

STRATEGY

EdTech Go-to-Market for Reaching Students, Teachers, and Institutions

Key insights and actionable frameworks

01

The Context

How do B2C, B2B2C, and B2G models Differ?

EdTech companies often operate across multiple business models simultaneously. B2C models reach students and parents directly through apps and websites, relying on brand marketing and word-of-mouth. Duolingo exemplifies this, building consumer habit before exploring institutional partners

Why is Freemium so Dominant in EdTech?

EdTech companies overwhelmingly adopt freemium models because education creates alignment with social good messaging. Free access builds trust with students and parents while generating learning data that informs product development. Duolingo's free tier became their primary growth engine, reaching

01

How does Content-led Growth Apply to EdTech?

Content-led growth in EdTech means publishing valuable educational material that attracts organic traffic, demonstrates expertise, and establishes trust.

02

What Distribution Channels Drive EdTech Growth?

EdTech distribution spans multiple channels because different user segments consume media differently.

03

Why does EdTech have Distinct Seasonal Patterns?

EdTech demand aligns with academic calendars, creating pronounced seasonality.

04

Which EdTech Metrics Matter Most?

Student Acquisition Cost (SAC) measures how efficiently you convert prospects to learning users.

05

What can we learn from EdTech case studies?

BYJU'S growth strategy BYJU'S revolutionized EdTech in India by starting with personalized, video-based learning targeted at aspirational parents.

06

How Should Pricing be Structured for EdTech?

EdTech pricing reflects student lifetime value rather than per-course costs.

04 Key Pillars

07

What are Common EdTech GTM Mistakes?

Neglecting institutional requirements is costly.

08

Building your EdTech GTM Strategy

EdTech go-to-market strategy requires deep understanding of multiple buyer personas, business models, and distribution channels.

09

Frequently asked questions

What is the average customer acquisition cost for EdTech companies? EdTech CAC varies significantly by model.

Ready to Take Action?

Get expert guidance tailored to your business goals.

[Get a Custom Growth Strategy](#)

upgrowth.in/lead-generation-services/