

MASTER THE ART OF LEARNER ENGAGEMENT



WebEngage

Welcome to the first 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 with your “existing learners”** by embracing the art (and science) of learner engagement and retention!

Read on to find out everything about driving increased revenue from your existing learners (users)!

Happy reading!

Swati Singh

Product Marketing Manager
at WebEngage



Forum Sheth

Head of Content
at WebEngage





Adoption **Drivers** for EdTech

EdTech has evolved over the years. But what really drives the adoption of your EdTech platforms?

Adoption Drivers for EdTech

01

The **penetration of the internet** and **smartphones** has made technology a child's play for learners

02

Educational technology has made global as well as home-grown **subject materials available to anyone with internet access.**

03

All types of learners (K12, test preparators, skill developers) have easy access to their **personal and/or parent's disposable income** for education.

04

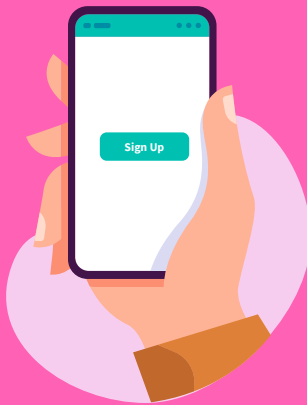
Online education has become not only affordable but is considered as **a necessity in the current era.**



Mastering the **art** of your learner engagement

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

Stages of the Learner Lifecycle



Acquisition

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

Enrollment

The lead enrolls for a course or subscribes for online tutorial or buys a test package and **becomes a learner with your platform**



Engagement

The **learner performs actions** (attends live classes, views videos, takes tests, etc.) on your platform and becomes an **active user**



Retention

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



A woman with long dark hair is looking down at a smartphone in her hands. She is wearing a light-colored, textured sweater. The background is a soft-focus image of a desk with papers. A large, semi-transparent pink circle is overlaid on the right side of the image, partially covering the woman's face and the text.

Use cases of learner engagement & retention

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



EDUBUDDY

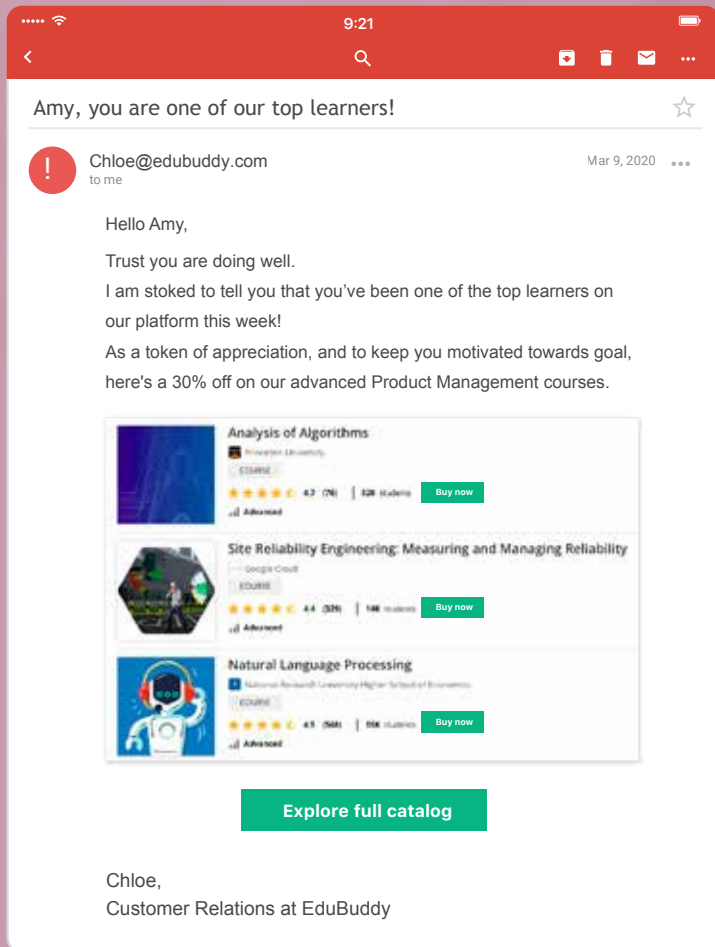


Karen, let's do this together!

Hi Karen, you have 1 free video left in your current plan - Click here to get personalized coaching options and more!

Improve student attendance and maximize video consumption

Understand engagement trends across different course modules and time of the day and bring more students to your live video classes. Contextual messages have emerged as a rocket fuel to increase viewership, improve attendance to your live classes, and ultimately the bottom line.



Get users to invest in multiple courses

Aid the discovery of new courses, and spur existing users to invest in value-added upgrades and services. Nurture and follow up with users to push them into that upgrade, adding at least 15% to your sales.



EDUBUDDY

now

Katy, you are a champ! Only 2 chapters more to master your Tables!



Yes! I can do it 💪

Motivate your dormant students with one-to-one engagement

Solve for lack of motivation and bring users back to your platform. Execute contextual multi-channel and value driven campaigns to revive your churning user base by about 15%, within 3 months.



EduBuddy

You've completed 80% of your Infosys Data Science course and you're among the first few Infosys employees who are this close to the course completion.

notify.edububby.com

Track and assign coursework as per the learners progress

Users start their tests/courses but don't complete them.

Onsite gamification, real-time parent-teacher communication and keeping parents involved with nudges about their children's absenteeism minimizes the course drop-off rates by 20%.



EDUBUDDY

now

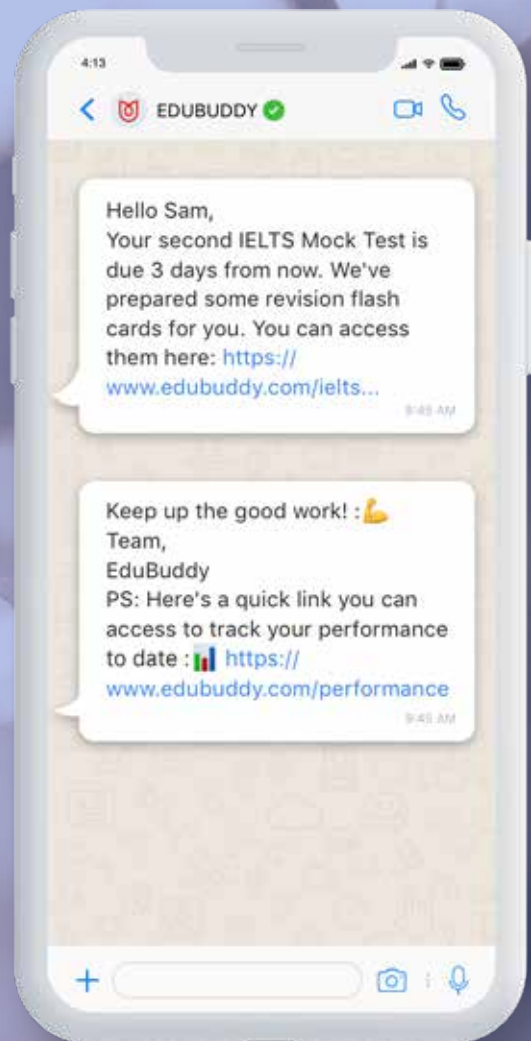
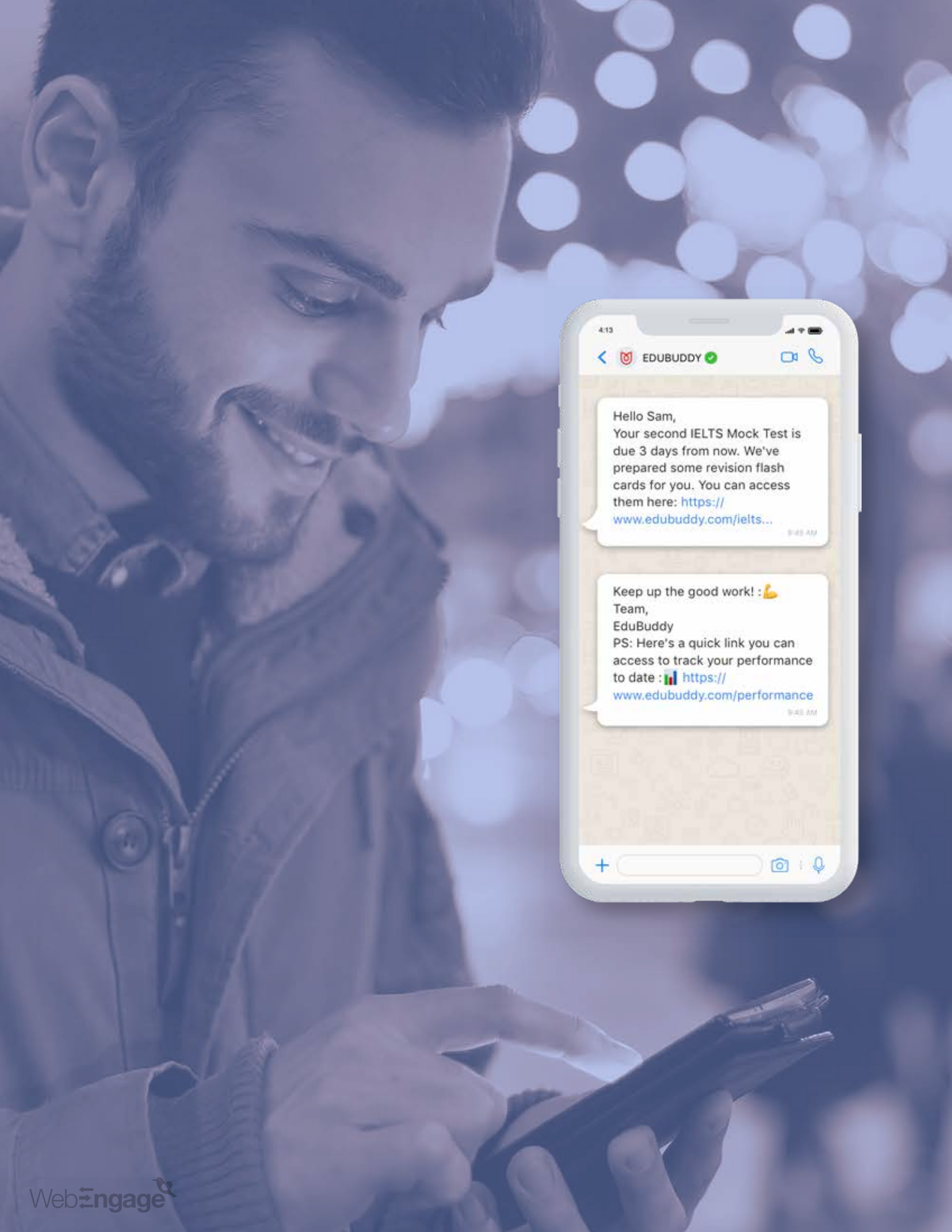
Colin, here's another video course from Dave Gerhardt about Viral Marketing. Check it out now!



Show Me

Maximize content discovery on your platform

Your content library is in place but it needs to reach the right user at the right time. We make the discovery seamless, one that evolves with your reader's behavior, and distribute it among channels that will get you the most ROI.



Hello Sam,
Your second IELTS Mock Test is due 3 days from now. We've prepared some revision flash cards for you. You can access them here: <https://www.edubuddy.com/ielts...>

9:45 AM

Keep up the good work! : 🍌
Team,
EduBuddy
PS: Here's a quick link you can access to track your performance to date : 🇮🇳 <https://www.edubuddy.com/performance>

9:45 AM

Nudge your learners to take their upcoming tests

Convert your one time reminders into intelligent workflow-backed reminders to keep your users informed regularly about their upcoming tests. Track user's actions/inactions and tailor real-time communication to each individual through various channels, and experience up to 125% improvement in test completion rates.

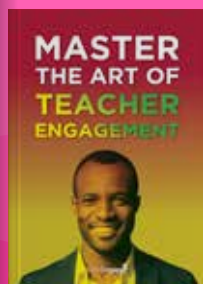
Marketing automation to the rescue

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.

Read the next guides and handbooks to find out more about marketing automation and EdTech user engagement.



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



+1 (408) 890-2392, +91 (022) 6110 2400



support@webengage.com



@Webengage



/Webengage