



Parents choose with the heart, then justify with the head.

Education is a high-trust, high-emotion decision made by parents and students researching heavily before enquiring. Enrolment marketing has to build genuine trust and reputation, then convert interest into applications — reassuring anxious decision-makers at every step.

Why growth stalls

01

Enquiries that don't enrol

Generating interest is easy; converting it to applications needs nurture and trust.

02

Reputation decides everything

Parents research obsessively. A weak or absent online reputation loses them early.

03

Emotional decision, weak reassurance

Choosing where a child learns is anxious. Cold marketing doesn't reassure.

The opportunity

WITH THE RIGHT MARKETING

Build trust and reputation where parents research, then nurture enquiries into enrolments with reassurance at every step — heart first, proof close behind.

How Growvo helps — B2C

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