

**Cast Study**  
**On**  
**English With Sachin's**  
**Coaching Business**

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# How I Helped English With Sachin's Coaching Grow by 40%

**Outline:** Transforming English with Sachin's Coaching: A 40% Growth Success Story

**Associate:** Sachin Thakur

**Company:** English With Sachin

**Industry:** Coaching

**Buyer Persona:** Students, Professionals, Job seekers and Immigrants

**Video Testimony:** <https://www.youtube.com/watch?v=retz9qHYN-s>

I'm excited to share the amazing journey of transforming "English With Sachin" coaching into a thriving success story. It's all about how my expertise in digital marketing helped Sachin achieve a remarkable 40% growth. Join me in this inspiring case study!

## The Story of English With Sachin

Let me introduce Sachin, the heart and soul of "English with Sachin." He had a tough time with English, which affected his confidence and job opportunities. But he didn't give up. He learned English, won a scholarship to study in the USA, and fulfilled his dream.

After returning, he started "English with Sachin." With over 2500+ happy students and professionals, Sachin's coaching makes you speak confidently and shine in job interviews. Sachin's journey proves that overcoming challenges can lead to amazing success. "English with Sachin" isn't just a business; it's a path to reaching your dreams through effective communication. His vision is to offer top-notch English education to a wide audience of eager learners. Join us and take the first step towards your success story today!

## The Challenges "English With Sachin" Faced

Let's dive into the problems that troubled Sachin's business:

1. Low-quality leads were flooding in, making our marketing efforts ineffective.
2. The cost per lead was skyrocketing, putting our finances at risk.
3. Webinar attendance stalled, and sales were struggling.

## Why Sachin Chose to Work with Me

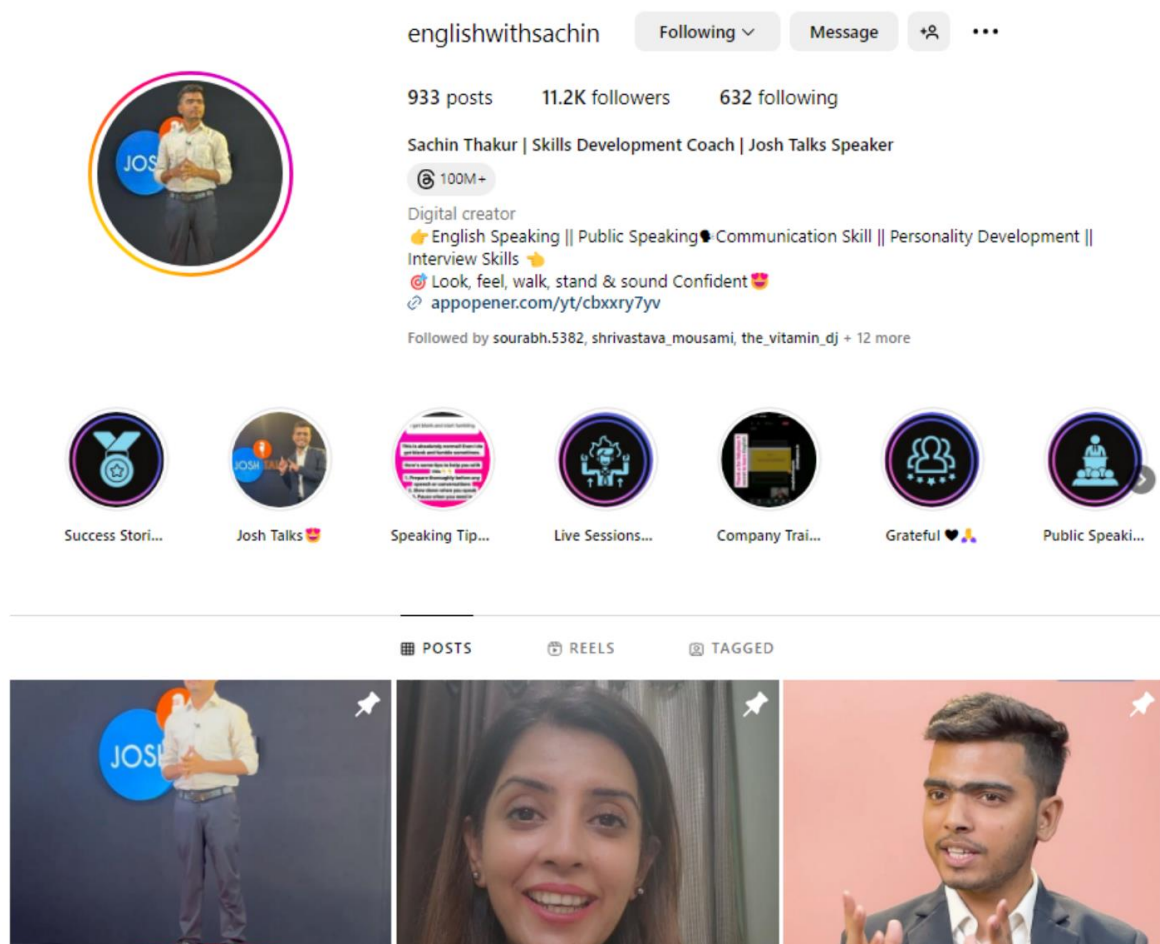
Sachin chose me over other agencies because some focused only on organic social media content, while others obsessed over paid social ROI. I offered a solution that combined the best of both worlds, promising the highest ROI with fantastic engagement. This convinced Sachin without a second thought. As Sachin says, "Why not both?"

## Strategies we adopted:

### 1. Organic Social Media Engagement:

We used organic social media engagement as our primary strategy to build genuine connections with our target audience. With our consistent sharing of engaging content, including engaging videos, we were able to make learning English enjoyable for our audience. By adopting this strategy, we aimed to enrich the community, deliver ongoing value to the community, and create a lasting bond between our members. We firmly believe in the power of word-of-mouth marketing, and our students and followers are more than just numbers – they are our valued brand ambassadors.

<https://www.instagram.com/englishwithsachin/>



*Figure 1: Look at the visual of Profile growth*

## 2. Paid Social Media Advertising:

We implemented a comprehensive overhaul of our advertising strategy, including the following key components:

### 2.1 Copywriting Magic:

The ad copy we wrote for our marketing campaigns was transformed from ordinary to attractive, in order to make our audience more engaged and attracted to our message.



*Figure 2 Visuals illustrate the transformation in Copy Writing.*

### 2.2 Precise Audience Targeting:

Based on data insights, we refined our target audience to focus on the segments that are most likely to respond to our message. Additionally, we excluded leads that were not converting effectively.

Create new audience    **Use saved audience** ▾

## General

### Location:

India

### Age:

25-42

### Exclude:

Interests: Homemaking, Employers: Homemaker, Job title: Homemaker

### People who match:

Interests: American English, English Speaking Club, Business English, Job interview, British English, English language, Learn English, Learn English Online, Freelancer, learning english, Self-confidence, English Conversation, Self-esteem, Test of English as a Foreign Language, speaking english, Professional development or Learn English Conversation, Behaviours: People in India who prefer high-value goods, Education Level: University graduate, Job title: Freelancer

Edit

*Figure 3 Visual sneak peek of our precise target audience is provided.*

## 2.3 Social Media Boost:

Our efforts led to a significant surge in Sachin's social media presence, resulting in more page likes, followers, visits, and broader reach.



*Figure 4 Exact statistics are displayed below.*

## 2.4 Cost-Effective Ads:

Through a strategic restructuring of our ad campaigns, we managed to significantly reduce the cost per lead (CPL).

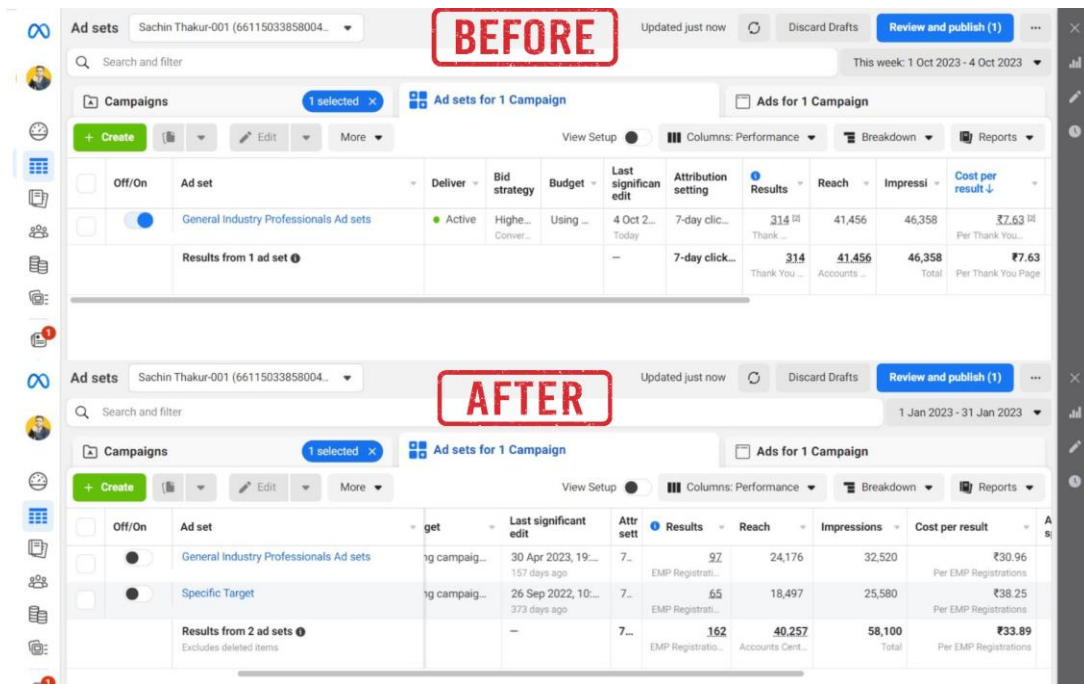


Figure 5 A visual comparison of CPL demonstrates the change.

## 2.5 Ongoing Optimization:

We consistently monitored and adjusted ensure our campaigns performed at their peak efficiency.

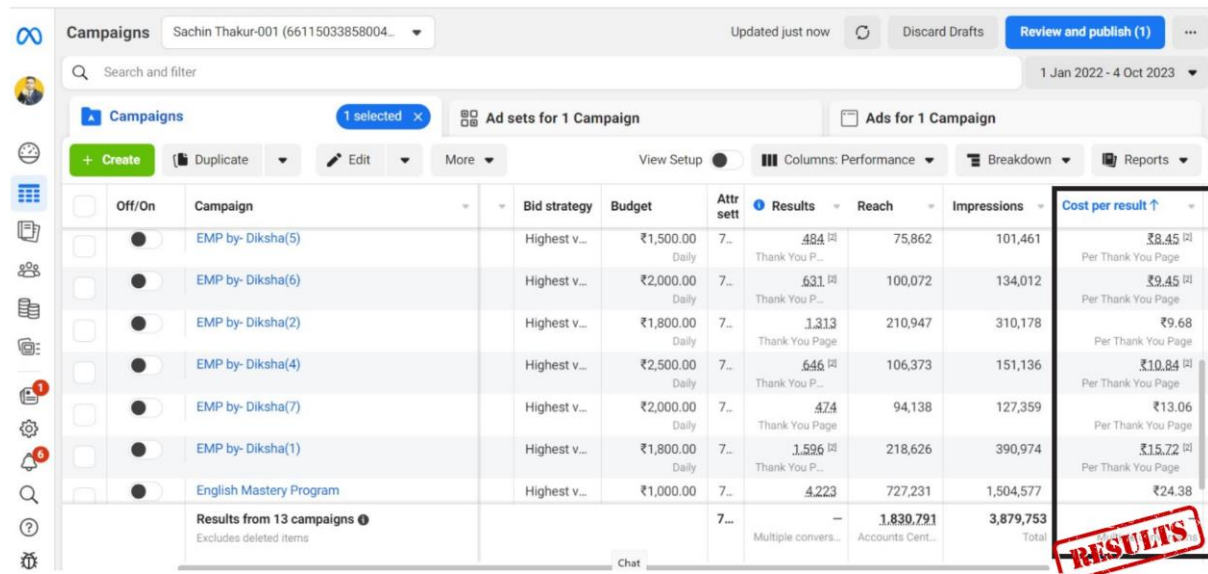


Figure 6 Visuals highlight countdown of CPL.

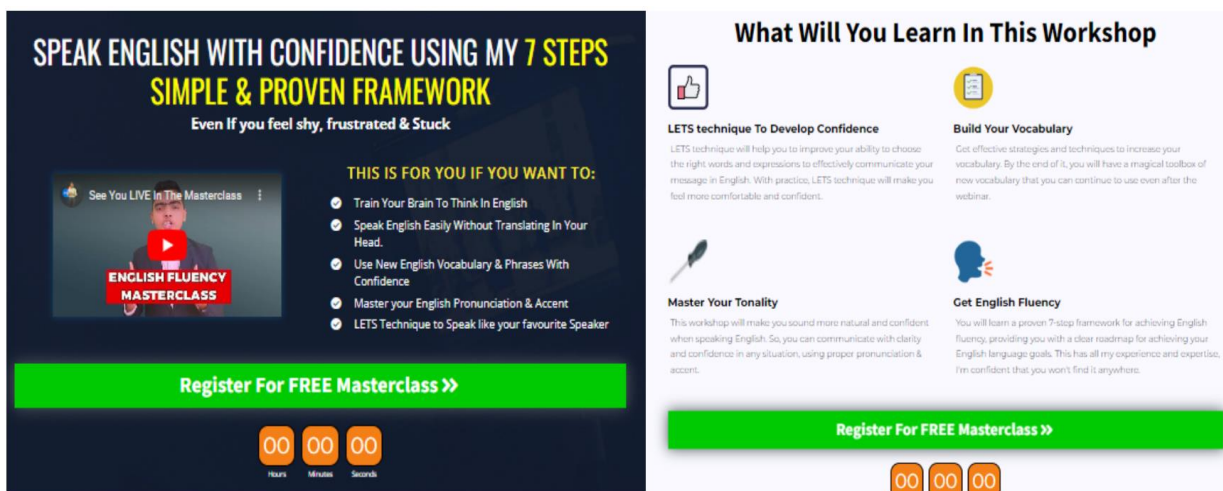
## 2.6 Conversion Campaign

We ran conversion campaign for highest and quality leads and tracked the leads using conversion event.

The screenshot shows a configuration panel for a conversion campaign. At the top, there is a green checkmark icon next to the word "Conversion" and a lightbulb icon with the text "See recommendations". Below this, the "Conversion location" section has a heading and a sub-heading "Choose where you want to drive sales. Learn more". There are two radio button options: "Website" (selected) and "Drive sales and conversions on your website." (unselected). The "Performance goal" section has a dropdown menu currently set to "Maximise number of conversions". The "Pixel" section has a dropdown menu set to "English With Sachin's Pixel". The "Conversion event" section has a dropdown menu set to "Thank You Page (ID 1125198508876167)".

## 2.7 Landing Page Funnel Strategy:

We implemented a well-crafted landing page strategy that created a sense of urgency and trust among our audience.



*Figure 7 Visuals highlight countdown in Landing Page which creates FOMO in customer's mind.*



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00 00 00  
Hours Minutes Seconds

**Thousands Have Learned Just Check Out What Some Of Them Have To Say...**

**Register For FREE Masterclass >>**

00 00 00  
Hours Minutes Seconds

Figure 8 Visuals highlight social proof which creates trust in brand.

## 2.8 Latest Campaign

This is the latest campaign which is of high visual quality and top-notch copy writing. From this campaign, we have generated great ROI.

**Facebook Feeds**

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"According to the Harvard Business Review, recruitment and HR managers around the world report that applicants with ...see more

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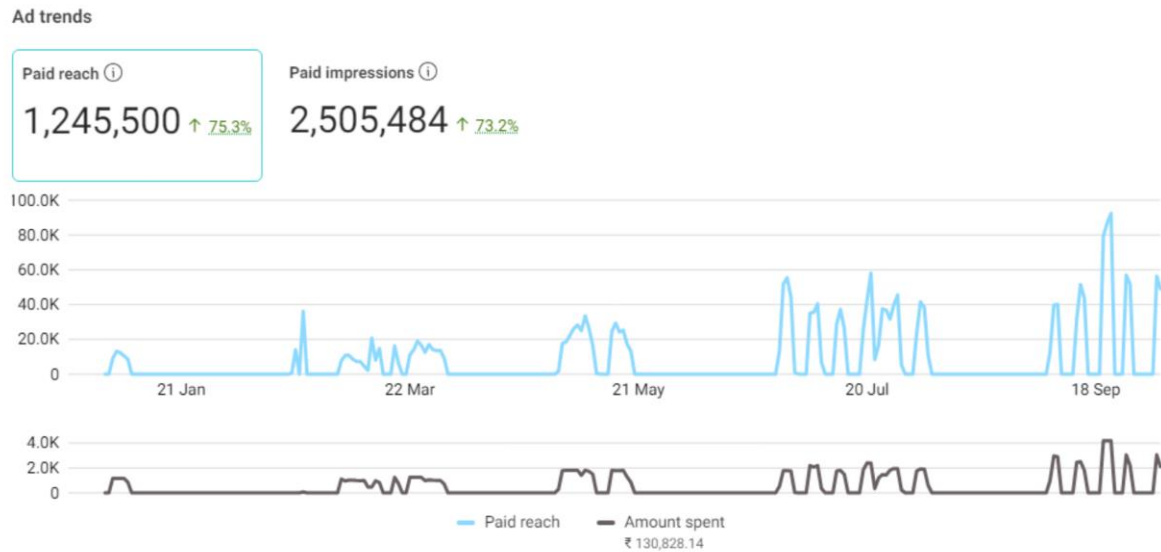
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## 2.9 Overall amount spent, and result achieved.

Below is the overall amount spent and reach and impressions generated over a period.



### Key Results:

As a direct outcome of our strategies, we achieved the following remarkable results:

- Online seminar attendance soared by an impressive 500%, allowing us to reach a wider and more diverse audience.
- Sales experienced a substantial 40% growth, infusing new life and vigour into the business.
- The cost per lead (CPL) saw a significant reduction, dropping from an initial Rs. 35 to a mere Rs. 8.58, enhancing financial stability.
- Online lead generation exceeded our initial expectations by a staggering 50%.
- Social media engagement tripled, creating a lively and engaged online community.

This is not just a case study; it's an invitation to transform your own success story. If you aim to elevate your business through strategic digital marketing, I invite you to connect with me. Together, we can script your own journey of transformation.