



# EDUCATION INDUSTRY INTERACTIVE CONTENT STRATEGY WITH CALCULATORS & QUIZZES

TOP OF THE FUNNEL

## KNOWLEDGE & OCCASION QUIZZES

- How much do you know about US education?
- Take this quiz and test your knowledge on \_\_.
- How good is your vocabulary?
- Are you eligible for getting a scholarship at \_\_?



INCREASE **SOCIAL**  
ENGAGEMENT



GROW **AWARENESS**



SPARK  
**CONVERSATIONS**

## LIINKS TO LIVE INDUSTRY EXAMPLES

- [U.S. Education Quiz](#)
- [Check your awareness about Global Education](#)
- [How much do you know about education?](#)

MIDDLE OF THE FUNNEL

## PRODUCT RECOMMENDATIONS

- Which course is a better for you?
- Classroom education or online education-which is a better fit for you?
- Find the best institution for your higher education.

STAY **TOP OF MIND**

## COST CALCULATORS

- How can you cut down on your costs by studying at our institute?
- Do you know how much will it cost to educate your child?
- How much would it cost to stay off campus?



BRAND **AUTHORITY**



CLIENT **EDUCATION**

BOTTOM OF THE FUNNEL

## SAVINGS & ROI CALCULATORS

- How much money do you save by staying at our fully equipped campus?
- What will be your ROI of studying at ABC?
- How much will you save staying on campus?



CREATING **LOYALTY**



**INFLUENCE** DECISIONS

## COMPETITOR FOCUSED

- Your suitable MBA coaching institute- ABC or XYZ?
- \_\_ vs \_\_: What is the best for you?
- Which programme is better for you: \_\_ or \_\_?



GROWING **MQL**