

You want **40 local leads in Andheri** for **Vissicomp computer courses** (MS Office, Tally with GST, Advanced Excel, Full Stack, Web Design, Python, PHP).

Here's a **practical, low-budget + fast-action plan** that actually works for local institutes 📌

QUICK TAKE (Fastest Path to 40 Leads)

- 👉 Facebook + Instagram Local Ads
- 👉 Google Maps + WhatsApp funnel
- 👉 Local offer + urgency

If done right, you can get **40 leads in 7–10 days**.

STEP-BY-STEP LEAD GENERATION PLAN

1 Create a Strong Local Offer (Very Important)

People don't buy courses, they buy **outcomes + offers**.

Best Offer for Andheri Audience:

- 🎯 Free Career Counseling (Worth ₹999)
- 🎯 50% Discount (Limited Seats – Andheri Branch Only)
- 🎯 Free Demo Class + Certificate
- 🎯 Job Assistance + Internship Letter

👉 Use **urgency**:

Only 40 seats | Offer valid till Sunday

2 Facebook & Instagram Lead Ads (20–25 Leads)

This is your **main lead source**.

Targeting Settings:

-  Location: **Andheri East + Andheri West (5–7 km radius)**
-  Age:
 - MS Office / Tally / Excel → **18–35**
 - Full Stack / Python / Web Dev → **18–30**
-  Interests:
 - Computer course
 - Tally
 - Python programming
 - Web development
 - Job search
 - IT training
-  Budget:
 - ₹300–₹500/day × 7 days

Ad Copy Example (Use Hinglish – works best)

Headline:

Computer Course in Andheri – Get Job Ready in 3 Months

Primary Text:

Learn MS Office, Tally with GST, Advanced Excel, Python, Full Stack & Web Design

✓ Free Demo Class

✓ Certificate

✓ Job Assistance

 50% Discount – Limited Seats
 Andheri Branch

 Enroll Now | Call Back Free

CTA:

 *Sign Up / Apply Now*

 Use **Facebook Lead Form** (Name + Phone only).

3 Google My Business + Google Maps Leads (8–10 Leads)

This is **FREE & powerful**.

Do This:

1. Update Google Business Profile:
 - Add **courses in description**
 - Add **Andheri keywords**
2. Post **daily offers**:
 - “50% Discount on Computer Courses – Andheri”
3. Ask **old students for reviews** (even 10 reviews helps)

Description Example:

Best computer training institute in Andheri offering MS Office, Tally with GST, Advanced Excel, Full Stack Development, Python, PHP & Web Design. Free demo class & job assistance available.

4 WhatsApp Lead Funnel (Very Important)

Every lead should go to **WhatsApp**.

Auto Message Example:

Hi 🙌

Thanks for contacting **Vissicomp Andheri**

Please tell us which course you are interested in:

- 1 MS Office
- 2 Tally with GST
- 3 Advanced Excel
- 4 Full Stack Development
- 5 Web Design
- 6 Python
- 7 PHP

🎁 Free Demo + 50% Discount available today

📌 Follow up 3 times (Day 1, Day 3, Day 5)

5 Offline + Hyperlocal Hacks (5–7 Leads)

Old-school but effective.

Do This:

- 📄 Posters near:
 - Colleges
 - PGs
 - Hostels
 - Cyber cafés
- 🤝 Tie-up with:
 - Placement consultants
 - Internet cafés
- 🎤 Free seminar:

- “How to Get IT Job Without Degree”
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6 Course-wise Lead Split (Smart Way)

Instead of one ad, split offers:

Course	Expected Leads
MS Office	6–8
Tally with GST	6–8
Advanced Excel	6–8
Full Stack Dev	8–10
Python / PHP / Web	6–8

Total = **40+ leads**

DAILY ACTION PLAN (7 DAYS)

Day 1–2:

- ✓ Offer final
- ✓ Ad creatives
- ✓ WhatsApp setup

Day 3–7:

- ✓ Run ads
- ✓ Follow up daily
- ✓ Book demo classes