GrowAxis

GROWTH PLAYBOOK · EDUCATION

Education marketing measured on enrolments. *Not enquiries.*

GrowAxis runs marketing and admissions follow-up for schools, universities, training centres and edtech companies in the Gulf and Egypt: campaigns for each intake, every enquiry in one CRM, answers for parents and students in Arabic and English, and AI that handles the routine questions. The four engines are measured on enrolments and cost per enrolment.

GROWDIGITAL
Demand for each intake

GROWBD
An admissions pipeline

GROWCX
Service for parents and students

GROWAI
Answers at any hour

A sample deployment of the four GrowAxis engines, not a client case study.

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Education growth playbook

Built for schools, universities and edtech teams that...

01

...get enquiries every intake but cannot see which ones enrol

02

...answer the same parent and student questions by hand

03

...need programmes and courses found in English and Arabic search

The four engines in this sector

Campaigns fill the open days; the admissions pipeline, service and AI decide how many families and students enrol, and stay.

GrowDigital	**Demand for each intake**	Cost per enquiry · Cost per enrolment · Open day sign-ups
GrowBD	**An admissions pipeline**	Enquiry-to-enrolment rate · Applications · Pipeline value
GrowCX	**Service for parents and students**	First response time · CSAT · Re-enrolment rate
GrowAI	**Answers at any hour**	Questions answered by AI · Hours saved a week · Forecast accuracy

How to use this playbook

1. Mark the leaks above that you recognise.
2. Read what each engine runs (page 3) and what goes live in the first 30 days (page 4).
3. Answer the self-check (page 6). The free assessment then sets which engine goes first.

Four engines, one intake. *From first enquiry to re-enrolment.*

GROWDIGITAL

Demand for each intake

- Search and social campaigns timed to each intake, open day and deadline.
- Programme and course pages for the searches students and parents make, in English and Arabic, and GEO for AI answers.
- Content from teachers, students and alumni, with their consent.

MEASURED BY

Cost per enquiry | Cost per enrolment | Open day sign-ups

GROWBD

An admissions pipeline

- One CRM pipeline from enquiry to visit, application and enrolment.
- Follow-up plans for parents and students who are still deciding.
- B2B sales for corporate training, and partnerships with schools and companies.

MEASURED BY

Enquiry-to-enrolment rate | Applications | Pipeline value

GROWCX

Service for parents and students

- Calls, WhatsApp and email answered in Arabic and English, with response times you can see.
- Onboarding for new students and families, and support through the year.
- Satisfaction surveys each term, and re-enrolment conversations before the deadline.

MEASURED BY

First response time | CSAT | Re-enrolment rate

GROWAI

Answers at any hour

- An assistant that answers questions on fees, programmes and admissions from approved information, and books visits.
- Lead scoring by programme, timing and fit.
- Enrolment forecasts for each intake from the pipeline.

MEASURED BY

Questions answered by AI | Hours saved a week | Forecast accuracy

What goes live in the first 30 days

01	**Every enquiry in one place**	Website, ad, WhatsApp, call and event enquiries in one CRM, tagged by programme and source.
02	**An admissions pipeline**	Stages from enquiry to enrolment, with follow-up tasks for your admissions team.
03	**Campaigns for the next intake**	Ads, landing pages and open-day sign-ups for the programmes with places to fill.
04	**Answers ready to send**	Approved answers on fees, curriculum, transport and admissions, in Arabic and English.
05	**An AI assistant**	Routine questions answered at any hour, with visits booked and anything else handed to a person.
06	**A weekly intake view**	Enquiries, visits, applications and enrolments by programme and channel.

04 · The 90-day plan

Weeks 1–2

Preparation

The growth assessment, access to your accounts and CRM, today's numbers as the baseline, and the KPIs we will be measured on.

Weeks 3–4

Planning & onboarding

The first engine set up with your team: process, tools, tracking and people. Live by day 30.

Weeks 5–8

Execution & optimisation

The engine runs, with weekly check-ins. Spend and effort move to what converts.

Weeks 9–12

Review & scale

A monthly review against the KPIs. Then widen the scope, add the next engine, or hand more to your team.

05 · How it runs

The engines go live within 30 days, in time for the next intake where the calendar allows. Your team keeps every admissions decision and approves every claim about fees, results and accreditation. We run the campaigns, the pipeline, the follow-up and the reporting, with a weekly check-in and a monthly review.

MEASURED BY

Enrolments · Cost per enrolment · Enquiry-to-enrolment rate · First response time · Re-enrolment rate

How families and students choose now. *In search and in AI answers.*

Parents and students compare schools and programmes on Google, read reviews and rankings, and ask AI assistants for recommendations. Clear pages on fees, curriculum, admissions and outcomes are what both quote.

SEARCHES TO WIN

- best [curriculum] schools in [area]
- [programme] courses in [city]
- school fees in [area]
- مدارس دولية في [المنطقة]

QUESTIONS BUYERS ASK AI ASSISTANTS

- Which British schools in [area] have places this year?
- What are the fees at [school]?
- Which online courses teach [skill] in Arabic?

What we do first for search and AI answers

1. Map each search and AI question above to the page that should answer it, in each language your buyers use.
2. Write those pages to answer plainly: who it is for, what it costs, where you work and the proof.
3. Add structured data and an llms.txt file, and keep your company facts the same everywhere.
4. Get listed and reviewed on the directories and sites that AI answers quote.
5. Report each month on rankings, mentions in AI answers and the leads they bring.

More: www.growaxis.net/services/seo and www.growaxis.net/services/geo

07 · SELF-CHECK

Eight questions to answer this week.

Each “no” is a place to start.

- [ ] Do you know your cost per enrolment for each intake and channel?
- [ ] Does every enquiry get an answer the same day?
- [ ] Can you see where each applicant is, from enquiry to enrolment?
- [ ] Are fees, admissions steps and deadlines clear on your site?
- [ ] Do parents and students get answers outside office hours?
- [ ] Do you ask families and students for reviews each year?
- [ ] Do you start re-enrolment conversations before the deadline?
- [ ] Can AI assistants answer basic questions about you correctly?

08 · THE NEXT STEP

Find out where your next intake leaks.

30 minutes. We look at your intake calendar, your enquiries and your admissions follow-up, then show which engine to install first. No pitch.

Book the free 30-minute growth assessment: www.growaxis.net/industries/education

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A sample deployment of the four GrowAxis engines, not a client case study.

ABOUT GROWAXIS

GrowAxis is a Commercial Growth Partner for tech startups and SMEs. It installs four engines, for business development (GrowBD), digital marketing (GrowDigital), customer experience (GrowCX) and AI (GrowAI), with the client’s own team, live within 30 days. The team works from Cairo, in English and Arabic.