

Marketing Solutions For The #1 Online Language School



Language Learning Platform | skyengschool.com
Russia

► Industries

Education, EDTech

► Services Used

Market Research | Marketing Strategy |
Lead Generation

► Core Technologies



► The Brief

Skyeng is one of the fastest-growing EDTech companies in the world and Europe's most prominent educational software developer. Its virtual classrooms allow more than 100,000 international students to connect with over 11,000 skilled teachers. Although their digital reach was far and wide, Skyeng still needed expert assistance in expanding its reach and increasing its brand visibility worldwide. Our marketing experts were more than ready to help Skyeng fulfill this mission.

► The Challenge

Although Skyeng dominated the European market, they felt their booming business was ready to expand into new territories. Skyeng's goal was to gain popularity in the USA and Asia, popularity that required extensive market research and effective marketing campaigns. In the highly competitive industry of EDTech, it can be challenging to break into new markets, so our marketing experts' mission was to connect Skyeng with students and teachers worldwide with several engagement strategies.

► The Solution

We heard Skyeng's call loud and clear: engage more students and teachers worldwide.

A large component of our marketing strategy for Skyeng was the implementation of cross-digital promotion, including email marketing, WhatsApp

marketing, promo codes, loyalty clubs, and even TV and radio advertising. Online engagement of this magnitude ensured Skyeng's visibility would skyrocket. Our marketing team also presented Skyeng with continuous marketing research and competitor analysis to maintain consistent optimisation of Skyeng's marketing campaigns.

► The Impact

Now, Skyeng is a major player in EDTech worldwide. Its newly expanded audience has created new growth, allowing Skyeng to launch over 100 English courses in 20 new markets.

Through a multimedia approach, GrowMore's marketing experts were able to significantly increase Skyeng's brand awareness and solidify Skyeng as the leading global language learning platform. Skyeng's social media channels now fully function to engage with new customers worldwide and preserve valued relationships with their existing customers.

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84k+ Students Reached

20+ Global Markets Entered

100+ English Courses Launched Worldwide

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