BALANDIN/AGENCY

Online education marketing

Proposal from Balandin Agency

We run paid social for education businesses. We take on analytics, landing pages and creative strategy

$2,025,240

online school revenue over two years at 569% ROMI

98,015

Telegram channel subscribers at 569% ROMI

18,965

sign-ups at $2.90 with 284% ROMI

Where online schools lose money

Results jump from launch to launch

One launch paid back, the next one with the same inputs went into the red. Nothing changed. Revenue cannot be planned, but the team and the producer have to be paid every month.

Scaling breaks the economics

At the current budget the numbers add up. Triple it — the cost per sign-up grows faster than the volume, and the launch stops paying back. It looks like the niche's ceiling, but it is the ceiling of the ad combination.

Ad accounts get banned

The account switches off mid-launch, and traffic stops with it. When the account, payment method and domain are one for the whole project, the launch has exactly one point of failure.

Traffic is not targeted

There are sign-ups, but no attendance or payments. The funnel fills with people who came for the freebie — and the algorithm learns on them, bringing more of the same.

What we do so the results stop jumping

We optimize for attendance and payment, not sign-ups

A $0.50 sign-up with 15% attendance is more expensive than a $1.50 sign-up with 50% attendance. We measure the funnel by stage and cut the traffic that signs up and never shows.

Creatives from student interviews, not brainstorms

We take hypotheses from interviews and reviews of your students: 20+ concepts per launch. A creative in online education lives 7–14 days — the queue of winners must never run dry.

A network of ad accounts instead of a single point of failure

The launch does not sit on one account: accounts, payment methods and domains are separated. A ban switches off part of the traffic, not the whole launch.

Server-side events from your platform

Sign-up, attendance and payment go to Meta and Google straight from the server. The algorithm sees buyers, not people who reached the form — and looks for people similar to those who paid.

Client results

Private school in Odintsovo

Found parents earning a million-plus a month — 11 school contracts

$2,001	77
Ad spend	Leads
$283,582	14072%
Revenue	ROMI

Tayny Zhizni school (online education)

Paid ads used to fail — built the unit economics and paid back 7.7x

$1,108	1,400
Ad spend	Registrations
$8,559	672%
Revenue	ROMI

SETTERS (touring lectures, Tomsk)

Filled an offline lecture hall in one city with targeted ads — 627% ROMI

$2,239	650
Ad spend	Leads
$16,282	627%
Revenue	ROMI

Client results

v.orlova_nails (courses for nail technicians)

A controllable flow of subscribers at $0.10 paid back at 603%

$642	6,221
Ad spend	Subscribers
$4,511	603%
Revenue	ROMI

Brought 98,000 subscribers to a Telegram channel and earned $2,025,240 in 2 years at 569% ROMI

Took Telegram subscribers all the way to payments — 569% ROMI over two years

$302,868	98,015
Ad spend	Subscribers
$2,025,240	569%
Revenue	ROMI

Yoga course

Competitive yoga niche — held the lead at $1.67, 445% ROMI

$4,466	2,674
Ad spend	Leads
445%	
ROMI	

Pricing

from $1,000/month

Ad budget is paid separately, minimum $3,000 per month.

Contacts

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30-minute call

All case studies