Training Course on Digital Marketing and Enrollment Strategies for EdTech

Professional Development Training Course Outline

Category	Educational Leadership and Management	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today's competitive education technology (EdTech) landscape, mastering digital marketing strategies is no longer optional—it’s essential. As institutions and educational platforms face increased pressure to boost enrollment and retention, leveraging data-driven digital marketing tools has become the cornerstone of sustainable growth. Training Course on Digital Marketing and Enrollment Strategies for EdTech empowers administrators, educators, and marketing professionals to design, execute, and optimize digital campaigns that directly impact student enrollment and engagement.

With a curriculum rooted in real-world application, the course emphasizes high-impact techniques such as SEO optimization, social media marketing, content strategy, email automation, video marketing, and AI-driven personalization. Each module provides actionable insights, supported by EdTech-specific case studies, to ensure participants leave with implementable strategies tailored to their institutions. Whether you're part of a K-12 school, higher ed institution, or EdTech startup, this course will equip you to confidently drive digital growth and meet evolving learner expectations.

Programme Curriculum

Training Course on Digital Marketing and Enrollment Strategies for EdTech

Introduction

In today's competitive education technology (EdTech) landscape, mastering digital marketing strategies is no longer optional—it’s essential. As institutions and educational platforms face increased pressure to boost enrollment and retention, leveraging data-driven digital marketing tools has become the cornerstone of sustainable growth. Training Course on Digital Marketing and Enrollment Strategies for EdTech empowers administrators, educators, and marketing professionals to design, execute, and optimize digital campaigns that directly impact student enrollment and engagement.

With a curriculum rooted in real-world application, the course emphasizes high-impact techniques such as SEO optimization, social media marketing, content strategy, email automation, video marketing, and AI-driven personalization. Each module provides actionable insights, supported by EdTech-specific case studies, to ensure participants leave with implementable strategies tailored to their institutions. Whether you're part of a K-12 school, higher ed institution, or EdTech startup, this course will equip you to confidently drive digital growth and meet evolving learner expectations.

Course Objectives

By the end of this training, participants will be able to:

1. Develop SEO-optimized digital campaigns tailored for EdTech audiences.
2. Identify key student personas and enrollment funnels for targeted outreach.
3. Implement data analytics tools to monitor and improve campaign performance.
4. Design effective lead generation and nurturing strategies using automation.
5. Build compelling content marketing strategies that convert.
6. Leverage social media platforms to drive brand awareness and engagement.
7. Utilize AI and machine learning tools for personalized student experiences.
8. Create high-converting landing pages and calls-to-action.
9. Run efficient pay-per-click (PPC) and display ad campaigns.
10. Utilize email marketing automation for personalized communication.
11. Apply video storytelling techniques to increase emotional engagement.
12. Benchmark and evaluate competitor digital strategies for market positioning.
13. Develop a full-funnel digital enrollment strategy roadmap.

Target Audience

1. EdTech Startups & Founders
2. K-12 School Administrators
3. Higher Education Marketers
4. Online Course Creators
5. Educational Consultants
6. Marketing & Enrollment Managers
7. Instructional Designers
8. Learning Platform Developers

Course Duration: 5 Days

Course Modules

Module 1: Digital Marketing Fundamentals in EdTech

- Understand the digital landscape for education
- Define key KPIs for EdTech marketing
- Digital vs. traditional marketing comparison
- Tools for digital campaign management
- Introduction to growth marketing tactics
- **Case Study: Khan Academy’s pivot to global digital reach**

Module 2: Audience Targeting & Persona Development

- Develop learner personas using real data
- Understand parent vs. learner behavior patterns
- Map the student journey to conversion
- Tools for segmentation (Google Analytics, CRM)
- Personalization techniques for content delivery

- **Case Study: Coursera’s learner-first segmentation strategy**

Module 3: SEO & Content Marketing Strategy

- Conduct keyword research for EdTech niches
- Optimize blogs, landing pages, and course descriptions
- Use storytelling for content engagement
- Apply backlinking and internal linking tactics
- Create editorial calendars for consistency
- **Case Study: How Udemy ranks on page 1 for 500+ keywords**

Module 4: Social Media & Influencer Marketing

- Choose the right platforms for your brand
- Schedule and automate educational posts
- Create shareable educational graphics and reels
- Collaborate with micro-educational influencers
- Run paid social ad campaigns
- **Case Study: Duolingo’s viral TikTok strategy**

Module 5: Email Marketing & Automation

- Build segmented email lists ethically
- Design high-conversion email templates
- Create nurturing sequences with autoresponders
- Analyze open rates and optimize subject lines
- Integrate emails with your LMS and CRM
- **Case Study: Southern New Hampshire University’s drip campaign success**

Module 6: Paid Advertising & Retargeting

- Set up Google Ads for educational offers
- Build effective ad copy for student recruitment
- Use display ads for course promotion
- Retarget visitors using Facebook Pixel & GA4
- Monitor ad performance and ROI
- **Case Study: MasterClass’s retargeting strategy yielding 3x ROI**

Module 7: AI & Personalization in Marketing

- Leverage AI chatbots for enrollment questions
- Use machine learning for predictive targeting
- Personalize landing pages based on user behavior
- Automate personalized course recommendations
- Track and optimize AI campaign performance
- **Case Study: LinkedIn Learning’s AI-based course suggestion engine**

Module 8: Enrollment Funnel & Strategy Blueprint

- Design your 5-stage enrollment funnel
- Align messaging with the decision-making process
- Integrate LMS and CRM into funnel analytics
- Reduce friction in the application process
- Measure and iterate your funnel effectiveness
- **Case Study: HubSpot’s Education Hub funnel framework**

Training Methodology

- Interactive workshops using real-world EdTech tools
- Hands-on assignments for each module
- Group breakout sessions for peer learning
- Live campaign simulation exercises
- Access to a digital resource hub
- Final capstone project: build your own EdTech enrollment funnel

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com