



QUALIS DIGITALS
THE MARKETING EXPERTS

THE COMPLETE BLUEPRINT

Education Enrollment *Playbook*

The 7-step system to fill your classrooms with
30-50 students every month using paid ads

3,000+

ADMISSIONS GENERATED

20K+

REGISTRATIONS DRIVEN

3

UNIVERSITIES SCALED

WELCOME

Why this playbook exists

Most education institutes are broken.

They run ads that don't convert. They spend thousands monthly and fill a handful of seats. They hire salespeople who can't close. They blame the market. They blame the budget. What they don't realize is: they're missing the system.

WHAT'S POSSIBLE WHEN YOU GET IT RIGHT

30-50 Students Per Month

Consistently. Predictably. Using paid ads.

Our Results:

- Al-Ghazali University: From enrollment crisis to **300+ admissions** in 8 months
- Shifa Tameer-e-Millat: **20,000+ registrations**, 3,000+ qualified admissions in one year
- AELC: Consistent monthly enrollment targets hit 12 consecutive months

Not aspirational. This is what actually happened.

These aren't outliers. They're predictable outcomes.

When you understand the system, getting results becomes a matter of execution, not luck. We've refined this system across dozens of institutes. Same principles. Same steps. Different contexts. Same results.

"The institutes that fill classrooms aren't smarter than you. They're not spending more money. They're following a system you don't know yet."

This playbook is that system.

The exact seven steps we implement with clients. No shortcuts. No theory. Just the framework that has consistently produced 30-50 student enrollments per month across universities, coaching institutes, and professional academies.



Read this twice. Implement it methodically. By the end, you'll see exactly why some institutes enroll 500+ students yearly — and you'll know whether your institute will be one of them.

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What you'll learn

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BONUS**Quick Wins Checklist**

15 things you can implement this week to boost admissions

01

STEP ONE

Define Your Ideal Student Avatar

Generic ads attract generic leads. Get specific.

THE PROBLEM

Most institutes try to "reach everyone" — and end up reaching no one. Your ad copy sounds like every other school. Your targeting is broad. Your cost-per-lead skyrockets because the algorithm has no idea who to show your ads to.

THE SOLUTION

Before spending a single rupee, build a clear avatar of the student (or parent) you want to enroll. The more specific, the cheaper your leads will be.

ACTION ITEMS

- ✓ **Demographics:** Age, location (city/area), income bracket, education level
- ✓ **Decision-maker:** Is it the student or parent who decides? Who pays?
- ✓ **Pain points:** What are they afraid of? (wasted year, bad job market, falling behind peers)
- ✓ **Aspirations:** What outcome are they buying? (a degree, a career, a status, a future)
- ✓ **Where they hang out:** Instagram, TikTok, YouTube, WhatsApp groups, college fairs
- ✓ **Objections:** What stops them from enrolling today? (price, trust, timing, location)

PRO TIP

Interview your last 5 enrolled students. Their exact words become your ad copy. The headline that lifted one institute's landing page conversion from 8% to 23% was pulled word-for-word from a parent's answer in this exercise.

02

STEP TWO

Build a High-Converting Landing Page

Sending paid traffic to your website kills conversions.

THE PROBLEM

Your homepage has a navigation menu, a slider, an "About Us" section, faculty photos, news ticker, and 47 other distractions. A paid visitor lands there and bounces in 8 seconds because they can't figure out what to do.

THE SOLUTION

Build a dedicated landing page with ONE goal: capture the lead. No navbar. No distractions. Just a clear promise, social proof, and a single call-to-action.

ACTION ITEMS

- ✓ **Above the fold:** One headline, one subheadline, one CTA button — visible without scrolling
- ✓ **The promise:** A specific, measurable outcome (not "quality education" — say "Get Job-Ready in 6 Months with 95% Placement")
- ✓ **Social proof:** Real student testimonials, placement numbers, accreditations, alumni logos
- ✓ **Friction killers:** Address the top 3 objections directly (fees, duration, eligibility)
- ✓ **Mobile-first:** 70%+ of your traffic is mobile. Test on a phone, not a desktop
- ✓ **Page speed:** Under 3 seconds load time. Anything slower and you lose half your traffic

PRO TIP

A/B test your headline. Changing just the headline can 2-3x your conversion rate without touching anything else.

03

STEP THREE

Set Up the Right Ad Account Structure

A messy ad account is a leaking bucket.

THE PROBLEM

Most institutes have one campaign, one ad set, three ads — all running together. The algorithm can't learn. Budget gets wasted on the wrong audiences. You have no clue what's actually working.

THE SOLUTION

Structure your account like a funnel: cold awareness, warm consideration, hot retargeting. Each stage gets its own campaign, audience, and creative strategy.

ACTION ITEMS

- ✓ **Cold (TOFU):** Reach new audiences with educational content (videos, "How to Choose a Course" guides)
- ✓ **Warm (MOFU):** Retarget video viewers and page visitors with specific program ads
- ✓ **Hot (BOFU):** Retarget landing page visitors who didn't convert with urgency offers (early-bird, limited seats)
- ✓ **Pixel & API:** Install Meta Pixel + Conversions API and Google Tag Manager from day one
- ✓ **Naming convention:** Use clear naming so you can scan results in seconds (e.g., MOFU-MBA-Lookalike-Video)
- ✓ **Budget split:** 60% cold, 25% warm, 15% retargeting (adjust based on funnel maturity)

PRO TIP

Don't turn off "losing" ad sets too early. Meta's algorithm needs 50+ conversions to learn. Give each ad set 7 days minimum.

04

STEP FOUR

Create Scroll-Stopping Ad Creatives

Your creative is 80% of your ad performance.

THE PROBLEM

Your ads look like every other education ad — a smiling student in a graduation gown, a stock photo of a campus, generic copy like "Admissions Open 2026." Nobody stops scrolling. CTR drops below 1%. CPM goes up.

THE SOLUTION

Stop making ads. Start making content that earns attention. The best-performing education ads in 2026 don't look like ads at all — they look like organic posts.

ACTION ITEMS

- ✓ **Hook in 3 seconds:** The first frame decides if anyone watches. Lead with a question, a stat, or a strong visual
- ✓ **Real students, real stories:** A 30-second testimonial outperforms any glossy brand video
- ✓ **UGC-style content:** Phone-shot, raw, authentic — feels native to the feed
- ✓ **Multiple variations:** Run 4-6 creative variations per ad set. Let the algorithm pick winners
- ✓ **Text overlay:** 85% of feed viewers watch with sound off. Captions are non-negotiable
- ✓ **Refresh every 14-21 days:** Creative fatigue kills performance. Always have new creative in the pipeline

PRO TIP

Film 10 student testimonials in a single afternoon. One client did exactly this — those 10 raw, phone-shot clips carried their ad account for 8 months and dropped cost-per-lead by 41%.

05

STEP FIVE

Launch with Surgical Targeting

Bad targeting = expensive leads that never enroll.

THE PROBLEM

You're targeting "Education" interest in a 50km radius and wondering why your leads are unqualified students who can't afford the fee or live too far away to attend. The algorithm gives you what you ask for — but you're asking for the wrong thing in 2026.

THE SOLUTION

In 2026, broad targeting + strong creative + the right pixel data outperforms narrow interest stacks. But for education specifically, you still need geographic precision and lookalike audiences from your best students.

ACTION ITEMS

- ✓ **Lookalike audiences:** Build 1-3% lookalikes from your last 100 enrolled students (highest-quality source)
- ✓ **Geographic precision:** Tight radius around your campus + feeder cities. Exclude irrelevant areas
- ✓ **Custom audiences:** Website visitors (last 90 days), video viewers (50%+), Instagram engagers
- ✓ **Exclude existing students:** Always exclude your CRM list so you don't waste budget on already-enrolled people
- ✓ **Age + life stage:** Get specific — "12th grade students", "working professionals 25-32", "parents of teenagers"
- ✓ **Detailed targeting expansion:** Turn this OFF when testing, ON when scaling proven winners

PRO TIP

Upload your enrolled-students list to Meta and build a 1% lookalike from it. Across 100+ education campaigns we've run, this single audience consistently outperforms every interest stack — usually by 30-50% on cost-per-admission.

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STEP SIX

Capture and Qualify Leads Instantly

Slow follow-up is why your sales team complains about lead quality.

THE PROBLEM

A lead fills your form. Your team calls them 4 hours later. By then, they've filled 5 other forms, talked to 2 competitors, and don't even remember who you are. You blame "bad lead quality." But the leads were fine — your speed killed them.

THE SOLUTION

Build a system that captures, qualifies, and contacts every lead within 5 minutes of form submission. Automation does the heavy lifting; humans close the deal.

ACTION ITEMS

- ✓ **Two-step form:** Capture name + phone first, then ask qualifying questions on step 2 (boosts completion 30-50%)
- ✓ **Instant SMS + WhatsApp:** Auto-send a personalized message within 60 seconds of form submission
- ✓ **Calendar booking link:** Let qualified leads self-schedule a counseling call. Removes the "we'll get back to you" delay
- ✓ **Lead scoring:** Score leads by program interest, budget fit, and timeline. Hot leads → immediate call. Cold → nurture sequence
- ✓ **CRM integration:** Every lead lands in your CRM the moment they submit, with full form data tagged automatically
- ✓ **5-minute rule:** If your sales team doesn't call back within 5 minutes, the lead is 80% lost. Make this a non-negotiable KPI

PRO TIP

Send qualifying questions AFTER you capture name and phone. We tested this on a university funnel — splitting one form into two steps lifted completion rate from 31% to 58%. Even the dropouts now have contact info you can nurture.

07

STEP SEVEN

Follow Up with CRM Automation

The fortune is in the follow-up — but you're not doing it.

THE PROBLEM

You generate 200 leads, your team calls each one twice, gets no answer, marks them "not interested," and moves on. 6 months later, those same prospects enroll with a competitor. You spent the ad budget; someone else got the student.

THE SOLUTION

Build an automated nurture system that keeps you top-of-mind for 90+ days through email, SMS, and WhatsApp. By the time the prospect is ready to enroll, you're the obvious choice.

ACTION ITEMS

- ✓ **Day 0-3:** Welcome sequence — program details, success stories, FAQs, virtual campus tour video
- ✓ **Day 4-14:** Education sequence — career outcomes, alumni interviews, industry insights, "is this course right for you?" content
- ✓ **Day 15-45:** Trust sequence — placement reports, faculty introductions, scholarship info, behind-the-scenes content
- ✓ **Day 46-90:** Conversion sequence — early-bird offers, limited seats, deadline urgency, comparison guides
- ✓ **Behavior triggers:** Tag and re-engage based on email opens, link clicks, page visits
- ✓ **Multi-channel:** Don't rely on email alone. WhatsApp + SMS + email + retargeting ads = 4x conversion

PRO TIP

Re-engage your last 12 months of unconverted leads with one message: "Are you still considering [program]? We just opened spots for the next intake." We've seen this single SMS recover 5-10% of past leads — pure margin since you already paid the ad cost to acquire them.

BONUS

Quick Wins Checklist

15 things you can implement this week — even before reading this playbook a second time. Each one moves the needle on its own.

- 01 Install Meta Pixel + Conversions API on every page of your website
- 02 Build a dedicated landing page (not your homepage) for every paid campaign
- 03 Add WhatsApp click-to-chat button to your landing page (3-5x more contacts)
- 04 Set up an instant auto-reply WhatsApp message when leads submit your form
- 05 Film 5 short student testimonial videos this week (phone-shot is fine)
- 06 Upload your enrolled-students CSV to Meta and create a 1% lookalike audience
- 07 Exclude your existing student database from all ad campaigns
- 08 A/B test two different headlines on your landing page for 7 days
- 09 Add captions to every video ad — 85% of viewers watch on mute
- 10 Set a 5-minute response SLA for your admissions team and track it daily
- 11 Build a 14-day email nurture sequence and load it into your CRM
- 12 Re-engage your last 12 months of unconverted leads with a single SMS
- 13 Add a calendar booking link so qualified leads can self-schedule calls
- 14 Run retargeting ads to people who visited your landing page but didn't submit
- 15 Schedule a quarterly creative refresh — new ads every 14-21 days

THE PROOF

What happens when this system runs.

The frameworks above aren't theory — they're the operational steps we've run with real institutes facing real enrollment problems. Three of them, briefly:

CASE STUDY

Al Ghazali University

From near-shutdown to 300+ admissions in one intake

THE SITUATION

Six months of near-zero admissions. Operational closure was on the table. Existing campaigns were running but the funnel leaked at every stage — wrong creative, wrong audience, no follow-up.

WHAT HAPPENED

Rebuilt the funnel end-to-end using these seven steps. Custom landing page, new ad architecture, CRM automation. Next intake brought in 300+ admissions. The university stayed open.

300+
ADMISSIONS / INTAKE

CASE STUDY

Shifa Tameer-e-Millat University

Multi-department funnel: 20K+ registrations, 3,000+ admissions

THE SITUATION

A large university with eight departments running fragmented marketing. Lead quality was inconsistent. Cost-per-admission varied wildly across programs.

WHAT HAPPENED

Unified funnel architecture with department-level customization. Lookalike audiences from each program's historical enrollments. Centralized CRM with smart routing.

3,000
ADMISSIONS DRIVEN

CASE STUDY

AI-Ghazali Executive Learning Center

Premium executive programs filled consistently with AI automation

THE SITUATION

High-ticket executive programs need quality leads, not lead volume. Generic ads attracted wrong-fit applicants. Sales team burned cycles on unqualified conversations.

WHAT HAPPENED

AI-driven CRM workflows for lead scoring. Multi-channel nurture (email + WhatsApp + SMS). Self-scheduling for qualified prospects only. Programs now fill intake after intake.

100%
PROGRAM FILL RATE

FROM HERE

You have two paths.

Path 1: Build it yourself.

Hire a team. Run the experiments. Spend 6-12 months learning what actually works in your category, your city, your price point. Most institutes that take this route eventually crack it — usually after burning through 30-50 lakhs in budget that didn't need to burn.

Path 2: We compress the learning curve for you.

We've already decoded this. We know which creative angles convert at scale in education. We know which audiences print money. We know the exact sequences that move a cold lead to enrollment — because we've tested them across dozens of institutes and refined the formula.

Most institutes that try Path 1 eventually get results — but only after spending 6-12 months and 30-50 lakhs in wasted ad budget figuring out what we already know. The ones on Path 2? They start seeing results in 60 days.

HOW WE WORK

We work with **5 institutes per quarter**. Not artificial scarcity — we just believe in deep work over surface relationships. We'd rather get 5 institutes to 30-50 monthly admissions than spread thin across twenty.

If the playbook resonated, the next step is a 30-minute audit call. We'll show you:

- **Exactly where your funnel is leaking** — most institutes lose 60-70% of potential students between ad click and enrollment
- **Your 90-day roadmap** — the specific moves to implement and in what order
- **What's working in your category right now** — the creative angles and audiences generating 3-5x ROAS in your market
- **Your realistic cost-per-admission** — based on your institute's current metrics and market position



If we're a fit to work together, we'll discuss that. If we're not, you walk away with a specific roadmap you can hand to your team. You won't regret taking 30 minutes to get this level of clarity on your enrollment strategy.

IF THIS RESONATES, BOOK YOUR AUDIT

qualisdigitals.com

30 minutes. No pitch. No pressure.

The only time investment you need to know if you're on the right path or leaving money on the table.

Qualis Digital

Builders of Enrollment Systems

30-50 students/month.

That's what we build for institutes.

That's what's possible for you.