

Case Study

iPlanet Expands Apple iPad Adoption in Medical & Dental Colleges

OBJECTIVE

The campaign aimed to position iPlanet as the link between Apple's education vision and India's medical and dental colleges—driving awareness, engaging senior stakeholders, and creating a repeatable framework for future adoption.

- **Build awareness** of Apple's education solutions among senior stakeholders in medical & dental colleges.
- **Generate qualified interest** through personalized, multi-channel engagement.
- **Drive participation** in an exclusive Apple education event that positions iPlanet as Apple's trusted education partner.



ABOUT THE CLIENT

iPlanet, a leading Apple reseller in India, set out to drive iPad adoption in medical and dental colleges, targeting faculty, administrators, IT decision-makers, and shaping Apple's broader education presence in the region.

THE CHALLENGE

Reaching senior education leaders was difficult, with scattered contacts and ineffective traditional outreach.

- 01 Fragmented contact landscape**
Information scattered across 100+ college websites with no single reliable source.
- 02 Limited marketing effectiveness**
Traditional campaigns failed to resonate with senior stakeholders' unique priorities.
- 03 Diverse decision-makers**
Each persona—VCs, Principals, HODs, IT staff—had distinct KPIs and pain points.

Without a focused engagement strategy, iPlanet risked being invisible to the very leaders driving digital adoption.

SOLUTION PROCESS

Aibiliti designed and executed a 4-month demand generation campaign, anchored in a Market Entry Playbook:

01

Market Entry Playbook

Defined the education ecosystem and mapped 700 target personas (VCs, Principals, HODs, Professors, IT staff), giving iPlanet clarity on whom to target and how to engage.

02

Custom database creation

Scraped 100+ college websites to build a verified, segmented outreach list—ensuring precision and relevance.

03

Persona-specific messaging

Developed a 7-touch campaign sequence aligned to each persona's KPIs and pain points, increasing response rates.

04

Content & assets

Produced videos, infographics, blogs, and landing pages to reinforce Apple's narrative for education, building trust with faculty and administrators.

05

Multi-channel outreach

Combined email, LinkedIn, and WhatsApp to maximize engagement and secure confirmations for the Apple education event.

RESULTS

1. Decision-Makers Reached

700+

across 100 colleges

2. Targeted Emails Sent

5,000+

personalized touches

3. Event Attendance

50+

stakeholders (VCs, Principals, HODs) joined an exclusive Apple Education Event in Chennai

4. GTM Playbook

Established a repeatable GTM playbook that iPlanet can replicate across other regions and verticals.

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This campaign opened doors we'd struggled to unlock for years. Having 50 top decision-makers in the room gave us momentum with Apple's education vision and a proven framework to replicate success across other markets.

Arunachalam,
Sales head, *iPlanet*

aibiliti

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