

Here's a **clear, practical Instagram marketing strategy** designed specifically to **generate leads for 11th & 12th standard Book-Keeping and Accountancy** (classes, coaching, or online tuition).

This is optimized for **students + parents** ☐☐

1. Define Your Target Audience (Very Important)

You are targeting **two audiences**:

1. **Students (16–18 years)** – want marks, easy explanations, confidence
2. **Parents** – want results, discipline, board exam success

☐ Your content should speak to **both**, but CTAs should mostly target **parents**.

2. Optimize Your Instagram Profile for Leads

Bio Structure (Example):

- ☐ 11th–12th Accountancy & Book Keeping
- ☐ Simple Concepts | Board Exam Focus
- ☐ 90%+ Results | Expert Faculty
- ☐ Free Demo Class – DM “ACCOUNTS”

Link in bio:

- WhatsApp link OR Google Form OR landing page
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3. Content Pillars (Post These Repeatedly)

A. Concept Simplification (High Trust Content)

Reels like:

- “Debit vs Credit in 30 seconds”
- “Why students fail in Accountancy ☐ ”
- “Golden rules of accounting – Easy trick”

☐ Builds authority + saves + shares

B. Marks-Oriented Content (Parents Love This)

Reels/Carousels:

- “How to score 90+ in Accounts”
- “Most repeated board exam questions”
- “5 mistakes that cost 10+ marks”

C. Exam & Fear-Based Content (High Engagement)

- “If you don’t understand this chapter, you’ll fail Accounts”
- “Students ignore this topic & regret in boards”

Fear + solution = leads

D. Social Proof & Results (Very Important)

- Student testimonials
- Result screenshots
- Before/After improvement stories

Example Reel:

“From 42 to 78 in Accounts in 3 months ”

E. Parent-Focused Content (Silent Decision Makers)

- “How parents can help their child score better”
- “Signs your child needs extra Accounts support”

CTA: *DM ‘PARENT’*

4. Reels Strategy (Main Lead Generator)

Post 4–5 Reels per week

- 20–40 seconds
- Face + board explanations work best
- Bold text + subtitles

High-Converting Reel Hooks:

- “Accounts is easy if you learn THIS first”
 - “11th students, don’t make this mistake”
 - “Parents of 12th students must watch”
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5. Lead Generation System (Simple Funnel)

Step 1: Free Value Offer

Offer:

- Free demo class
- Free PDF notes
- Important questions for exams
- Doubt-solving session

Step 2: CTA Examples

- “DM ‘ACCOUNTS’ for free notes”
- “Comment ‘11TH’ for demo class”
- “Link in bio to join free class”

Step 3: Convert in WhatsApp

Once they DM:

- Share demo
 - Explain course
 - Show results
 - Close admission
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6. Stories Strategy (Daily – Very Powerful)

Post **5–10 stories daily**:

- Teaching clips
- Polls: “Accounts easy or tough?”
- Student doubts
- Result screenshots
- Countdown to demo class

Stories build **trust + conversion**

7. Hashtags (Targeted, Not Generic)

Use **10–15 hashtags**, like:

- #11thAccounts
 - #12thAccountancy
 - #BookKeeping
 - #CommerceStudents
 - #BoardExamPreparation
 - #AccountsCoaching
 - #CAFoundationPrep (if relevant)
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8. Ads Strategy (Optional but Powerful)

Run ads on:

- “Free Accounts Demo Class”
- “Score 90+ in Accountancy”

Target:

- Age: 16–18
- Parents: 35–50
- Location: Your city/state

- Interests: Commerce, Education
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9. Weekly Content Plan (Example)

Mon: Concept Reel

Tue: Exam Tip Reel

Wed: Student Result/Testimonial

Thu: Common Mistake Reel

Fri: Parent-Focused Reel

Sat: Live Q&A / Demo Promo

Sun: Doubt-solving Stories

10. Success Formula

Consistency + Simplicity + Results

Students don't want motivation.

Parents don't want creativity.

Both want **MARKS**.

Here is a **ready-to-use 30-Day Instagram Content Calendar** specifically designed to **generate leads for 11th & 12th Book-Keeping and Accountancy classes** 🎯
 (Focused on students + parents + conversions)

📅 30-Day Instagram Content Calendar

WEEK 1 – Awareness & Authority

Day	Content Type	Topic	CTA
Day 1	Reel	Why students fear Accountancy (and how to fix it)	Follow for tips
Day 2	Reel	Debit vs Credit explained in 30 seconds	Save this
Day 3	Carousel	5 reasons students fail in Accounts	Share with friend
Day 4	Reel	Golden rules of accounting – easy trick	DM “NOTES”
Day 5	Story	Teaching clip + poll (Easy/Tough?)	Reply to poll
Day 6	Reel	What NOT to do in 11th Accounts	Comment “11TH”
Day 7	Story	Student doubt + answer	DM for demo

WEEK 2 – Marks & Exam Focus

Day	Content Type	Topic	CTA
Day 8	Reel	How to score 90+ in Accounts	Save this
Day 9	Carousel	Most repeated board exam questions	DM “PDF”
Day 10	Reel	One chapter students ignore & regret	Follow
Day 11	Story	Exam tip + countdown	Join demo
Day 12	Reel	3 silly mistakes that cost marks	Share
Day 13	Carousel	Study timetable for Accounts	Save
Day 14	Story	Parent-focused: Signs your child needs help	DM “PARENT”

WEEK 3 – Trust & Social Proof

Day	Content Type	Topic	CTA
Day 15	Reel	Student result transformation (Before/After)	DM “RESULT”
Day 16	Carousel	Student testimonial screenshots	Enquire now
Day 17	Reel	How weak students improve in 60 days	DM “PLAN”
Day 18	Story	Live class glimpse	Join demo

Day	Content Type	Topic	CTA
Day 19	Reel	Parent review video/text	Trust us
Day 20	Carousel	Our teaching method explained	Save
Day 21	Story	FAQ (Fees, batches, demo)	Ask question

WEEK 4 – Lead Conversion & Offers

Day	Content Type	Topic	CTA
Day 22	Reel	Free demo class announcement	DM “DEMO”
Day 23	Carousel	What students get in our course	Link in bio
Day 24	Reel	If your child is in 12th, watch this	DM “12TH”
Day 25	Story	Demo class reminder + countdown	Join now
Day 26	Reel	How we simplify tough chapters	Enquire
Day 27	Carousel	Comparison: Self-study vs Coaching	Save
Day 28	Reel	Last seats filling fast	DM fast
Day 29	Story	Student doubts + answers	Message us
Day 30	Reel	Results + strong call to action	Join today

Posting Guidelines (Important)

- **Reels:** 20–40 sec, face + board teaching
 - **Text overlay:** Big & bold
 - **Hashtags:** 10–15 niche-based
 - **Stories:** 5–10 daily (very important for conversions)
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High-Converting CTAs to Rotate

- DM “ACCOUNTS”
- DM “DEMO”
- Comment “11TH” / “12TH”
- Link in bio
- Save this post