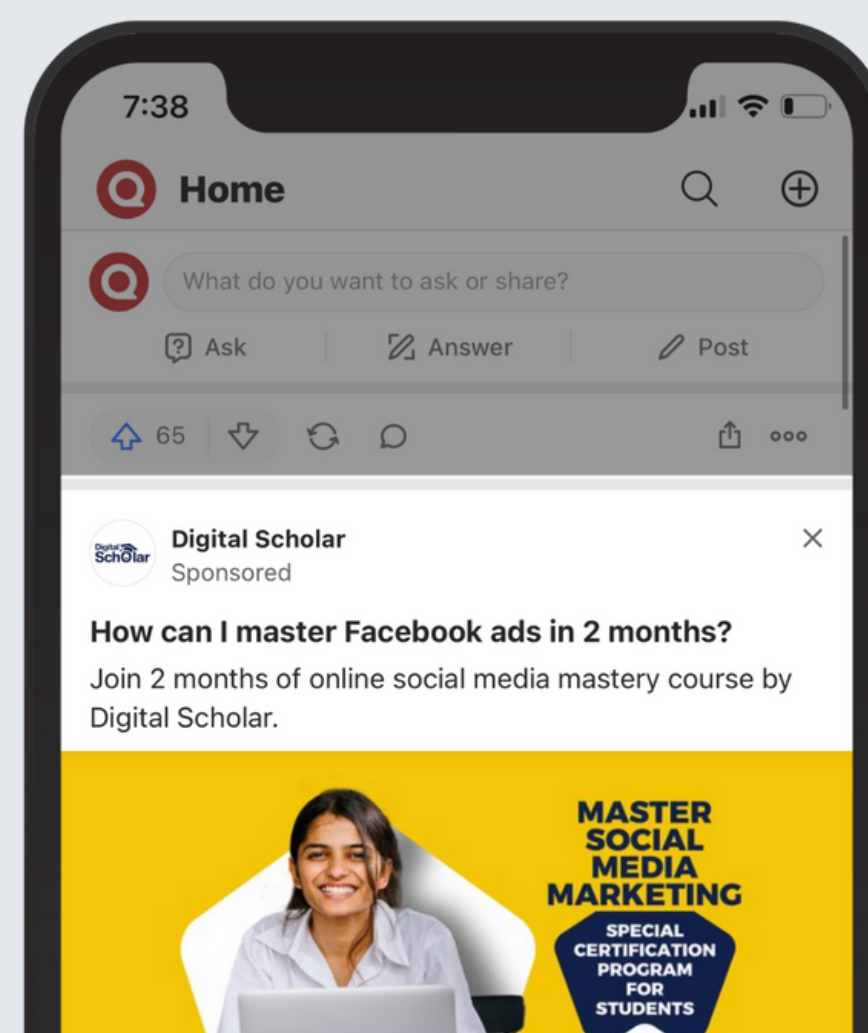


Digital Scholar

Generating leads through success stories



50%

**lower-funnel
conversion rate**

**CTR of 2.5 times
the benchmark
in the EdTech
category on
Quora**

80-100

**students
enrolled**

Their Goal

Increasing conversion rates

Digital Scholar is a leading platform for aspiring digital marketing professionals, with thousands of students enrolled in their courses. They were looking to generate quality leads for their 4-month digital marketing course. Digital Scholar's aim was to drive traffic to their website and grow conversion rates and registrations.

Their Audience

Eager to learn and grow

Quora hosts a unique audience that is ambitious and constantly striving to increase its knowledge base. 79% of Quora users in India say that learning new skills is important to them. Digital Scholar saw this as an opportunity and targeted this knowledge-hungry audience and successfully reached out to the perfect potential graduates for their courses. They came across high intent users who were researching digital marketing courses, and people interested in upskilling themselves on Quora. People visiting Quora rely on reviews to make an informed decision. Digital Scholar leveraged this insight while shaping their campaign.



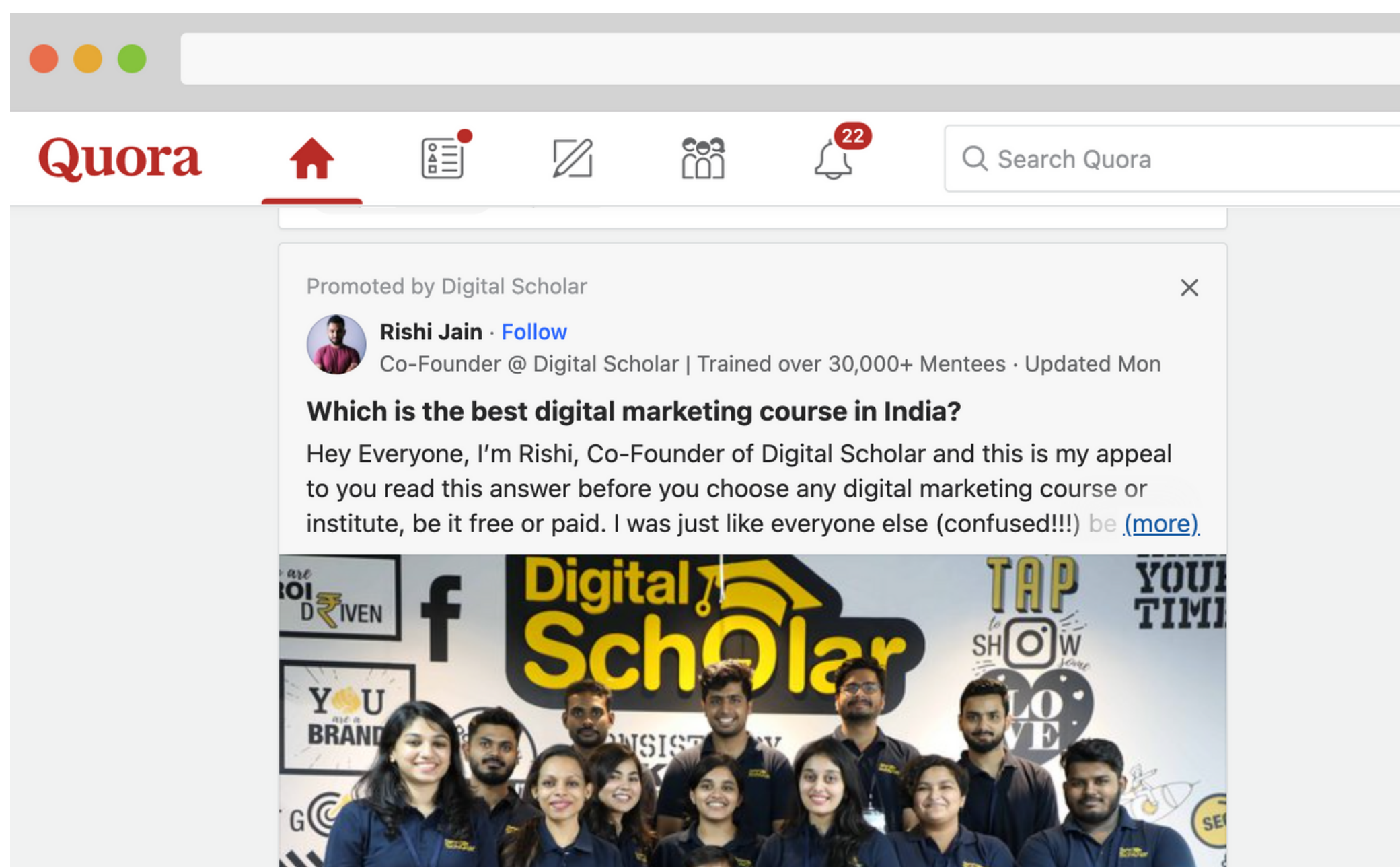
Their Solution

Utilizing Promoted Answers to emphasize course benefits

Digital Scholar's approach revolved around the use of contextual and behavioral targeting to reach the users who are looking to step into the world of digital marketing. They appropriately leveraged Quora's Promoted Answers to highlight the benefits of their training courses to appeal to those searching and comparing courses. The campaign utilized these answers to draw attention to the need for digital marketers in today's professional landscape and how Digital Scholar goes the extra mile to ensure employment opportunities for their graduates.

"We have successfully generated quality leads from Quora - people who have proceeded to join our 4-months Digital Marketing program. For every batch campaign, we have seen a conversion rate of more than half."

Rishi Jain
Co-Founder,
Digital Scholar



Their success

Gaining leads at a low CPC

Digital Scholar's Quora campaign saw remarkable success in lead generation. For every batch of 30 leads, they gained 17 users who enrolled for their 4-month Digital Marketing program, garnering a conversion rate of over 50%. With their CTR optimized approach, such as including a question about the best digital marketing course in India, their campaign resulted in a CTR of 5.82%, which is 2.5 times better than the benchmark of the EdTech category on Quora. The co-founder of Digital Scholar, Rishi Jain, additionally received a spectacular 10.5 million views on his profile.