



# ANUJ VISHWAKARMA as the **CONSIDERATION CHAMPION**

**Learning Zenith**

Google Marketing Live

Leadership  
Circle

**#97**

**JULY**

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Created with  Google Gemini

IN THE DYNAMIC WORLD OF EDUCATION, REACHING THE RIGHT LEARNERS AND SHOWCASING TRUE VALUE IS A CONSTANT QUEST. WITH POTENTIAL STUDENTS NAVIGATING THE **SEARCHING, SCROLLING, STREAMING, AND SHOPPING** FOR KNOWLEDGE IN A NON-LINEAR WAY, INSPIRING ENROLLMENT AND LIFELONG LEARNING IS A COMPLEX CHALLENGE.

How do we connect with aspiring minds?  
How do we guide them through the vast ocean of information to find their perfect learning path, from curious search to committed enrollment?

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BUT FROM THE CORE OF GOOGLE'S KNOWLEDGE INTELLIGENCE, A SOLUTION AROSE - THE POWER OF GOOGLE AI!

YES! This is it!  
The power to understand individual learning needs, to present our courses with compelling clarity, and to guide every student through their personalized journey! From curiosity to enrollment!

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THE CONSIDERATION CHAMPION. EMPOWERED BY GOOGLE AND YOUTUBE, NOW HELPS THEIR BRAND REACH AND WIN CUSTOMERS ACROSS THE 4S. THESE PLATFORMS ENABLE THEM TO ATTRACT IDEAL STUDENTS AND GUIDE THEM TO THEIR LEARNING POTENTIAL.

In Education, connection inspires growth! And with Google and YouTube, we are building our brand to be the **Omnipresent Pathway to Future Success**, reaching students and maximizing ROI across every point of the 4S!

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YouTube

YouTube