

SPRINGEQO

**We helped a leading ed-tech firm
double its strategic alliances and
increase organic traffic by 73%.**

**All in just 2 months after
launching their podcast!**



ABOUT THE CLIENT

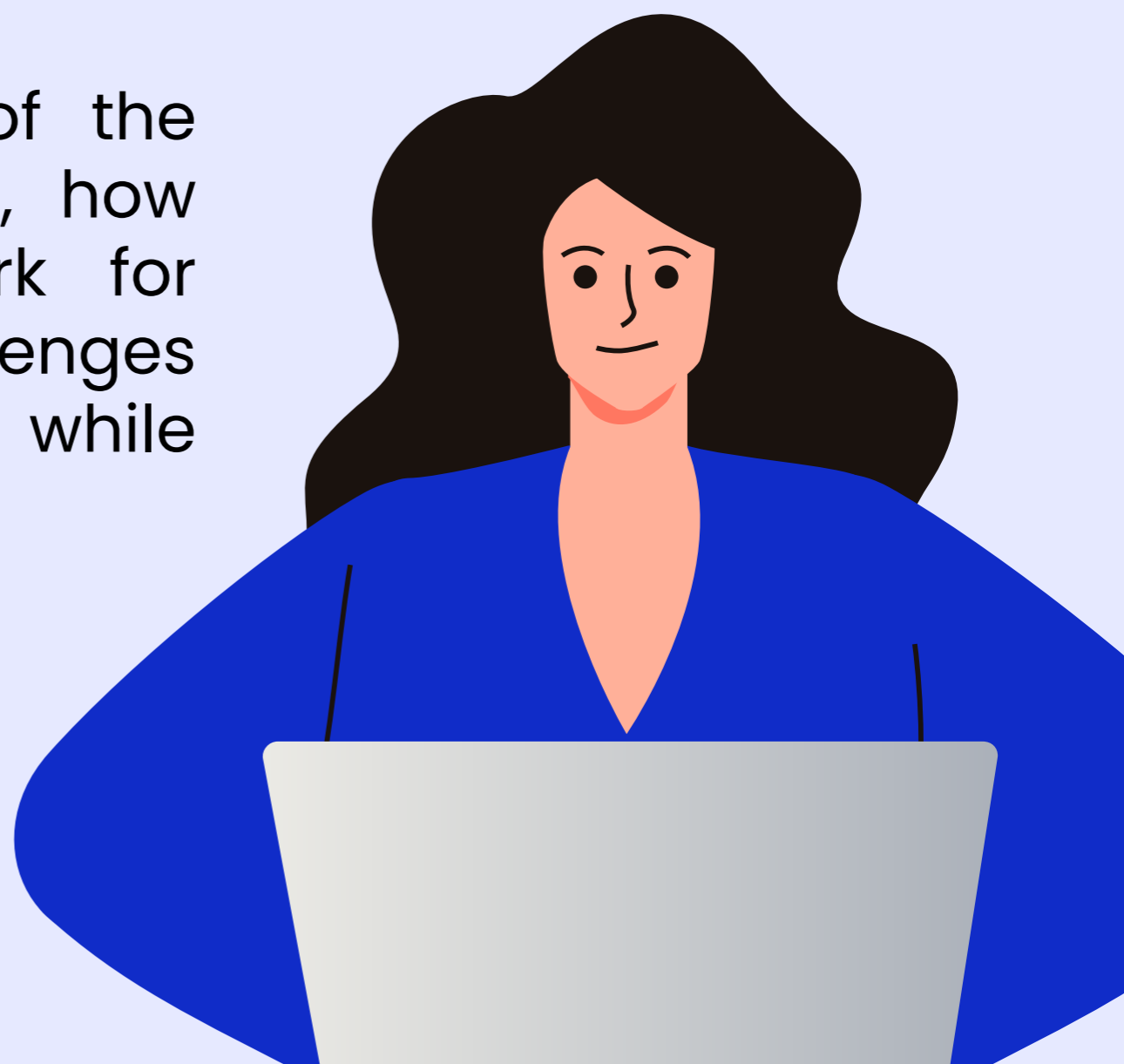
A prominent ed-tech firm in India that provides a learning and career development platform for aspiring programmers, with 25K+ active learners, 500+ successful placements and 25+ universities actively integrating their program.

WHAT THEY WANTED

Apart from building a strong brand image, the client had a specific three-fold requirement:

For Students

- Give their student's a community where they can have access to insights from people in the industry, get a glimpse of behind-the-scenes, true stories from C-level executives and leading tech company founders.
- Shine more light on how to land good jobs in the tech industry.
- Paint an authentic picture of the realities of the tech domain, how students can make a mark for themselves, and what challenges they may need to overcome while navigating the tech industry.



For Universities

- Network with various universities, forge partnerships and train their students making them job-ready.
- Build relationships with university Chancellors and Heads of Departments to expand the client's network of partner universities.



For Recruiters

- Expand its network of founders and recruiting partners in product and services-based technology companies by understanding their needs.
- Provide a steady stream of 'truly' job-ready students from day one of partnering with recruiters.



THEIR CHALLENGES

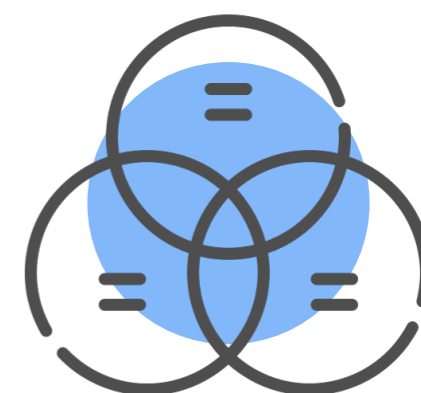


Widen Their Reach

The first challenge was to maximise the reach and visibility for the client. They also tried a Digital PR agency for more than 6 months with negligible results.

Create The Perfect Venn Diagram

The second was looking for that ideal medium of reach and communication that perfectly overlapped the worlds of students, universities and recruiters.



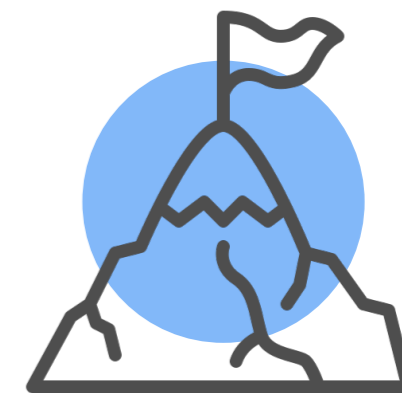
Building Inbound Traffic & Interest

After trying out different inbound marketing strategies like branding, display campaigns, and PR for over a year, they still weren't seeing the results they wanted.



A Monumental Task

They considered podcasting, but it was always on the back burner because it was a humongous task to plan and execute. Not to mention the logistics of interviews, editing and publishing it.



After a few sessions of brainstorming with the client and weighing the pros and cons of every idea, we at Springzo came up with a game plan that met their three-fold requirement and some more!

WHAT WE DID

Podcast planning, production, and promotion, delivered by our team of podcasting experts at Springzo!

End-To-End Podcast Management

Our execution was rigorous, well-planned, and timely without over-optimising the process. As a result, we ensured that everything from concept to launch was completed successfully within 15 days. This included:



Research & Strategy

Focus on the right conversations and audiences.

Concept & Branding

Coming up with a name, conducting compelling storytelling and audio/visual creatives for podcast publishing and promotion.



Pre-Production

Scripts, recording set-up, and guest management.

Recording & Production

Recording high-fidelity, high-quality audio interviews with founders, senior leaders of renowned technology companies, Vice Chancellors, and Deans of acclaimed universities in India.

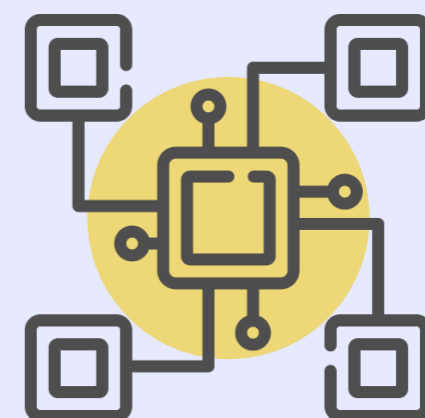


Editing & Post-Production

Audio mastering, artwork, transcripts, editing, finetuning, and creating show notes.

Distribution

Publishing the podcast episodes with descriptions, relevant artwork, and submitting them to multiple podcast directories, including Apple Podcasts, Google Podcasts, Spotify, Amazon Music, and others.





Marketing & Promotion

To reach a wider audience by promoting it on social channels, every episode was repurposed in the following ways:

- Image posts for social platforms like Instagram and Facebook.
- Captions for social media promotion with relevant hashtags.
- Promotional posts for the episodes, including teaser images and Instagram videos for stories and reels.
- Creating captions complementing and highlighting the interview guests' profiles, encouraging them to promote the podcast episode on their social handles. This helped the guests spread the word about their upcoming episodes without friction. We also ensured the captions showcased the guests as thought leaders.
- Using email and social platforms, we encouraged the brand's network of students and recruiters to listen to the podcast.
- Creating audiograms as teasers featuring quotable and insightful snippets from every episode.
- Converting podcast episodes to video format and publishing them on YouTube in a playlist for all podcast episodes.
- Converting each podcast episode into SEO-friendly blog posts and sharing them on social channels.
- Creating and sending weekly emails to spread the word about the latest episode going live.

We provided a simple yet highly effective strategy and process to assist the client in expanding their reach across their targeted segments.

THE RESULTS

Downloads

144 downloads in the first 24 hours of the first episode going live of a brand new podcast!

First 24 Hours

144

First 28 Days

230

After a couple more episodes, we saw numbers like **300+ downloads** in the first 24 hours of the episodes going live.

First 24 Hours

335

First 28 Days

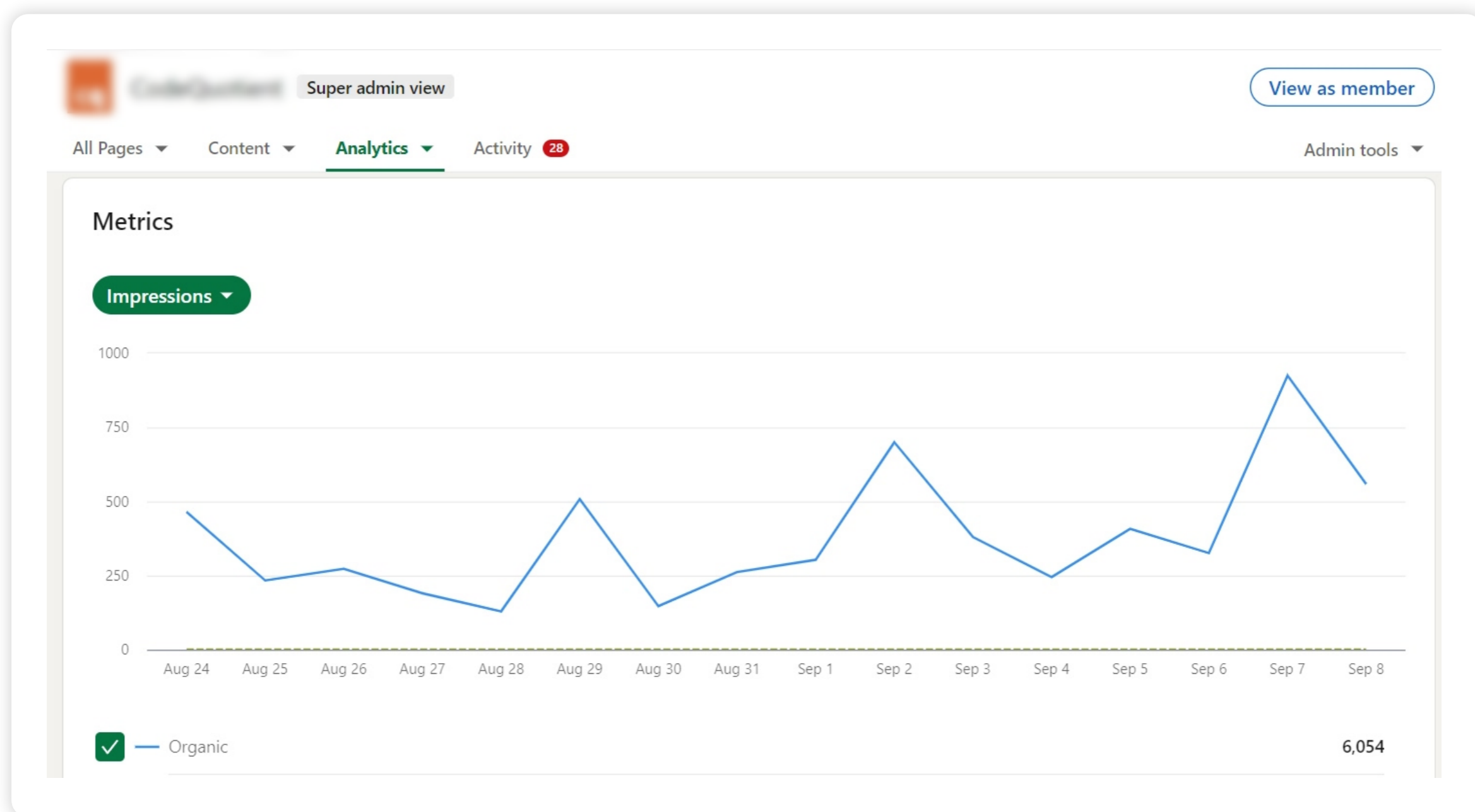
413

Deals

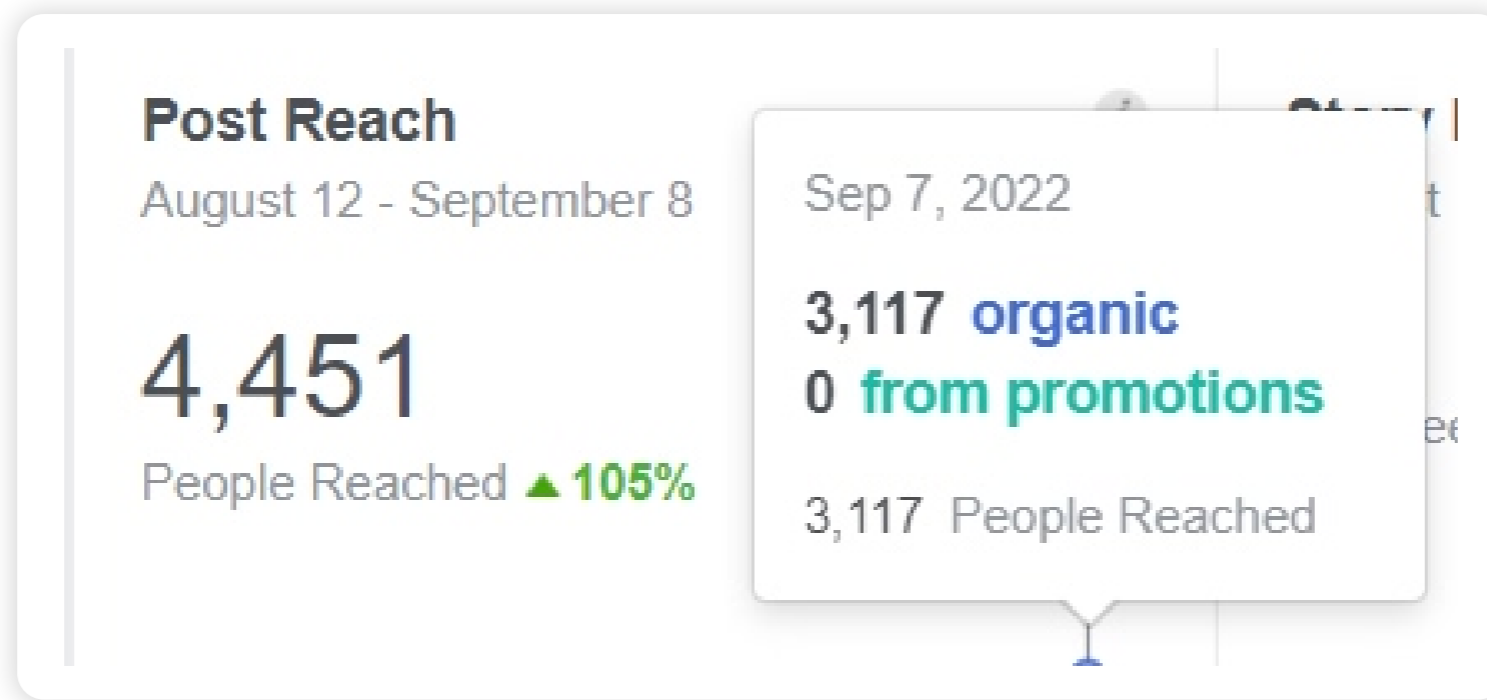
It helped the client achieve a **2X increase in the MoUs** with universities for training their students. It also helped the client land more orientation sessions to conduct boot camps at colleges to identify tech talent for their hiring partners.

Reach

There was a **26% increase in LinkedIn search appearances** within the first 15 days of starting the podcast. And **6000+ organic impressions** on LinkedIn in 1 month.



Organically reached **4000+** people on Facebook!



Brand Image

The podcast further helped strengthen the **brand's credibility among students**, with industry experts featured on their podcast.

Traffic

The podcast started in mid-June, after which there was **a 73% jump in organic traffic** to the client's website.

Default Channel Grouping	Acquisition		
	Users ? ↓	New Users ?	Sessions ?
	36.24% ▲ 33,815 vs 24,821	41.68% ▲ 31,986 vs 22,576	36.22% ▲ 56,096 vs 41,180
1. Organic Search			
Jul 1, 2022 - Aug 31, 2022	28,366 (82.91%)	26,761 (83.66%)	45,390 (80.91%)
Apr 30, 2022 - Jun 30, 2022	16,324 (65.03%)	14,522 (64.32%)	27,525 (66.84%)
% Change	73.77%	84.28%	64.90%

We delivered an episode every week, along with their promotional social posts and emails.

*All of the above was **achieved without spending a dime on paid acquisition.***

Here's what the results looked like at a glance:

73% jump in organic traffic within 2 months of launching the podcast.

4000+

people reached organically on Facebook.

6000+

organic impressions on LinkedIn in 1 month.

2X increase in the MoUs with universities.

Strengthened client credibility among students.

***Want to launch your podcast
in the next 15 days?***

Drop a note to hello@springzo.com



SPRINGZO