19-Feb-2019	21-Feb-2019	2				
16	Asante Debrah Joel	asantejoel6844@gmail.com	Ghana	19-Feb-2019	21-Feb-2019	2				
17	Eunice Asaro	asaroenice24@gmail.com	Ghana	21-Feb-2019	22-Feb-2019	1				
18	Dolepo	Rasandolapo71@gmail.com	Nigeria	22-Feb-2019	23-Feb-2019	1				
19	Saidu muhammad tar	Saidumuhammadtar@gmail.com	Nigeria	20-Feb-2019	26-Feb-2019	6				
20			Ghana							
21	Justino semekor	Missymizzy12@gmail.com	Ghana	25-Feb-2019	27-Feb-2019	2				
22	Promise Okoi Ubangha	Procruzz@gmail.com	Nigeria	23-Feb-2019	27-Feb-2019	4				
23	Nazifi	Ibrahimnazi671@gmail.com	Nigeria	19-Feb-2019	27-Feb-2019	8				
24	Anomah Theophilus	anomahtheophilus09@gmail.com	Ghana	25-Feb-2019	27-Feb-2019	2				
25	Dada Ruth Durotola	ruthdada1245@gmail.com	Nigeria	26-Feb-2019	28-Feb-2019	2				

Fig. 17(a) Pitch Data

	Name	Email	Country	Interview Date	#N/A	Deadline Status
21	Chinweike Nanci	nancydamianchidera@gmail.com	Nigeria	04-Apr-2019	12-Apr-2019	gone
22	Ihediwa somadin	Faithfulsam91@gmail.com	Nigeria	5-Apr-2019	13-Apr-2019	gone
23	Ahmad Kabir Sai	saulawacgu@gmail.com	Nigeria	8-Apr-2019	16-Apr-2019	gone
24	Michael Temgu	kajomichael13@gmail.com	Nigeria	10-Apr-2019	18-Apr-2019	gone
25	KUDALOR BISM	Biamarkkudalor@gmail.com	Ghana	9-Apr-2019	17-Apr-2019	gone
26	Bettina Amankw	bettinajagri@gmail.com	Ghana	12-Apr-2019	20-Apr-2019	gone
27	Appiah Kankam	appiahkankam@gmail.com	Ghana	13-Apr-2019		
28	Isaac agyapong	Www.isaacagyapong2050@gmail.com	Ghana	15-Apr-2019	23-Apr-2019	gone
29	Ameah Samuel N	flowitsampy@gmail.com	Nigeria			
30	Michael	freshboltbone1@gmail.com			30-Apr-2019	gone
31						
32	Shafiu Waiman	Waimaco01@gmail.com			2-May-2019	gone
33	Sandra	sandrasack32@gmail.com	Ghana	3-May-2019	11-May-2019	gone
34	Umar	Mukhtarumar6094@gmail.com	Nigeria	2-May-2019	10-May-2019	gone
35	Michael	premphehmicahel7@gmail.com	Ghana	1-May-2019	9-May-2019	gone
36	Akintayo Olusegi	akintayoolusegun8@gmail.com	Nigeria	30-Apr-2019	8-May-2019	gone
37	Owolabi Taiwo Ch	taiwoolabilevite75@gmail.com	Nigeria	26-Apr-2019	6-May-2019	gone
38	ong-Agyabeng	jkofi5896@gmail.com		6-May-2019	14-May-2019	about to come
39	Salam Sikiru R	rofiatwalexdelipsy20@gmail.com	Ghana	7-May-2019	15th May, 2019	about to come

Fig. 17(b) Pitch Data

Now, another mail result driven area for me was the role of marketing executive which was given to me on the basis of the fact because of my interest in the field and my past experience.

So, Marketing Channel played a very key role in defining the specific figures which are very important to note down. Since majorly our business runs of Facebook Ads, so it's a very cognitive strategy how to handle Facebook Ads. Since it's very much expensive if not treated wisely.

Also, we have some experience with

- YouTube Marketing,
- Quora Marketing,
- Google My Business,
- referral network,
- Instagram Marketing,
- WordPress Marketing.

Facebook Marketing:

- It's whole a lot a very big term, because it not only comprises of having your Facebook digital Ads, but also it encompasses the digital marketing strategy for the Facebook Page.
- With that fact, the most important term in the Facebook is the Budget.
- Second thing is the content should reach to a specific type of audience.

So, we have some data-driven results which shows that average cost per lead varies from country to country irrespective of the audience reach.

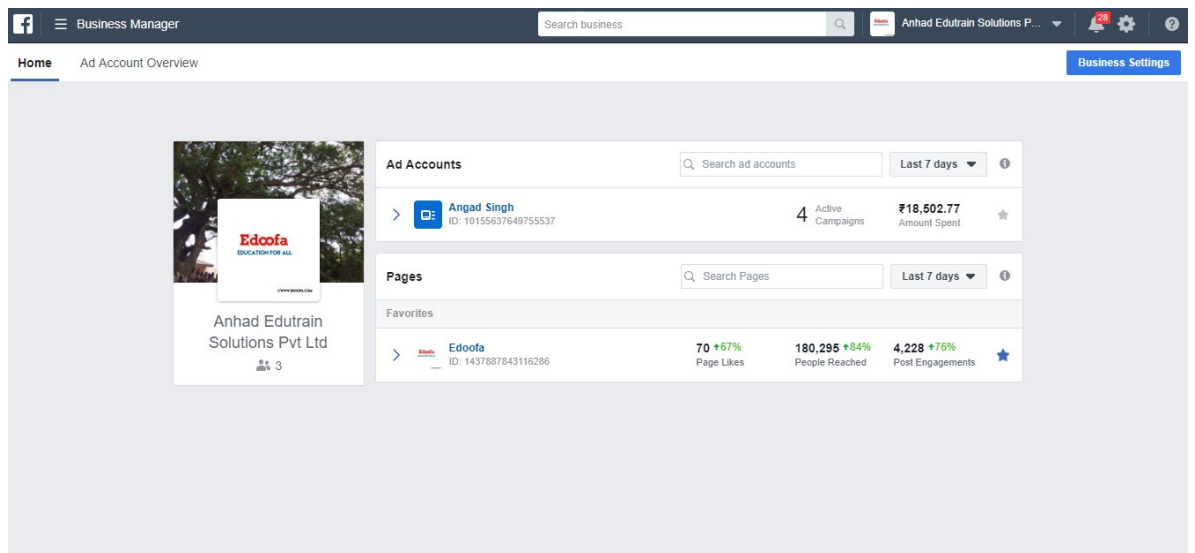


Fig. 18 An overview about the Business Manager

Now being a marketer, it's my job that my content should reach a specific audience that will make my business work more efficiently. The main idea in case of FB Ads was the more you use the same ad that ad gets more optimized.

Now every ad campaign has 3 more sub units, which will define the effectiveness of the ad:

- 1) What's your objective?
- 2) Ad-set (Who is your audience)- Get to know your audience very well and this is the only way that one can ensure the demographics of the ad.

- 3) Ads – What’s your presence. The customer point of view. Now how much classy you can make your ad, and n budget you can use on the ad but what matters is the what is the customer view about the ad.

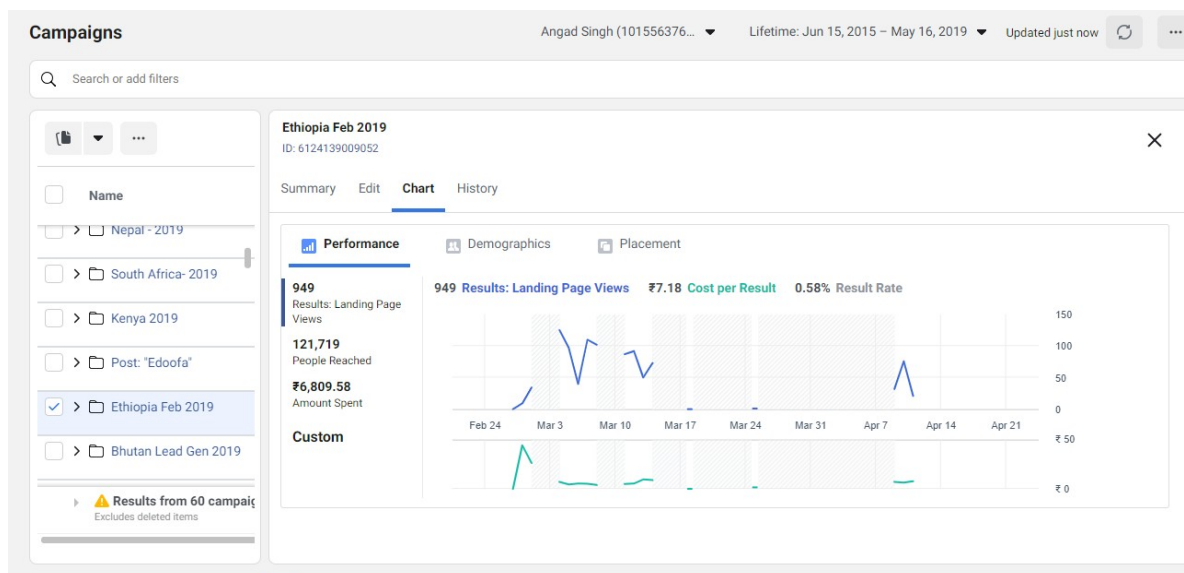


Fig. 19 The Ethiopia Campaign

So actually when we ran this campaign initial mistake was we were ranging people from the age number starting from 18-28. And that’s where we lagged in the system because this time it’s reaching to more people demographically but if we think budget point of view then, we can figure out that we have to make our ad optimized.

Preferences were landing pages – 949

The People reached – 121,719

The Amount Spent – Rs. 6,809

And the Cost per result – Rs. 7.18

Now with this fact let me guide you for every 24 Ethiopia leads we were able to make 1.5 conversion ratio. That means that one student is making the full payment and one is making the partial one.

Similarly, talking about the traffic that is to be generated through the help of only Facebook page was a key player. Now let me show you some very dynamic result which played a great role in making leads more effective.

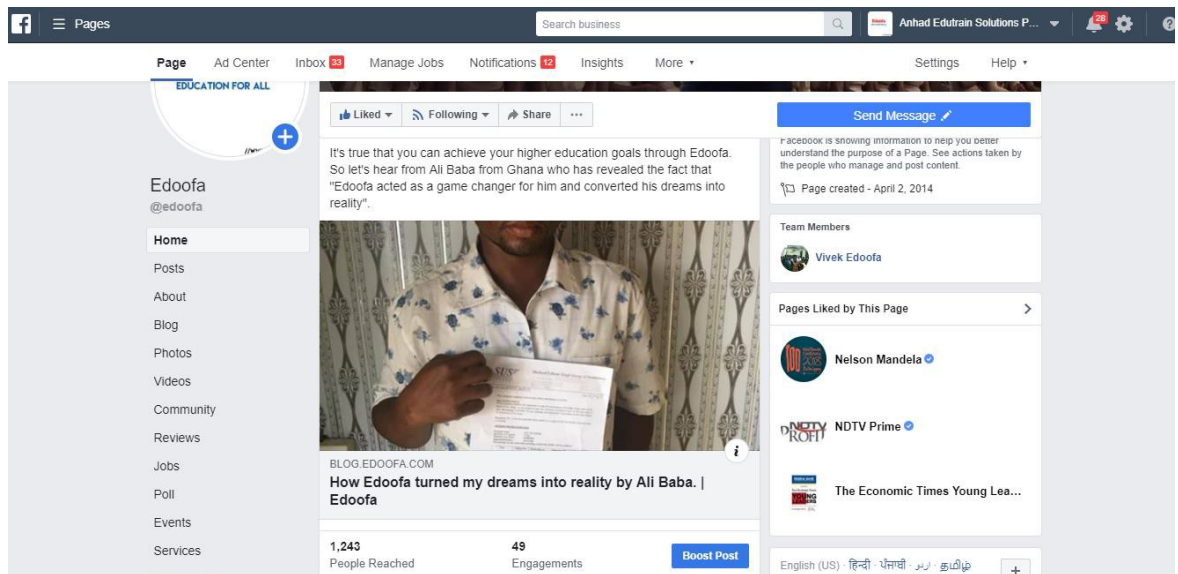


Fig. 20 Edoofa Facebook Post

Now this post changed the dynamics of the FB page and it was seen that first of all the keywords I phrased in the content and hashtags used played a great role in all.

The people reach in only 10 hours after the post is posted crossed a mesmerizing number of 1,245 people.

And similarly, there were less enough engagements for about 49 which was also the problem where we have to work.

Similarly, talking about another Ads' perspective.

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Ads Manager

Search business

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Home

Anhad Edutrains Solutions Pvt...

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⚙️

📄 Account Overview

📁 Campaigns

📊 Ad Sets

📄 Ads

More Tools

Show

Campaigns

Angad Singh (101556376... Today: May 16, 2019 Updated just now

🔍 Search or add filters

Create Export

Columns: Custom Breakdown

<input type="checkbox"/>	Name	📊	⚠️ Delivery	⬆️ Bid Strategy	Budget	Last Significant Edit	Results	Reach
<input type="checkbox"/>	> 📁 Lead generation Rwanda , Burundi , Ken...	🔵	● Active	—	₹28,000.00 Lifetime		7 Leads (For...	1,300
<input type="checkbox"/>	> 📁 Lead generation Afghanistan	🔵	● Active	—	₹14,000.00 Lifetime		12 Leads (For...	3,170
<input type="checkbox"/>	> 📁 Ghana Lead Campaign	🔵	● Active 1 Ad Set Scheduled Hour	—	Using ad s...		78 Leads (For...	27,430
<input type="checkbox"/>	> 📁 Bangladesh 2019	🔵	● Active	—	Using ad s...		16 Leads (For...	15,530
<input type="checkbox"/>	> 📁 Nepal - 2019	⚪	● Inactive	—	Using ad s...		Landing P...	—
<input type="checkbox"/>	> 📁 South Africa- 2019	⚪	● Inactive	—	Using ad s...		Landing P...	—
▶ Results from 60 campaigns ⓘ							—	47,441 People

Fig. 21 Normal Overview of Ads

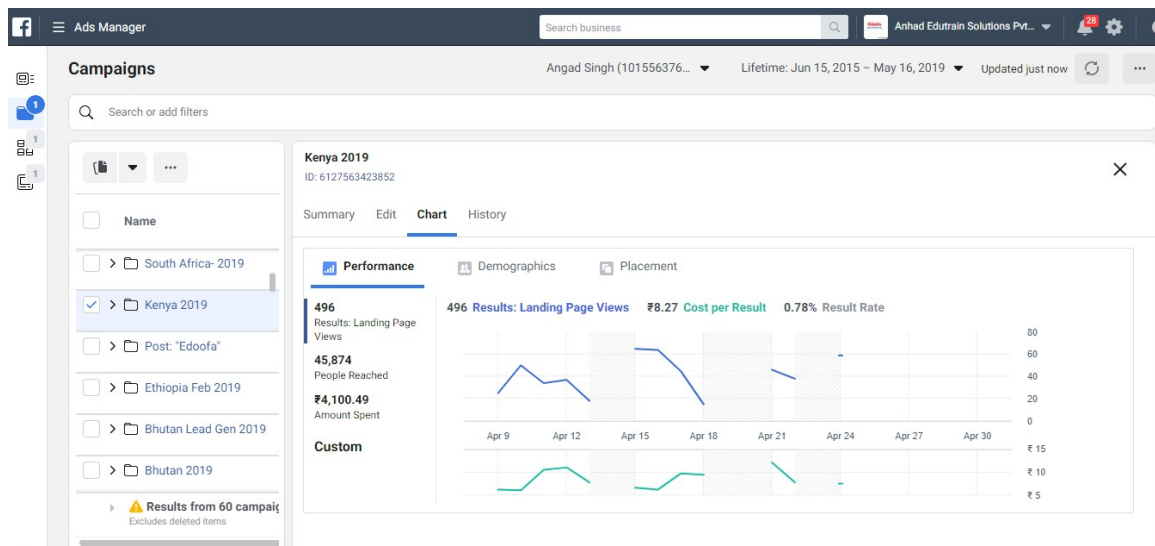


Fig. 22 Kenya Lead Campaign

Preferences were landing pages – 496

The People reached – 45,674

The Amount Spent – Rs. 4,109

And the Cost per result – Rs. 8.27

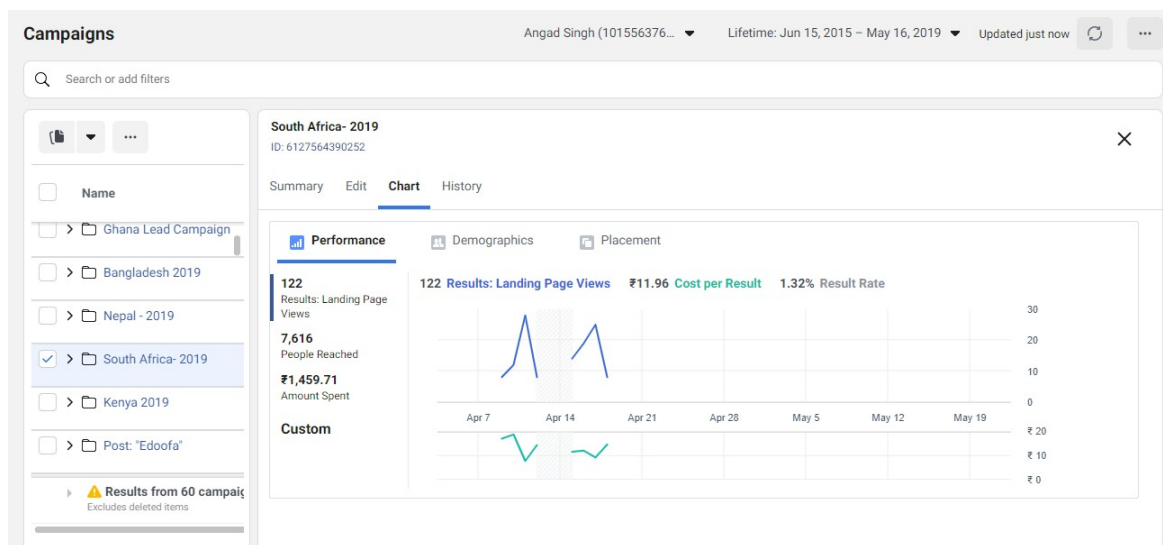


Fig. 23 South Africa Campaign

Preferences were landing pages – 122

The People reached – 7.616

The Amount Spent – Rs. 1459

And the Cost per result – Rs. 11.96

This campaign was considered to be the utmost failure of the pot of the marketing strategy.

We were only able to get the 122 views on the page which brought us in a contention of why the Ad-set didn't work very well.

And growth ratio if considered is not very well since out of 20 leads no leads were converted.

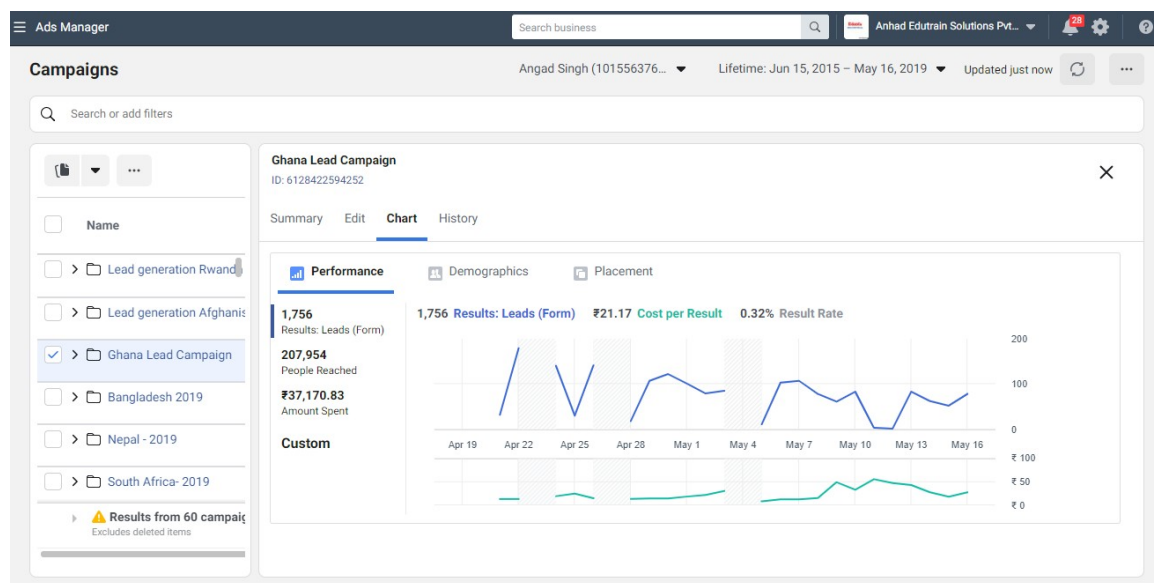


Fig. 24 Ghana Campaign

Preferences were landing pages – 1,756

The People reached – 207,954

The Amount Spent – Rs. 37,170

And the Cost per result – Rs. 21.17

Overall if we talk about the demographics and charts of the Ghana Campaign let me guide you that Ghana Campaign play a great role in converting of the numbers.

Our lead conversion ratio was better but yes, if we can say that every lead generated with the help of Facebook was actually treated as an expensive lead.

Now to look at it we were having different perspectives that the audience we are defining is the custom audience or the detailed one or the look alike.

And to the most important fact is the audience selection should be treated as fairly broad and the reason if the mark goes below this then the Ad-Set won't work and the demographics, and behaviors of that Ad-Set changes accordingly.

Also, the key player was the setting of time when we are reaching to the Audience perfectly and this was controlled with the help of time scheduling. Now we have a time difference of 5:30 Hrs. from Ghana Time.

So, 1 set of Ads are run from a time range of 7 am – 12 am in their time zone.
And 2 set of Ads are run from the time range of 6 am – 11 pm.

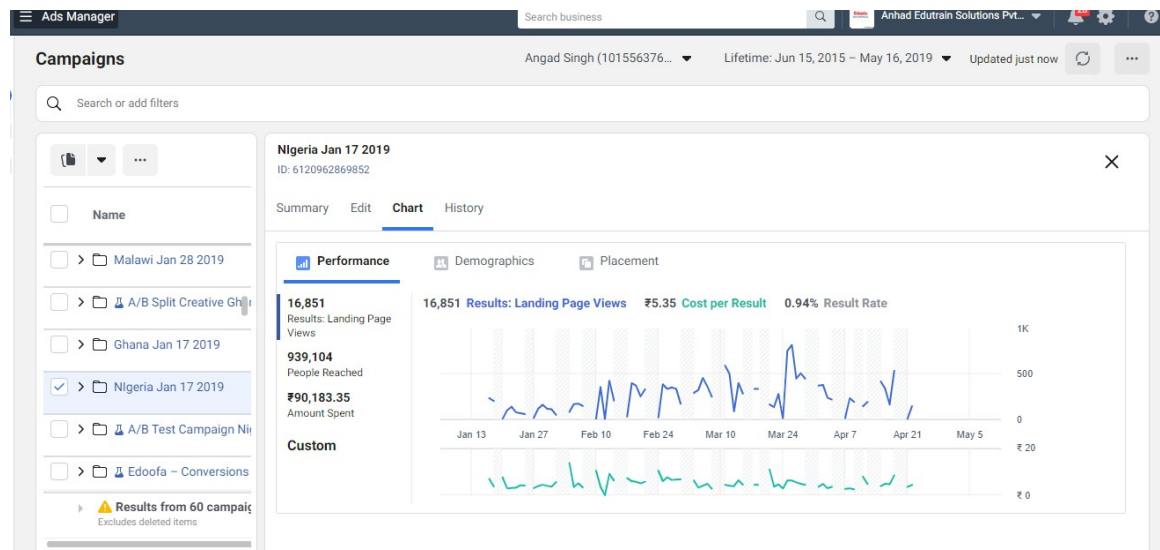


Fig. 25 Nigeria Campaign

Preferences were landing pages – 16,851

The People reached – 939,104

The Amount Spent – Rs. 90,183

And the Cost per result – Rs. 5.35

The most reasonable Ad Campaign, I ever ran. It's actually the setting of the cost and everything and overall it was detected that the Nigeria Campaign was able to get more number of leads with more number of reach in an optimized budget and bingo my second enrollment was from Nigeria.

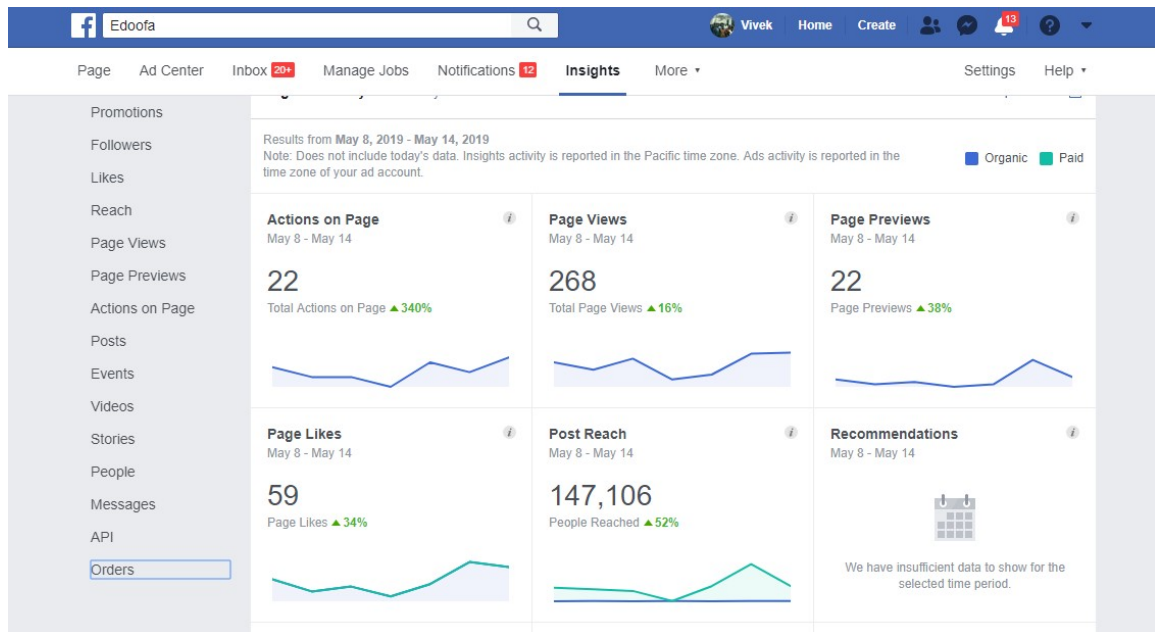


Fig. 26 Summary of Edoofa FB Page

Depicting the one-week performance of the FB page where it's clearly seen the growth in number and results were ecstatic

- So, action on our page were increased by 340%.
- Overall views on the Page were increased by 10%.
- And with the figure of 147,106 there was a growth of 52% in the region of our reachability and visibility among our target audience.

WhatsApp Business:

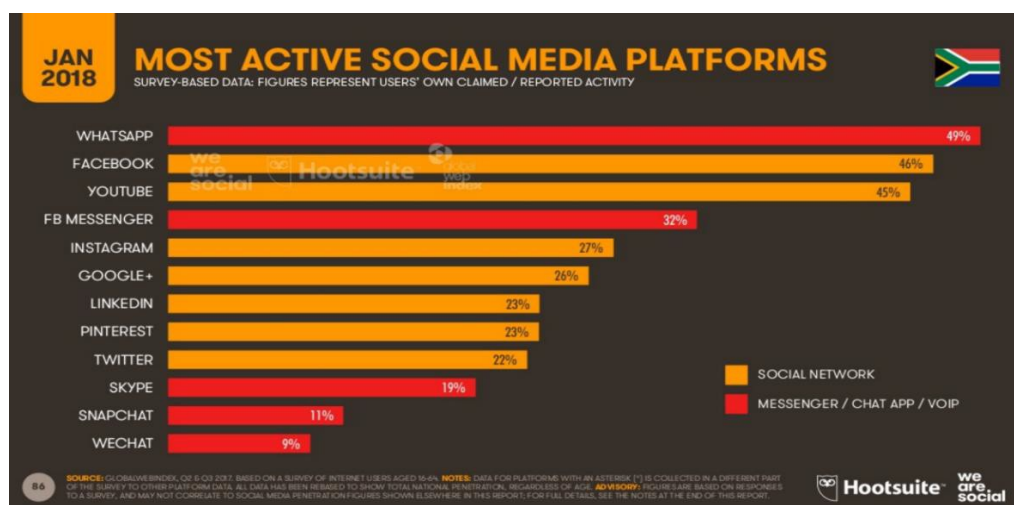


Fig. 27 Statistics of the Social Media

Now, it was derived of the fact that most active users are from WhatsApp in which 49% of the population is capable to reach out on WhatsApp and similarly Facebook was the second comprising of 46% statistics.

So, our market and our reach were very much specified in the market and that's why we were able to have such a large community of 516 students already in India.

Now. WhatsApp Business was one of our ways through which we communicated and were able to get converted through the help of certain rounds already mentioned in the steps.

Mailer lite:

Now, it's a platform where your mails are automatically sent to the customers with the conditioned and more attractive mails so that in future, they can get connected with us.

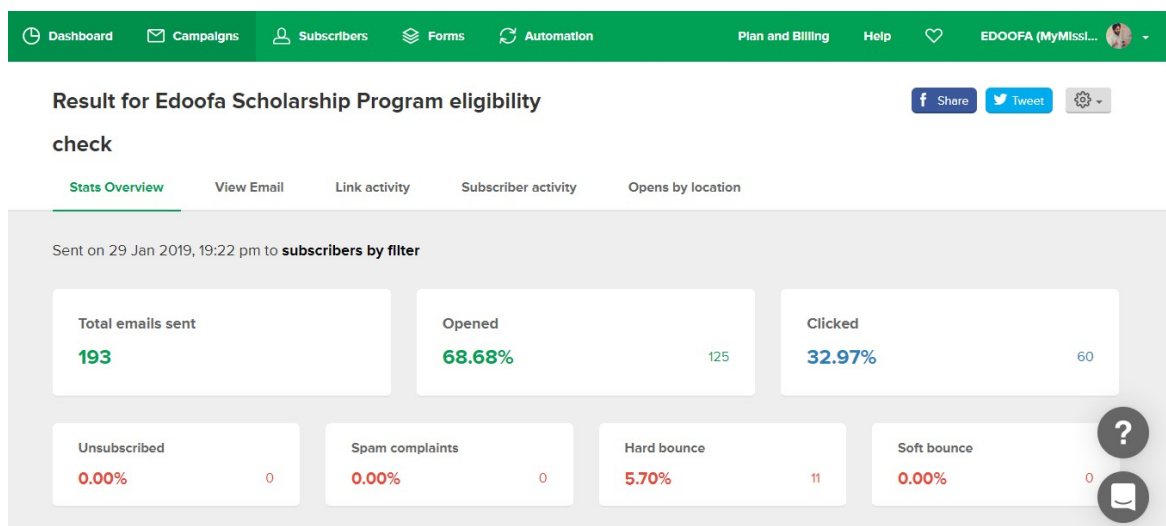


Fig. 28 Mailer lite Stats of Edoofa Scholarship Eligibility

So, this E-Mail Campaign was designed in the fact of those students who aren't able to meet the eligibility criteria or who are dead or who were unresponsive during the time of counseling.

So, the campaign was published in late January and then it was automatized to run on alternative days and it produced the result of total email sent up to 193 in which open ratio was 68.68% and the click ratio was 32.97% which means the students click the link provided in the mail how so ever and re-apply for the scholarship again for the upcoming year.

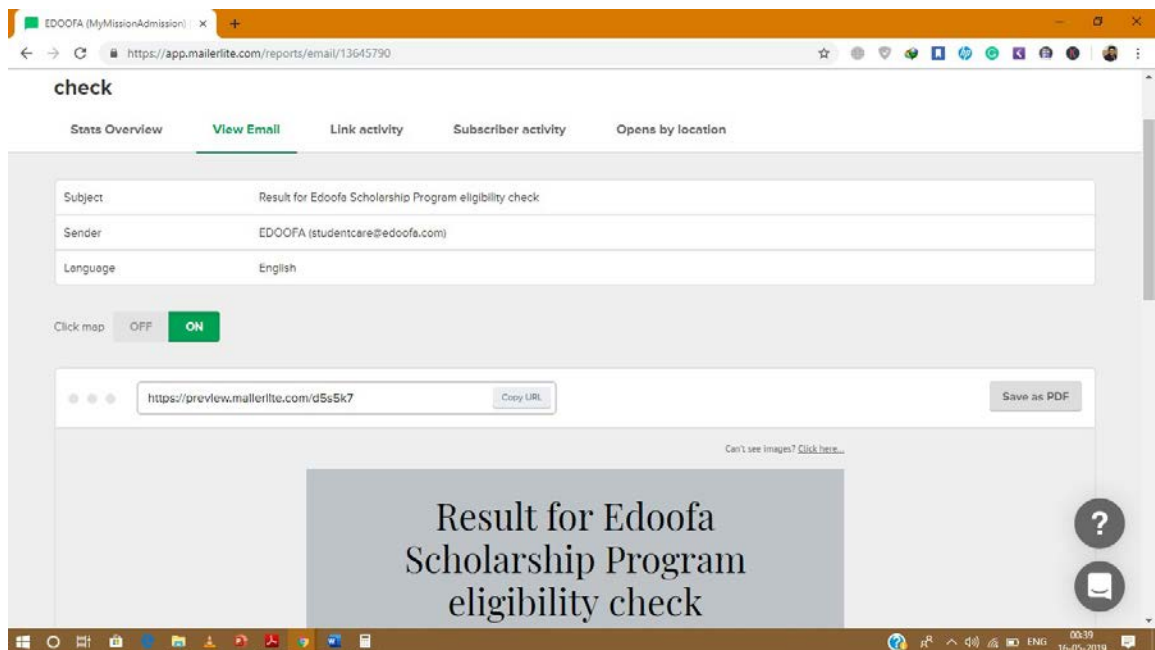


Fig. 29 E-Mail Campaign

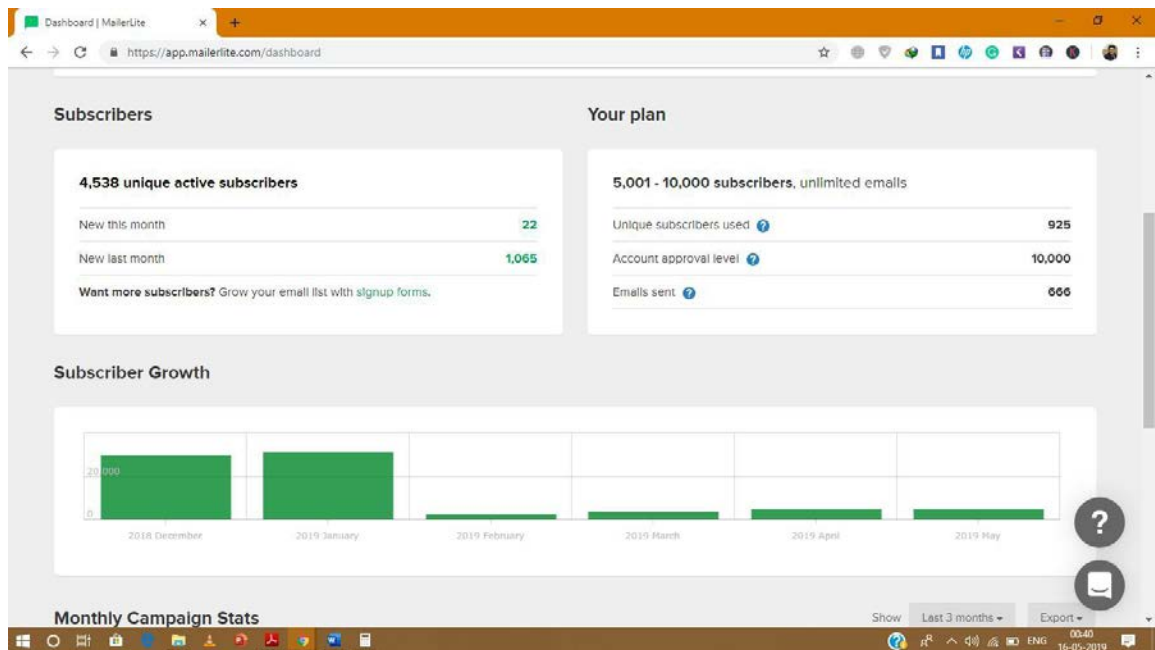


Fig. 30 Growth Rate at Mailer-lite

WordPress Marketing:

Now this been an analysis that engaging content is very much necessary then only one could be able to draw the attention of the market towards them.

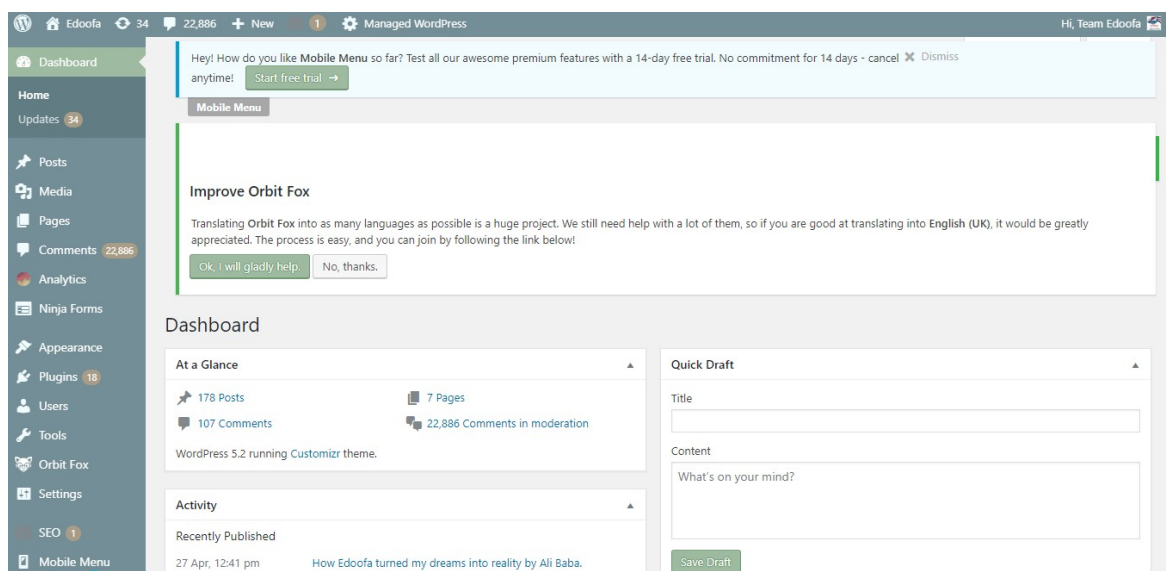


Fig. 31 Word Press Dashboard

Now the dashboard suggest that 178 post were posted in the course of implementation of Word Press Blogger and that is in 8 months we were able to generate a an average amount of traffic and will be able to share the blog in our normal counseling sessions which also play 10-20% role of having that success of 1 conversion in 20 leads.

YouTube Marketing:

Now audio/video has been the major source of advertisement so far and through audio/video channels you get more access of your words and choose words in a way that you can market your designed content in an effective manner.

Now few videos were made in context to make the foreign students understand about the scholarship program or there were some videos whose content was designed to share the knowledge about the visa process and how Indian culture will be different for them.

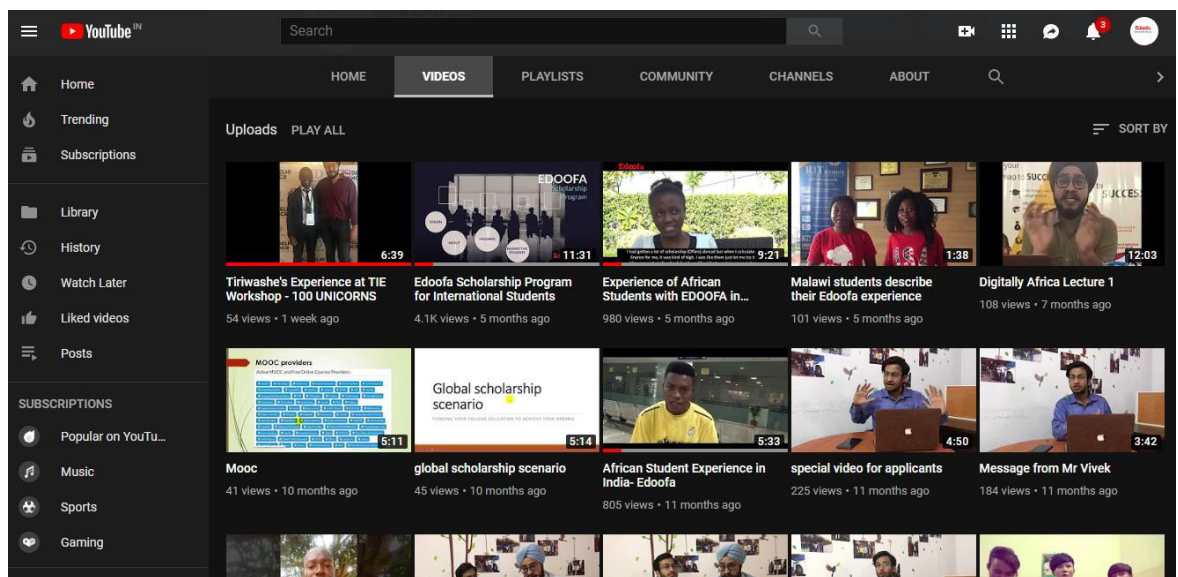


Fig. 32 YouTube Dashboard

Instagram Marketing:

Most recent examinations gauge that 93% of distinction brands have a functioning nearness on Instagram and incorporate it in their advertising blend. With regards to brands and organizations', Instagram will probably help organizations to contact their individual gatherings of people through enamoring symbolism in a rich, visual condition. Also, Instagram gives a stage where client and friends can impart openly and straightforwardly,

making itself a perfect stage for organizations to associate with their present and potential clients.

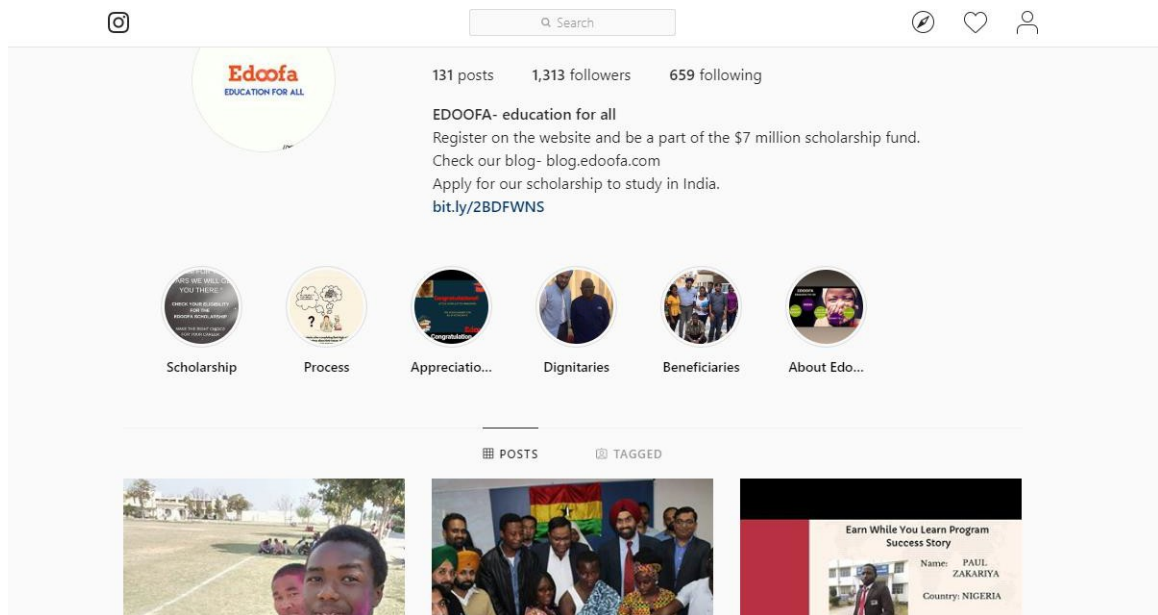


Fig. 33 Insta-Gram Dashboard

GMB:

Positioning our Google My Business (GMB) posting is a standout amongst the most dominant things we can accomplish for our business. Google My Business joins all our diverse Google stages into one focal spot, which incorporates our Google Reviews, Google Maps, Google+ profile, our Google audits, Our Contact and Google Photos so as to access the information on Google Examination and Google Bits of knowledge, and then some.

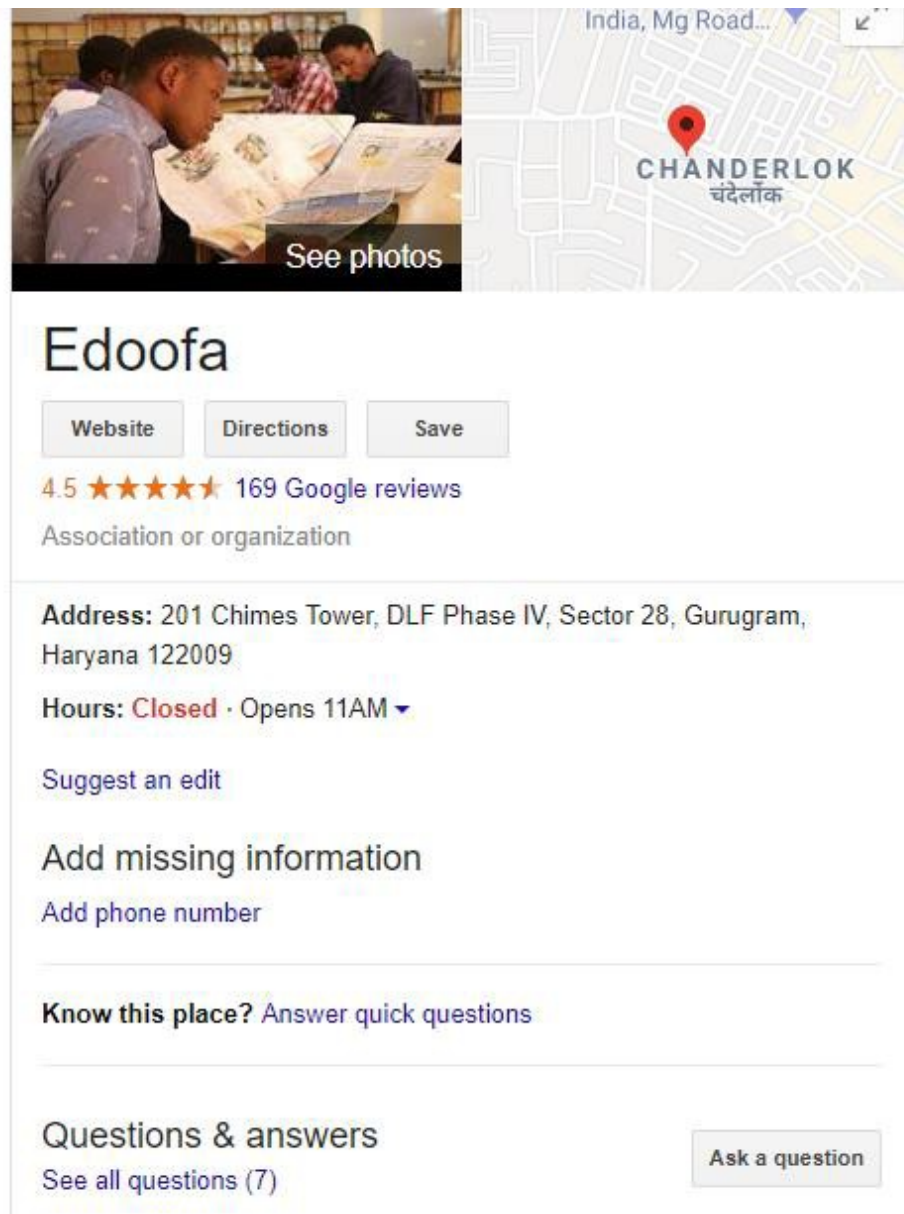
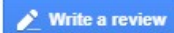


Fig. 34(a) GMB

According to the analyses, in our business since it's far located from the South-African Region GMB helps them to retain proof that yes, this is something for real and after that we used to share the contact details of the local community managers in Africa so as their parents to get assured too.

Edoofa

201 Chimes Tower, DLF Phase IV, Sector 28, Gurugram, Haryana

 Write a review

4.5 ★★★★★ 169 reviews 

Sort by: Most relevant ▾



1 review

★★★★★ 3 days ago

I got to know about Edoofa from a friend, and I can say it has been nothing but exciting and eye opening. I love the team members, they are very caring and understanding. When I got contacted by my counsellor, she went to great lengths to ... [More](#)



Like

Response from the owner 12 hours ago

Thank you Azeezat for your positive and kind words. We are happy to have been able to guide you towards a journey of success. We are looking forward to seeing you achieve your dreams and making us proud.



Ryan Shaw

1 review · 1 photo

★★★★★ 15 hours ago

The Edoofa scholarship program is a real program which I believe in, that helps students with affordable higher education. I never doubted these guys since I started talking with them and their main focus is to see young, bright students sail ... [More](#)

Fig. 34(b) GMB Reviews

GMB Business Reviews has been affecting the business very well and happier the customers are more the rating we will achieve and yes, in context of that Edoofa has been able to produce 516 students as happy customers and able to change 1000+ lives on overall analysis.

Quora Marketing:

Quora is a place where people usually look out for their answers and those answers get on the top of some, a greater number of views, how many downvotes they have received and how many upvoted they have received. Quora is also a place which has managed over the last 2 years to help our company grow in many ways.

Usually a student from Africa ask about the scam related issue, and our beneficiaries who are in India and our Alumni's reach out to Quora and answer them, now being a marketer , I need to implement a strategy so as to upvote the review which could lead us to more

profit and that's how Quora marketing works. If the review is fake then how to produce downvotes in a way that it won't appear as the most viewed answer at Quora.

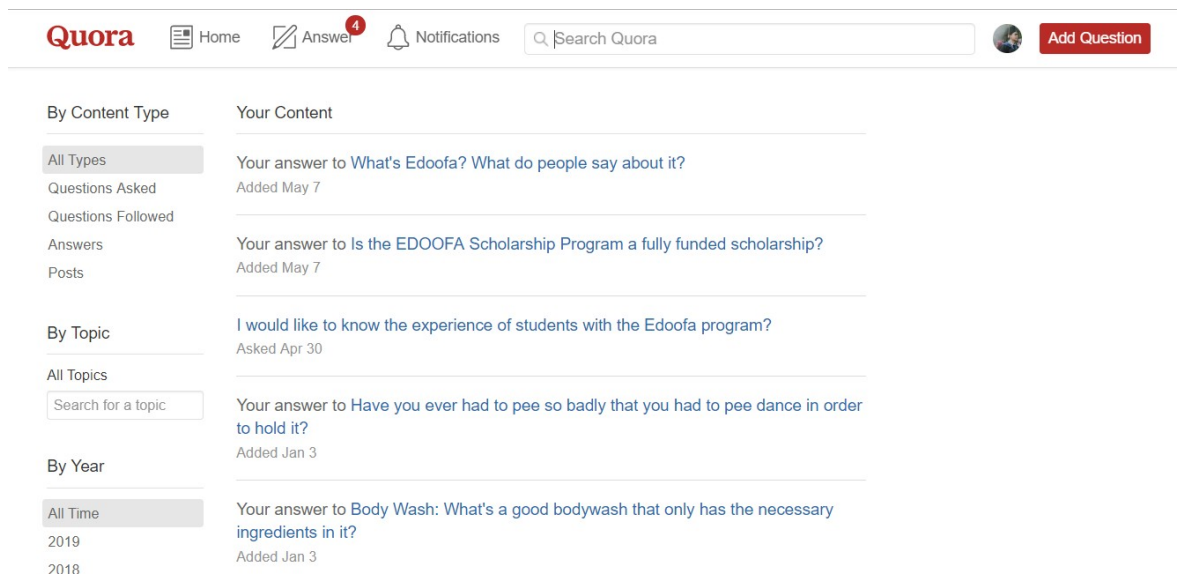


Fig. 35(a) Quora Marketing

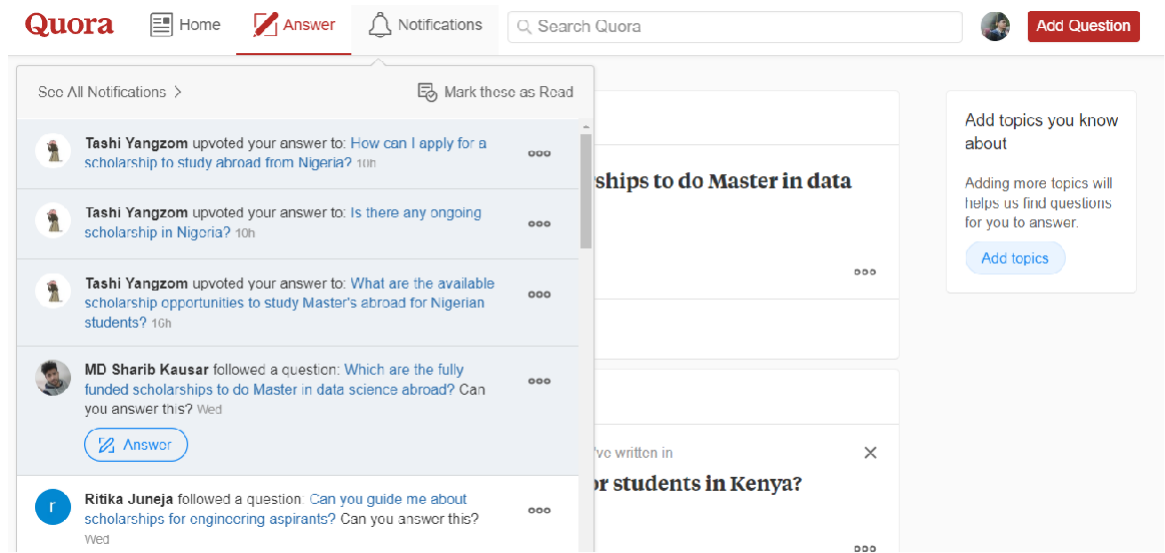


Fig. 35(b) Quora Marketing

CHAPTER 5

Conclusion

The Edoofa (Instruction for all) venture, as a major aspect of our Administration Preparing at Anhad, was a result of different administrations defined explicitly for the African mainland and Asia-Pacific locales, principally Bhutan. There are two sorts of understudies going for expert advanced education, the top 20% who have the required investment plans and capability to get in to their ideal courses and establishes, and the remainder of the base 80%. Those 80% is our market.

In our statistical surveying, we understood that Africa is a spot which is yet to be explored in the field of instruction. There are very dedicated set of individuals who need to think about, yet they have absence of assets, or are misled about the world. Our Edoofa program basically was structured in a manner to distinguish those understudies, give them high caliber, moderate instruction arrangements, which result in some yield, while guaranteeing approaches to recoup the educational cost through low maintenance employments.

As a Business Development and Management trainee my main aim was to generate the sales for the system and start the marketing campaign.

Generating the leads with the help of digital marketing campaigns through which they were able to fill the form, and after that we *capture the leads* which will lead us to use the functionalities of MS-Excel and then *lead maintenance phase* was mattered through the Intercom, E-Mail (Mailer lite) and then the *conversion of lead* will take place.

Well, with the growth of company I must say I played a good role in which I aligned with the vision of Edoofa. Howsoever, they were very much incorporated with the fact that Marketing can change the dynamics of any business at any time.

Plan to build a student community of writers who can provide curated content for blog. So that we would become more familiar to the content more engaged in African Nations.

Through useful assets like Facebook Power Editorial manager and Google Examination, we dealt with the site traffic, and broke down snap through rate to distinguish where to improve. It was a conviction at Anhad that the lead, our customer, starts things out. Through my viable consumer loyalty and relationship building, I improved business at Anhad by acquiring more business and leads through referrals, consequently sparing interest in promotions.

A fundamental piece of Showcasing is keeping your information sorted out. I kept up broad and explicit spread sheets for every one of the sorts of information we may require later on, which helped at the season of investigation. Ran Email battles for various kinds of leads isolated under a particular informational collection, for speedy Mass Advertising. Comprehended the African market starting from the earliest stage, kept up an Edoofa Blog and composed articles for their point of view, and each article had an invitation to take action, driving them to the site

The primary roles were that I was trained for were Marketing, Business Development, Sales, a core part of SEELS team. So first of all, through SEELS, the major task was to do a market research and found out some small companies which have very unique ideas and they literally knew a strategic work-force which is managed and have their targets achieved before the date.

Then, Sales Management trainee I was supposed to bring conversions from a lead generated as the benchmark was set. But initially it took some time to kick-off but eventually I was on the track.

For Deals, I detailed a pitch which was structured explicitly for the objective market. It changed from a "sales rep" pitch to a "college/tyrant" pitch. This gave our leads a high feeling of accomplishment, and selling the item turned into that a lot simpler. The pitch essentially had three sections, advising, in which I accumulated most extreme data about them, Selling, and after that, terminations. I needed to confront different difficulties en route, the greater part of which were cleared through the successful advertising assets I had, and some of them took my powerful abilities.

Now the main conclusion is that Edoofa is doing something exceptional for the African community and if we talk about the educational consultancy, they provide to the client along with the benefits after he/she get themselves enrolled in the program will change the whole scenario with the training of the employability skills. Information Examination was a basic piece of following individual and group execution. A portion of the business measurements utilized were "Normal directing time, in-process, inert leads, in discussion, and so on.

So overall conclusion is that Edoofa has certainly created a good monopoly, yes there are some other competitors but the values Edoofa provides to the student of Africa when he is coming to India and even before he get's enrolled in the System, soon we will cover the whole African region very well with having a minimum of 2-3 community managers over there. Where certain factors were involved which can help in the growth of the number of the pitches and that factors were:

- Having Documents
- Zeal to Study and not only focuses on Scholarships
- Successful Family Discussion

Now, the most important part is it was viewed over the fact that if a lead is pitched after the generation within 2 days then you can create a bigger impact and it's successful that results will be positive for almost 1 in 6 leads.

Since, we are full established over the Africa market, soon this model we will be launching in Indian market but the generics, specifics and some more things need to get changed

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