

MASTER THE ART OF PARENT ENGAGEMENT





Welcome to the third collateral of the **Edtech Master Pack!**

EdTech has been one of the most flourishing domains across several continents since the last few years.

The convergence of traditional education models and technology, which we now call EdTech, has led to eccentric avenues of learning. From professors reading chapters to their students and teachers taking math classes to school students submitting their homework. From individuals and workforce upgrading their skills to individuals preparing for various tests. From children grasping various concepts through video-based learning to individuals taking classes to get their degree certifications. Everything is now happening online.

And you, being a part of the EdTech universe, would definitely know how challenging it is to constantly drive new users to enroll on your platform - especially when there are limitless options on the interweb to choose from.

It's time to change your gears. **It's time to start making higher CLTVs from your parents by embracing the art (and science) of parent engagement and retention!**

Read on to find out everything about driving increased revenue from your existing parents!

Happy reading!



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at WebEngage



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Challenges in **Parent** Retention

The involvement of multiple entities (learner, teacher and parent) makes EdTech businesses complex. Read on to find out how you can overcome the challenges and retain parents on your platform for long

Challenges in Parent Retention

01

Tracking the acquisition sources

Parents can come across your platform through multiple acquisition sources like social media, cold email marketing, display ads, search engine, etc., making it difficult for the operations and marketing team to keep track.

02

Minimizing incomplete sign ups and drop-offs

Parents leave incomplete information while signing up or drop off mid-way, leaving you with high CACs and low conversion rates.

03

Keeping parents updated about the child's progress

Parents expect you to keep them updated about their child's progress on your platform. However, it can be challenging to do it seamlessly leading to lack of interest and lesser renewals.

04

Ensuring on-time fee payments

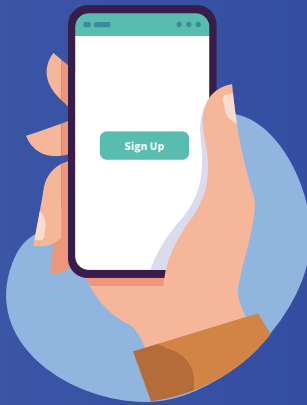
A disengaged parent might not pay on time. Moreover, high-touch fee collection leads to sales overheads and inefficiency.



Mastering the art of parent engagement

Understanding the parent
lifecycle and ways to solve
multiple use cases that lead to
exceptional learner experiences
and improved business growth

Stages of the Parent Lifecycle

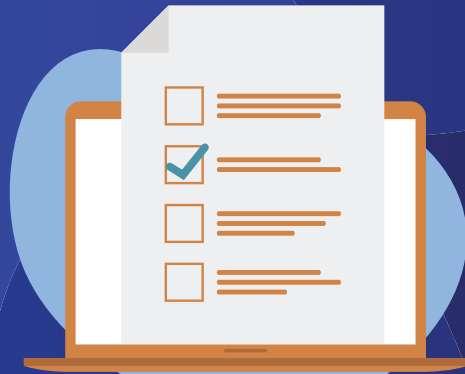


Acquisition

A lead's **first interaction** with your brand property (app or website) via various sources (online or offline)

Enrollment

The lead signs up and enrolls their child for a course or subscribes for online tutorial and **becomes a parent user with your platform**




Engagement

The **parent performs actions** (attends live seminars, views progress reports, shares feedback, etc.) on your platform and becomes an **active user**

Retention

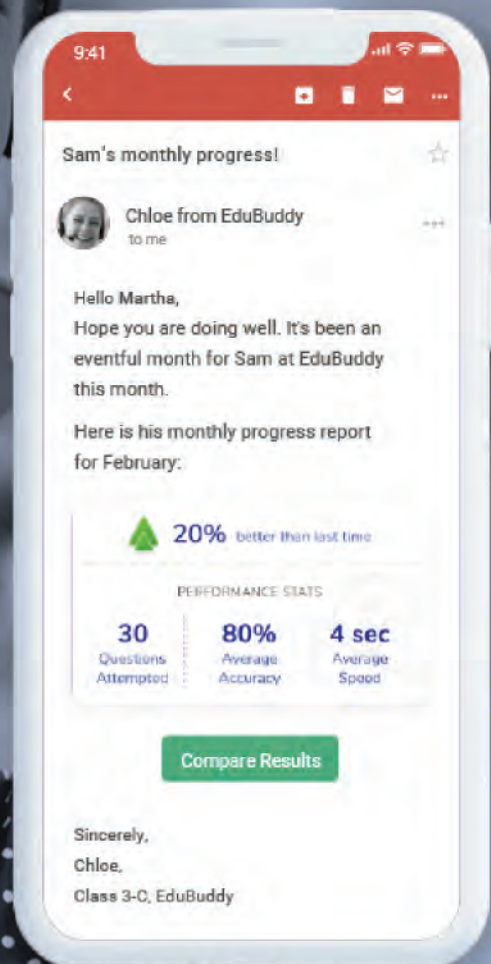
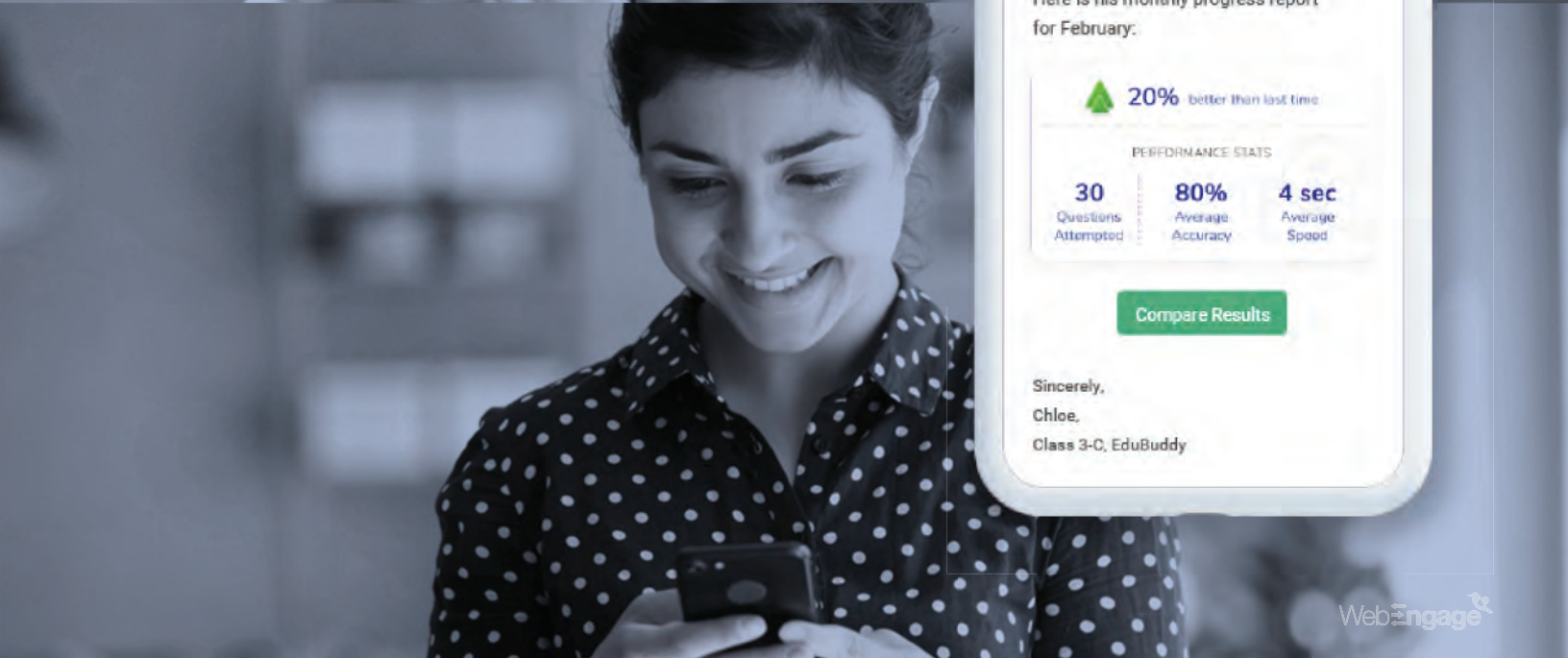
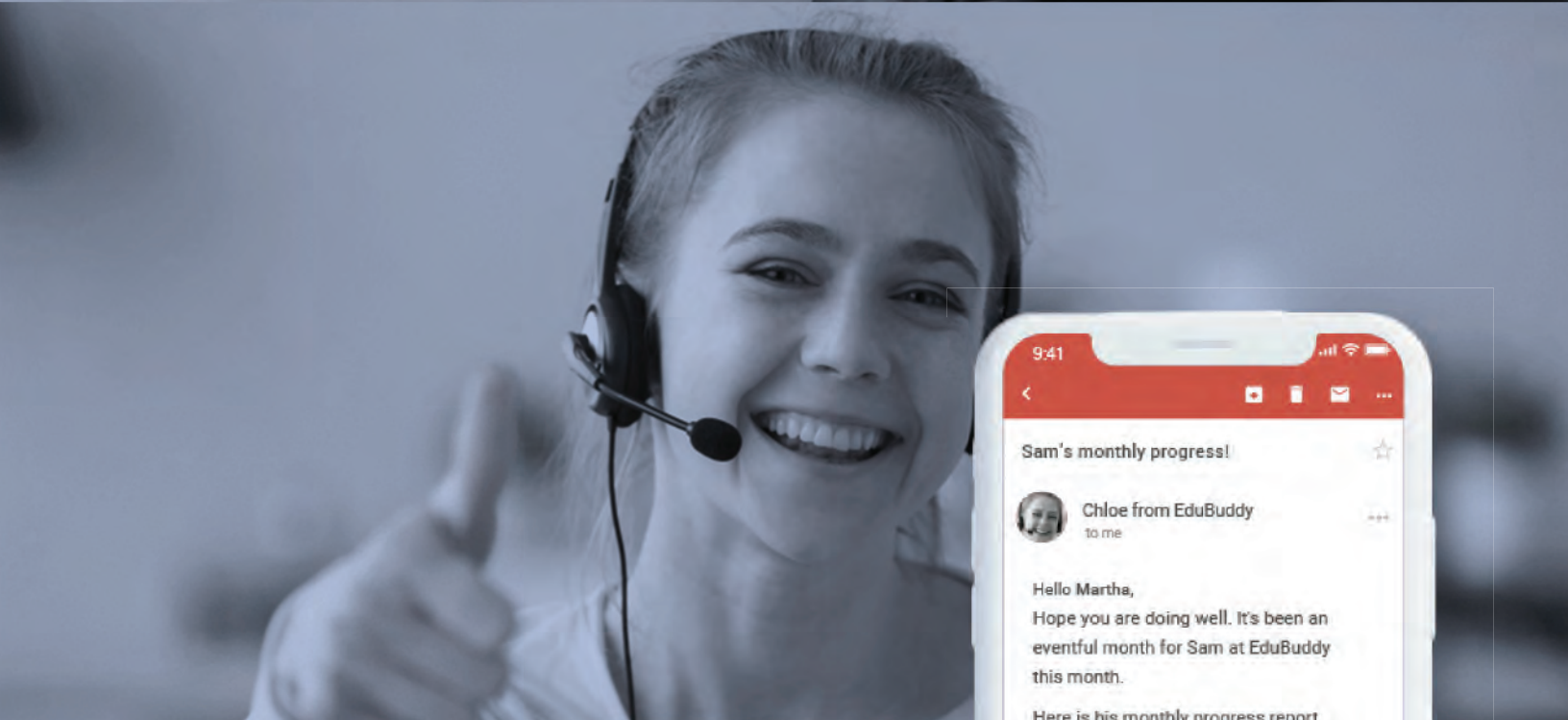
The parent **continues to use your platform** (enrolls their child for another course or renews the subscription or buys supplementary test packages), uses other value-added services, and becomes a **loyal user**





Use Cases of **parent** engagement

Ace that game of parent engagement
by solving the use cases for your
EdTech platforms





Keep parents involved with their child's progress

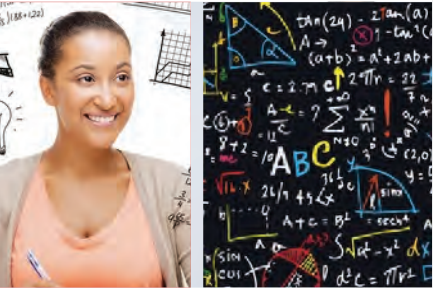
Facilitate 3-way engagement to keep everyone on the same page about learning progress and updates and direct your marketing towards the relevant stakeholder, inducing them to take the desired action.

9:41




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Let's do it [Buy Now](#)



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 **Tammy Olson**
3 hrs · Instagram 

Brainstorming over some wireframes for an upcoming app. #ux #ui #design #ios #apple

Accelerate your free-to-paid conversions

Identify 'premium students' from your vast top-of-the-funnel and help them understand the full range of your product's capabilities and value, to fasten adoption of paid subscriptions amongst your free users by 20%.

SIGN UP

DON'T HAVE AN ACCOUNT CREATE NOW

CONNECT



EduBuddy



Registrations for EduBuddy's 2020 Masterclass are open now. Enroll your child now to avail early bird discount!

notify.edubuddy.com

Target 'anonymous users' and get them to sign-up on your platform

Selectively target your anonymous users with webpush and website overlays and encourage them to sign up on your platform. These channels can help reduce your customer acquisition costs by at least 20%.



MESSAGES

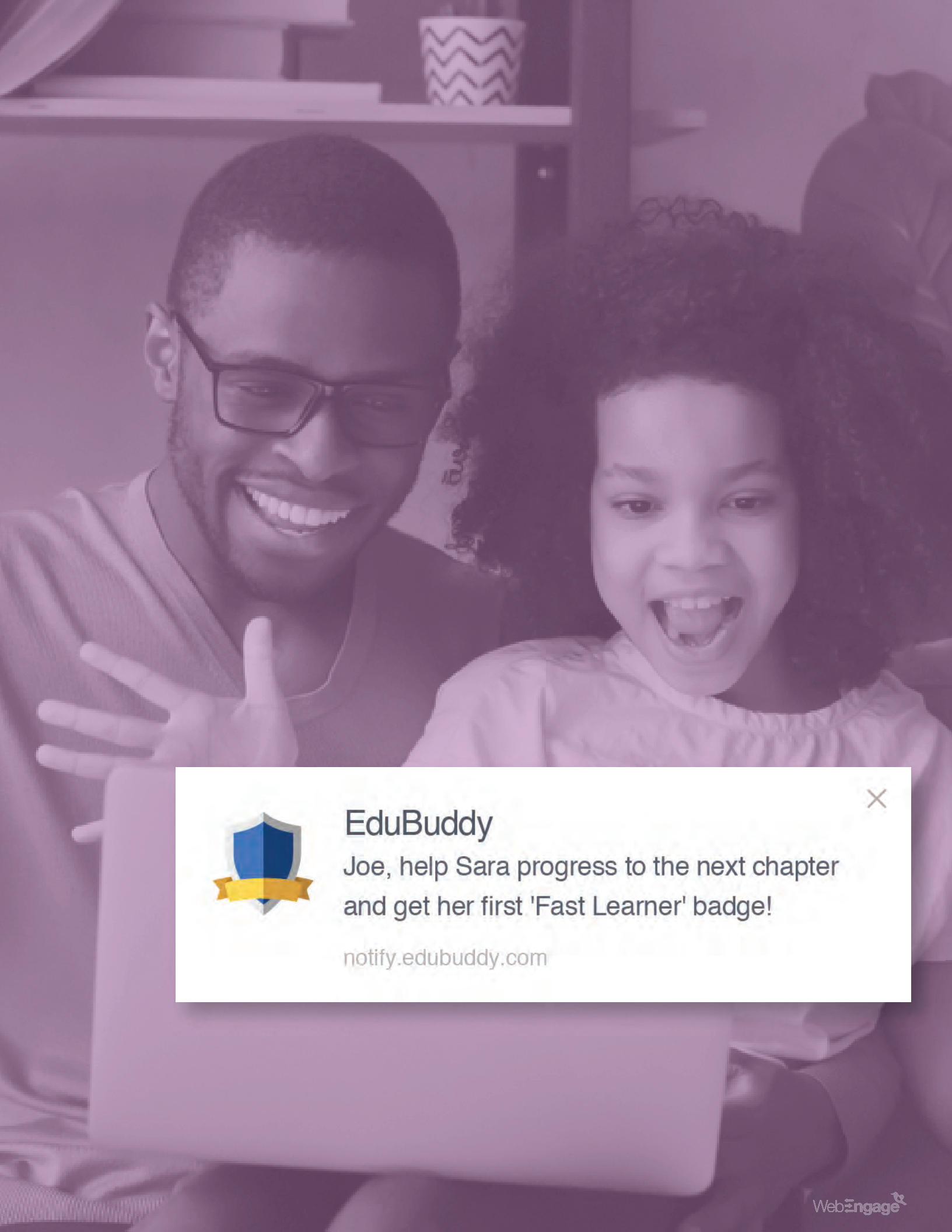
1h ago

EduBuddy

Your OTP to confirm your mobile no. XXXXXXXX67 for EduBuddy is 456763. Valid only for the next 5 mins.

Enrich parent profiles with data collected from all the sources

Collect necessary information and automate email id and mobile number verification via hyper-personalized email and SMS. Our personalization engine enables you to further enrich the parent profile and view all details in one place.



EduBuddy

Joe, help Sara progress to the next chapter and get her first 'Fast Learner' badge!

notify.edubuddy.com



Onboard parents to build trust in your platform

Help new learners understand and experience how your product can help them achieve their goals. Ensure 100% product adoption with the power of data-driven, timely user engagement across multiple channels or devices.

Marketing automation to the rescue

After reading the previous section, we hope that you've all the insights on tackling different use cases that relate to your EdTech platform. "But how do I implement these?", you ask.

The answer is "Marketing Automation"!

A multi-channel marketing automation platform has the potential to unify all your user data (learner, teacher, and parent) in one place, help you segment your users based on their behavioral data, and deliver automated cross-channel communication via lifecycle journeys and campaigns.

Check out the handbooks to find out more about how some of the leading brands are leveraging marketing automation to power their EdTech user engagement and retention.



Create engaging customer experiences that matter.

Get in touch for a personalized demo of the WebEngage marketing automation dashboard.

Schedule my free demo



WebEngage is a full-stack marketing cloud which gives a 360° view of your users & your marketing efforts (& everything else in between). Loaded with cross platform & cross channel analytics, the suite makes it possible to drive user engagement & retention with data driven, personalized campaigns through multiple channels, including the revolutionary Journey Designer.

Thousands of online consumer businesses use WebEngage everyday to improve their user engagement and retention. Why are you still hesitant?

TALK TO US TODAY



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