



## Codes Learning

Built & Scaled Codes Learning's  
**Course Funnel to a Stable**  
**₹30 Lakh/Month Business** with  
Consistent Flow of Student Enrollments

**300+**

COURSE ENROLLMENTS

**3,500+**

HIGH QUALITY LEADS GENERATED

**30 lakh**

AVERAGE MONTHLY REVENUE

**47%**

LOWER CPL THEN  
INDUSTRY AVERAGE



**#1 LARGEST CODING COMMUNITY IN INDIA**  
**(5M+ ACROSS ALL SOCIAL MEDIA PLATFORMS)**

# INTRODUCTION



Codes Learning is an innovative e-learning platform focused on providing comprehensive courses in JavaScript, frontend development, and other coding disciplines. By focusing on practical, real-world skills, Codes Learning empowers students to excel in the rapidly changing landscape of the tech industry.

## CHALLENGES FACED PREVIOUSLY

# CHALLENGES

- **Lack of Target Audience Understanding:** Codes Learning struggled to clearly define and understand their target audience, leading to ineffective marketing efforts and low engagement.
- **Strong Social Media Presence but Struggling to Convert:** Despite a robust social media following, Codes Learning faced challenges in converting their audience into actual course enrollments.
- **Weak Value Proposition:** Their courses lacked a compelling value proposition, making it difficult to differentiate from competitors and attract students.
- **Ineffective Landing Pages:** The existing landing pages were not optimized for conversion, resulting in high bounce rates and missed enrollment opportunities.
- **Poorly Defined Sales Funnel:** The absence of a well-structured sales funnel led to a disjointed customer journey, causing potential students to drop off before enrolling.



- **High Lead Acquisition Costs:** Codes Learning experienced high costs in acquiring leads, without a corresponding increase in student enrollments, making the marketing efforts unsustainable

THE SOLUTION AND EXECUTION

## SOLUTIONS PROVIDED



- **In-Depth Market Research and Analysis:** Conducted thorough research to gain insights into the target market, identifying key pain points and desires.
- **Creating GTM Strategy:** Developed a go-to-market strategy, defining the target market, ICP, USP, positioning, and addressing customer aspirations.
- **Built Effective Sales Funnel:** Designed a streamlined sales funnel to guide prospects smoothly from awareness to enrollment.
- **Copywriting and Optimized Landing Page:** Crafted compelling copy and built highly optimized landing page to maximize course sales.

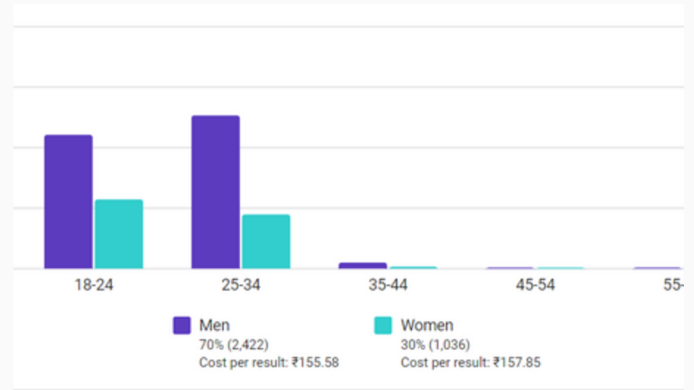


Building Converting landing page  
[Optimised for paid registrations]

Testing multiple Variations and  
messaging for improved  
Conversion Rate%

- **Effective Video and Image Ad Creatives:** Produced engaging video and image ads tailored to resonate with the target audience.
- **Targeting and Audience Testing in Meta Ads:** Conducted precise audience targeting and testing in Meta ads to identify the most responsive segments.

Off/On	Campaign	Amount spent	Offline ads of payment info	CTR (all)	Clicks (all)	Purchase ROAS (return on ad spend)	Website purchase ROAS (return on...)
		₹37,292.13	—	0.73%	1,188	6.71	6.71
		₹32,411.88	—	1.56%	2,001	6.90	6.90
		₹19,311.38	—	0.99%	225	6.69	6.69
		₹9,704.44	—	1.02%	601	3.90	3.90
		₹7,602.36	—	1.49%	1,026	6.01	6.01
		₹7,547.48	—	1.60%	1,194	2.99	2.99
		₹7,068.87	—	0.98%	234	2.51	2.51
		₹5,691.93	—	1.34%	439	2.78	2.78
		₹4,518.15	—	1.82%	624	3.08	3.08
		₹0.00	—	—	—	—	—
Results from 25 campaigns		₹131,148.62	—	1.21%	7,533	—	—
		Total spent	Total	Per Impressions	Total	Average	Average



- **Optimizing Funnel Profit Margins and ROI:** Continuously refined the sales funnel to enhance profit margins and ROI.
- **Scaling Profitably Through Continuous Ads Optimization:** Implemented ongoing ad optimizations to scale enrollments profitably.

## THE RESULTS

300+

STUDENT ENROLLMENTS

3500+

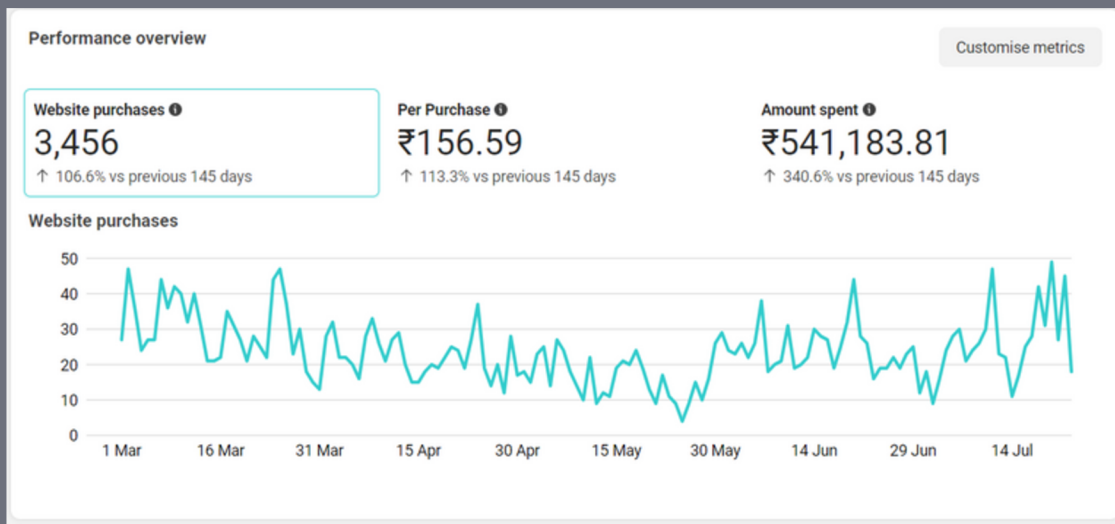
HIGH QUALITY  
LEADS GENERATED

30 lakh

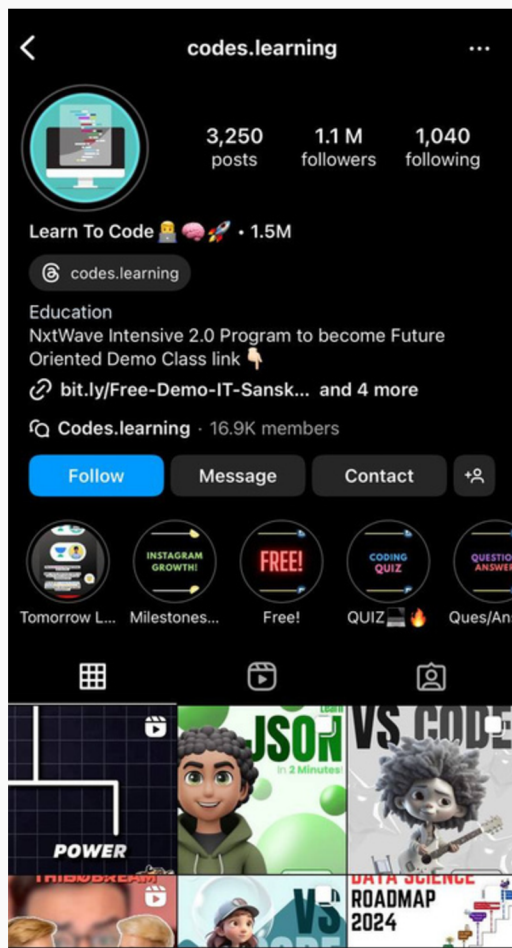
AVERAGE MONTHLY  
REVENUE



Generated 3,500+ paid high quality leads for coding course at highly effective CPL (Cost Per Lead)



➤ **300+ Student Enrollments for High Ticket Coding Course.**



Rapid increase in Brand Follower  
[1.1 million followers]

Due to Inovative and engaging content strategy and performance marketing push

➤ Significant boost in **brand visibility, reach, and followers**, leading to enhanced trust and credibility.

➤ Major Growth in **Organic Inbound Lead** Generation and **Reduction in CPL**

# TESTIMONIAL

*“WE ARE GENERATING THOUSANDS OF QUALITY LEADS EVERY SINGLE MONTH AT SUCH A LOW COST, THANKYOU KANISHK AND THE TEAM KANMARK, GREAT WORK.”*



**Sanskar Singh**  
Founder, Codes Learning

**Want to 3X Your Sales/ Student Enrollments  
in the coming 30days?**

Feel Free to Book Consultation by dropping an email at;  
[kanishk@kanmarkmedia.com](mailto:kanishk@kanmarkmedia.com) or WhatsApp at +91 6260462477