



Cold Calling vs. Marketing Campaigns: A Real-World Look into Jaro Education's Lead Generation Strategy

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ABSTRACT:

In the competitive landscape of the EdTech industry, lead generation plays an important role in generating revenue, business development, and customer acquisition. This study examines the effectiveness of two primary lead generation strategies: cold calling conversion and marketing campaign conversion of Jaro Education, a leading organization in space. Moreover, this study aims to appraise the efficacy, conversion rates and average influence of cold call conversion and marketing campaign conversion for producing qualified leads and acquiring prospective students for higher education programs.

Cold calling is considered a traditional yet effective style of lead generation because it allows engagement with prospects in a personal and direct manner and enable follow up conversations. Cold calling as a lead generation strategy, nonetheless, comes with challenges such as low response rates, customer apathy, and gatekeeping.

Marketing campaigns use AI-powered intelligence, targeted marketing and Big Data analytics to reach much wider target audiences. However, marketing campaigns distinguish themselves in the sense lead volume is relatively high but the quality and conversion potential of the leads may considerably vary.

The study reviews each lead generation strategy through a variety of markers inclusive of: sheer number of converted leads, customer nurturing period, and return on investment (ROI). The findings from this study will help Jaro Education and other organizations in the ed-tech space better develop lead generation framework in the balance of competitive cold calling outreach and insights driven marketing to tailor better customer performance outcomes.

Key Words: cold-calling, marketing, sales, ed-tech, lead acquisition.

The Context: A Booming EdTech Landscape

India's EdTech sector has grown phenomenally over time and with a combination of digitization, affordable smartphones, AI integration, and an increasingly upskilling and lifelong learning culture, it's probably not going to level off anytime soon. Jaro Education has positioned itself well in this environment by offering online certifications and executive programs in collaboration with reputable institutions like the IIMs, IITs, and international universities.

However, as the market matures, growth will need to rely on smarter strategies. Lead generation—the ability to attract interested learners—has now shifted from being a matter of volume to a matter of conversion velocity, trust, and customer lifetime value.

Comparison of Cold Calling and Marketing Campaigns:

Both approaches have their own strengths. Cold calling offers direct, individual interactions that can build trust very quickly. Marketing campaigns can offer scale and reach to large audiences while requiring very minimal resource commitment. However, which process actually converts better, more quickly and more consistently?

The research project aimed to answer this question by exploring five dimensions:

1. Conversion rate
2. Lead volume
3. Lead quality
4. Lead conversion speed
5. Customer trust and belief

Participants:

A total of seventy-three respondents made up the sample of this mixed-method study. Most were early career practitioners, including business development representatives (49.3%) and management trainees (31.5%). As seventy-four percent of participants had less than two years' experience, the results largely represent the opinions of practitioners who were all actively working in lead generation.

Key Findings:

Cold calling provides real-time interaction allowing for quicker lead conversions, especially in urgency-based situations such as upskilling and professional learning.

- 68.5% of respondents think customers value cold calling engagement more than digital marketing.
- Marketing campaigns matter for long-term brand cultivating, growing the scale of impact, and lead nurturing over time.
- 17.8% of marketing leads convert in less than a week, indicating the reach possible with targeted digital campaigns.
- 50.7% of respondents felt salespeople skills were the most important driver for cold calling success.
- 35.6% felt cold calling success came down to the sales salesperson contacting the right audience.
- Only 6.8% each felt script quality and timing made a major impact on cold calling success.
- 65.8% of respondents considered what platform the sales person used (ie: LinkedIn, Google Ads) to be the most influential factor in advertising campaign success.
- Budget was considered the least impactful variable in marketing campaign success (8.2%).
- Cold calling and marketing advertising work best when strategically used, instead of on top of competition.

Chi-Square and Correlation Test:**Chi-Square Test:**

The puzzle explored the Chi-Square to review the evidence for general lead conversion efficacy of the two methods.

- **Results:** No overall statistical difference (P-human = 0.127).
- **Interpretation:** Even though consumer concept favours cold calling, statistically, both techniques could be even more effective if enhanced.

Correlation Test:

A moderate negative correlation ($r = -0.457$) was found between cold calling and other methods, that suggests that higher quality cold calling lead conversions resultantly correspond with less perceived impact of other methods.

Recommendations:

Based on the findings, below are ways companies like Jaro Education could benefit from advantages of both worlds:

- Train salespeople to develop skills in script delivery, managing objections, and developing relationships to help improve cold calling success rates.
- Utilise CRM platforms to identify lead behaviour, streamline follow-ups, and observe the assurance of timely communications through calls, emails, and messages. Help model and enable collaboration between Sales and Marketing through lead behaviours, feedback loops and performance measures to facilitate continuous improvement.
- Utilize feedback loops taken directly from sales calls when developing marketing content and targeted strategies to ensure campaigns organised are more relevant and poignant and will resonate with prospects.
- Use AI-based tools to identify the best time slots for contacting leads - whether the lead is also calling, sending emails, or retargeting. Because the best times to connect with leads is everything, We must ensure the opportunities for engaging and converting leads with these actionable moments.
- Focus on meaningful KPIs along with return on investment (ROI), conversion time, customer acquisition cost (CAC), and lead lifetime value (CLV) and promenades informed judgements.

Conclusion:

The debate isn't approximately selecting amongst cold calling and advertising and marketing campaigns—it's miles approximately integrating each strategically.

- Cold calling remains critical for high-touch, rapid-paced sales wherein urgency and personal connection matter.
- Marketing campaigns are key for logo interest, lengthy-time period nurturing, and broader attain.

Jaro Education's case test highlights a growing style: sales and advertising and marketing have to bypass past silos. The future lies in agile, facts-pushed, and AI-powered techniques that integrate immediacy with scale.

Success will favour those who grasp every bloodless outreach and digital engagement, turning in a unbroken, patron-first enjoy.

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