

# HIGHER EDUCATION INTERACTIVE CONTENT STRATEGY WITH CALCULATORS & QUIZZES



TOP OF THE FUNNEL

## KNOWLEDGE & OCCASION QUIZZES

- Which course should you major in?
- Do you need to do MBA?
- Should you change the stream that you are currently studying?
- Can you make your passion your career?



INCREASE **SOCIAL**  
ENGAGEMENT



GROW **AWARENESS**

## LINKS TO LIVE INDUSTRY EXAMPLES

- [Where should I study abroad?](#)
- [Is MBA the right fit for you?](#)



SPARK  
**CONVERSATIONS**

MIDDLE OF THE FUNNEL

## PRODUCT RECOMMENDATIONS

- Which university would you be happy in?
- Which MBA stream should you opt for?
- Which city should you do your higher education from?



STAY **TOP OF MIND**

## COST CALCULATORS

- What is the cost of studying at IIM?
- What is cost of studying abroad?
- How much does it cost to study actuarial science?



BRAND **AUTHORITY**



CLIENT **EDUCATION**

BOTTOM OF THE FUNNEL

## SAVINGS & ROI CALCULATORS

- How much can you save by studying at DU?
- Is IIM worth the investment?
- Is studying law a good option in India?



CREATING **LOYALTY**



**INFLUENCE** DECISIONS

## COMPETITOR FOCUSED

- Where to prepare for SAT- XYZ or ABC?
- Which college provides better luxury: XYZ or ABC?
- Which engineering college provides better induction training- XYZ or ABC??



GROWING **MQL**