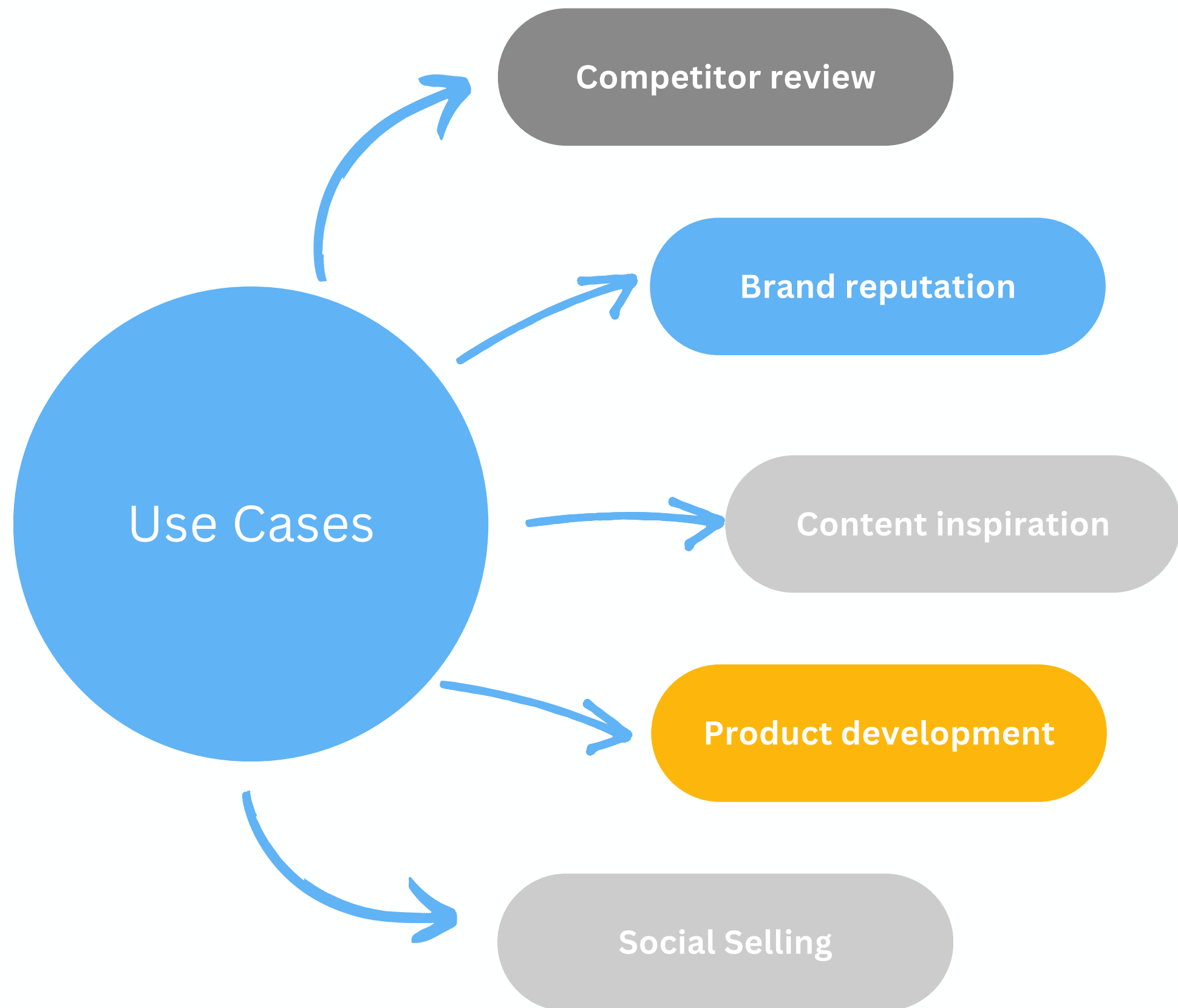


Social Listening Case Studies

Education

SaaS



Case studies - Education (I)

COMPETITOR REVIEW

BRIEF

Analyze competitor brands in the school safety industry in the US.

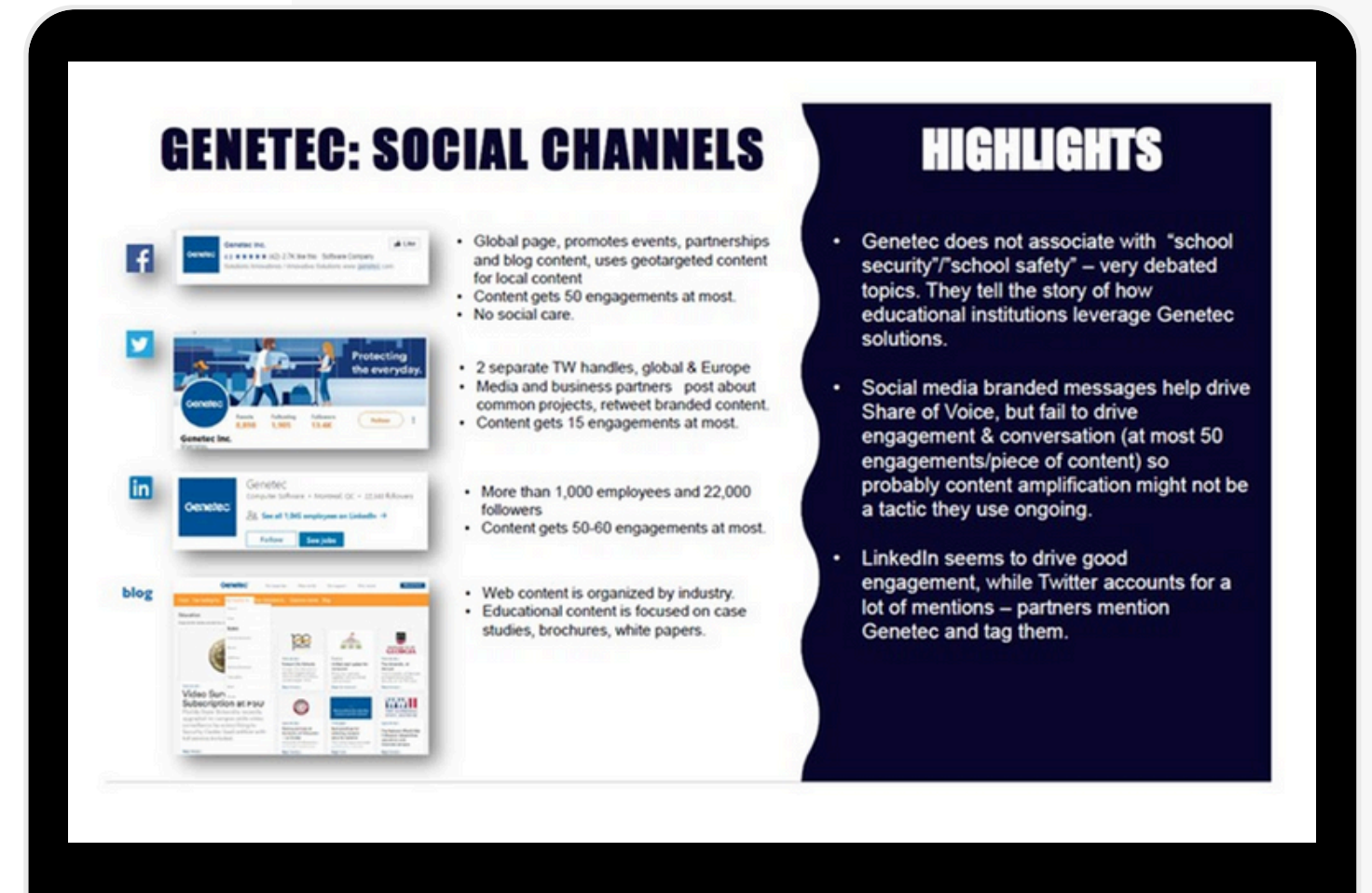
SOLUTION

Leverage social listening to track and analyze all online conversation on the topic in the last 12 months.

RESULTS

Competitor review report including Share of Voice analysis, activity overview for top brands in the industry, and recommendation on social media strategy and key messaging to be used in the upcoming NPI campaign.

TOOL: Synthesio



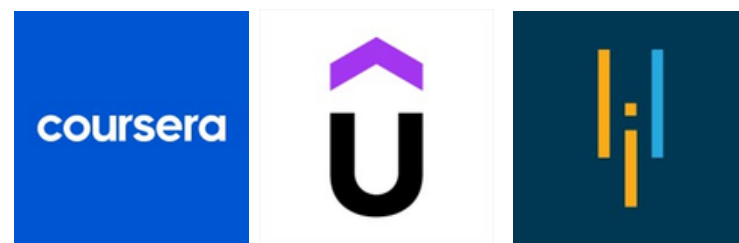
Case studies - Education (II)

11 companies in education (Jan - Oct 2023)

Data provided by LinkedIn Ads Library.

MEDIAN # OF FOLLOWERS 388.2K	MEDIAN # OF ADS 92	ADS/MONTH 9
--	------------------------------	-----------------------

Top followers



Coursera
17.76M

Udemy
1.26M

Simplilearn
497.4K

Top advertisers



544 ads

508 ads

309 ads

Company	Followers	Ads	Opportunities
Coursera	17.768.856	28	add video ads to the mix, test lead gen campaigns and retargeting, live events
Udemy	1.266.669	508	vertical imagery, video, lead gen, webinars/live events, product pages, newsletter
Simplilearn	497.381	158	lead gen, text ads, carousels, webinars
EF Education First	441.269	9	test other formats and type (lead gen, conversation ads, text ads)
Udacity	432.506	92	test video and docs, test more vertical, maybe imagery with less text, no webinars or live events
edX	388.262	390	vertical imagery, video, lead gen, viz ID, brand campaign, webinars/live events, product pages, newsletter
Skillshare	46.721	5	test static images & carousels, maybe add the trainer image in the ad, focus on professional creatives - designers, videographers etc,

Missed opportunities

✓ Human touch

Stock imagery is predominant among the 11 companies analyzed. With social media getting more and more personal and human, companies in education could benefit from imagery with real people or creative that tells a human story, not only sale focused.

✓ Brand vs Demand

Tale as old as time: media budget is focused on conversion. On average, more than 80% of ads are focused on conversion for specific products/services.

✓ Format: diversification, diversification

Static images. All 11 companies analyzed are static and most fail to leverage all available formats: video, documents (that can drive up to 8-10X more engagement), text ads, message ads, there are a lot of other choices available and

Case studies - Education (III)

TOP CONTENT/INFLUENCERS

BRIEF

Identify top engaged content and influencers in education to inform the creation of a LinkedIn carousel

SOLUTION

Leverage social listening to track and analyze all online conversation on the topic in the last 3 months.

TOOL: Brand24

Oana Andreescu · You
Social Media Analyst @ Honeywell | Strategy and Analysis Expert
4mo · 🌐

I gravitated toward education-related local businesses in my line of work for years now. It's time I went international. I did what I wanted to do for a while now - tested BRAND24 to do a short sweep and see what I could learn.

I looked at **#edtech** and tried to understand what trends and companies led the pack in the last 3 months.

This is what I came up with:

- 📱 top 3 stories in the last 90 days
- 🏷️ top hashtags and what that tells us about trends
- 👤 people to watch - I had NO idea how many teachers are TikTokers, did you?

Feedback on Brand24:

- ✅ easy to use
- ✅ comes with pre-built dashboards for your basics - mentions, influencers, overview dashboard, analysis report, and a lot more. They are kind enough to provide a trial period so you can take a stab at it yourself.
- 💰 at \$100/month it is a good tool for quick and easy reports leveraged by nimble content teams with the chops to learn a new tool in 1-2 hours and turn that data into actionable.

What is next:
1) redo this in 3 months

VALUE DRIVEN MARKETING 1/5

EDTECH

Social Listening Insights to Inspire Your Content Plan

@oanaandrescu

VALUE DRIVEN MARKETING

PEOPLE TO WATCH

- Rachelle Dene Poth** [link](#)
ISTE Certified Educator, Consultant, Author and Attorney. Teaches French, Spanish and STEAM. Emerging Technology. THIRVENEDU LLC is her consulting business and she provides PD for districts on topics including STEM, Emerging Technologies, Assessments, Blended Learning, SEL and more.
Wrote 18 books on education she sells in her Amazon store, her top seller book is *Chart a New Course: A Guide to Teaching Tomorrow's World Kindle Edition*
- @iamthatenglishteacher (5.8M followers, 36.9M likes)** [link](#)
TikTok account reaching out to English students worldwide
- @ISTEofficial (195.4K Twitter followers)** [link](#)
NGO, home to a passionate community of global educators who use technology to revolutionize learning.
- irishfella.exe(2.2M followers, 25M likes)** [link](#)
TikTok account of an Irishman reading stories live to kids

@oanaandrescu

VALUE DRIVEN MARKETING 4/5

PEOPLE TO WATCH

- Rachelle Dene Poth** [link](#)
ISTE Certified Educator, Consultant, Author and Attorney. Teaches French, Spanish and STEAM. Emerging Technology. THIRVENEDU LLC is her consulting business and she provides PD for districts on topics including STEM, Emerging Technologies, Assessments, Blended Learning, SEL and more.
Wrote 18 books on education she sells in her Amazon store, her top seller book is *Chart a New Course: A Guide to Teaching Tomorrow's World Kindle Edition*
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TikTok account of an Irishman reading stories live to kids

@oanaandrescu

VALUE DRIVEN MARKETING 2/5

TOP 3 STORIES

These are the top stories in #edtech from the past 90 days.

- Teach the teachers** [link](#)
Teacher Shelli Barnes Lakes to TikTok to teach other teachers how to print big posters using a regular printer.
Platform: TikTok
Engagement: 715K
- Lumio, free tool for teachers, promoted on TikTok** [link](#)
Catherine Coyle (@classroomcreations, 25K followers, 32M likes), records her screen while using the tool to recommend it as part of a partnership.
Platform: TikTok
Engagement: 4.4K
- Byju's, the edtech giant and India's most valuable startup, is in trouble** [link](#)
The company is reported to have laid off 400 staff.

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VALUE DRIVEN MARKETING 5/5

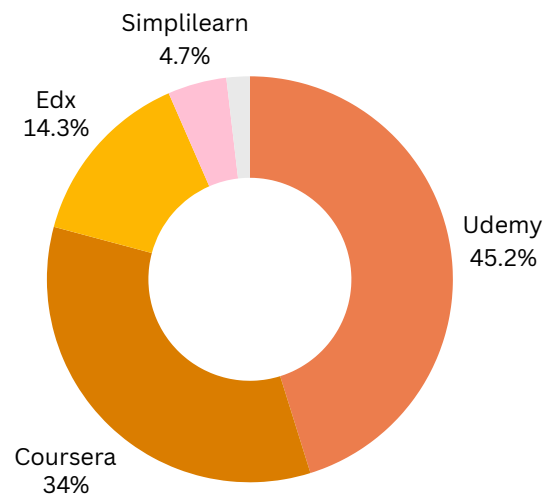
WAS THIS HELPFUL?

Be sure to save it so you can come back to it later!

@oanaandrescu

Case studies - SaaS Competitor review: Share of Voice report

Share of Mentions



Top 3 Influencers

Profile name	Mentions	Followers
1 easportsfc	1	2 871 238
2 workwithsydney.com	19	164 453
3 wimberleyearp	1	479 200
4 tmurph	1	189 900
5 tatechtips	1	1 600 000

Top Brand Stories



- [Quora] What are the best websites for online training/courses? ([link](#))
- [TW] Sites where you can acquire more knowledge at no cost ([link](#))
- [Reddit] Are certifications worth it or am I better off doing a Udemy course? ([link](#))



- [FB] The ILCDDB will now be offering FREE ACCESS to modules on E-commerce, Cybersecurity, Digital Literacy , Digital Education, and Data Science through Coursera! ([link](#))
- [Quora] What are the most recognized free online courses with certificates that can help me get into a career? ([link](#))
- [TW] Sites where you can acquire more knowledge at no cost ([link](#))



- [Press] E-learning: 10 Free Courses from MIT ([link](#))
- [Reddit] Impact of the Metaverse Technology on Education ([link](#))
- [Press] Data science master's program goes online ([link](#))



- [Press] Why General Management is the Next Big Move for Your Career? IIM Indore | 2024 | Simplilearn ([link](#))
- [Press] Best Web Development Courses Online Learning 2024 - Simplilearn ([link](#))
- [Press] Simplilearn vs Edureka: Which One Is The Best in 2024? ([link](#))

Social ads



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— Shruti Iyer

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Opportunities

- **Trending topics:** online courses as replacements for professional certifications 2) 2024 trends 3) AI jobs training
- **Social ads:** focus on mobile friendly video social ads, stay away from stock imagery and cold colors to differentiate
- **Influencer marketing:** investigate opportunities to collaborate with EA Sports on Twitch - 1 mention, potential reach of 2.9M people.
- **Product:**
 - partnerships with big companies or educational institutions
 - tech trends integrated in online learning (AI, metaverse, machine learning, business analysis)