

I've fixed 3 struggling 7-figure Education brands.



Aazar Shad  @Aazarshad · Mar 12, 2025

I've fixed 3 struggling 7-figure Education brands. It's easy.

Here are the 15 insights that actually work:

(+ real examples and tactics)

BACKGROUND:

Education brands struggle despite their amazing product.

Common problems:

- Trust barriers
- Low show up rate
- Unqualified leads
- Seasonality
- Bad creatives
- Competitive market
- No unique secret sauce
- Overspending per lead
- No structured approach
- Cancellation after first month
- Rising CAC & lead cost

Success requires precision.

Every marketing dollar counts.

Here's what works from first click to last:

ADVERTISING INSIGHTS:

1. Transformation Stories

- ↳ Show real student outcomes
- ↳ Feature before/after results

- ↳ Let graduates tell their stories

2. User-Generated Content

- ↳ Student testimonials outperform polished ads
- ↳ Raw, authentic footage converts better
- ↳ Capture genuine learning moments

3. Text-Heavy Creative

- ↳ Clear copy drives action
- ↳ Promise specific outcomes
- ↳ Include social proof

4. Smart Targeting

- ↳ Focus on age-specific segments
- ↳ Test iOS vs Android performance
- ↳ Build quality lookalike audiences

5. Influencer Partnerships

- ↳ Collaborate with subject experts
- ↳ Aim for 500K+ following
- ↳ Mix organic + paid content

CONVERSION OPTIMIZATION:

6. Price-Based Strategy

- ↳ Under \$100: Focus on immediate sales
- ↳ Over \$100: Extended education funnel

7. Trust Building

- ↳ Add founder's story
- ↳ Share company mission
- ↳ Display team credentials

8. Clear Product Pages

- ↳ Outline complete curriculum
- ↳ Show learning outcomes
- ↳ Include time commitments

9. Qualification Process

- ↳ Define ideal student profile
- ↳ List who should not enroll

- ↳ Set clear expectations

10. Social Proof

- ↳ Feature graduate success stories
- ↳ Show employer partnerships
- ↳ Display industry recognition

GROWTH TACTICS:

11. Premium Onboarding

- ↳ Send welcome packages
- ↳ Host kickoff events
- ↳ Create student communities

12. Value Stacking

- ↳ Offer bonus courses
- ↳ Include mentorship
- ↳ Add live sessions

13. Product Extension

- ↳ Create complementary courses
- ↳ Build learning pathways
- ↳ Develop premium tiers

14. Market Validation

- ↳ Test organic demand first
- ↳ Gather student feedback
- ↳ Optimize before scaling ads

15. Student Experience

- ↳ Focus on completion rates
- ↳ Build engagement systems
- ↳ Celebrate student wins

If you want to dive deeper into my insights, like & comment below "education" I'll share my full guide.

The Ultimate Ads Growth Guide for Education Brands

Some paid ads insights in education I wish I knew earlier

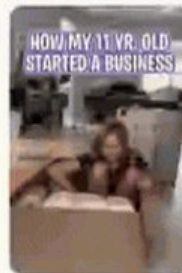


Aazar Shad

November 10, 2024

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I WOULD HAVE PAID \$5000 FOR THESE 20 INSIGHTS



This post is mostly to inspire marketers in education verticals but also share insights that you can apply in your vertical.

I've been in the education vertical since 2014, and eventually expanded to SaaS, DTC, and now health and wellness, too.

Education and health have a huge impact on people's lives, and I want to contribute indirectly.

My clients and I made roughly \$20+Mn in revenue so these lessons are worth sharing.

My younger self would have paid \$5K for these insights. But you get it for free.

Anyway, here are my paid insights from the last 10-years of running growth and paid marketing in education vertical:

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Replies & Comments



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I hope to get this @Aazarshad

Thank you!

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