

Marketing Plan for Foreign University in India

CITIES WE NEED TO TARGET IN FIRST YEAR

- Mumbai
- Delhi & NCR
- Pune
- Bangalore
- Hyderabad
- Chennai
- Ahmedabad
- Kolkata
- Chandigarh

INTERNAL TARGETS

Course	Enrolments	Applications	Qualified Leads
Bachelor's Program	40	200	4000
Master's Program	80	220	4500
MBA Program	60	220	4500

Activities to generate qualified leads

Digital Marketing - Media Platforms



Instagram
Website Click Ads
Remarketing



LinkedIn
Sponsored Post
Content Marketing



Facebook
Website Click Ads
Call to Action

Quora

Quora
Promoted Questions
Native Ads

Google Ads

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Google Communication Design Colleges in Mumbai

Design, Ahmedabad · Pearl Academy, Mumbai · Pearl Academy, Delhi ...
Average Course F... Eligibility: 10+2 with 50% marks in the Science ...
Course Level: Gr... Admission Process: Merit-based/ Entrance test

https://design.careers360.com › colleges › list-of-design...
Design Colleges in Mumbai 2021 – Courses, Fees, Admission ...
28 Results — Design Colleges in Mumbai 2021 · School of Design, UPES Dehradun · School of Design, University of Petroleum and Energy Studies · IDC IIT Bombay · ...

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Best Design College in Mumbai and Kolkata - UG PG ...
A design school that encourages reflection, learning, and understanding of design & the digital space. Game Arts and Design.

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👍 🗨️ 😄 Soumitra Mondal and 12 others

CAREER FAIR



INTERNATIONAL EDUCATION FAIR - DONE BY OUR TEAM



SCHOOL / CONSULTANCY

Concern Person	School / Consultancy
MS. Pallavi Ulla	Utpal Shanghvi Global School
Subhaashini Ghosh	Jbcn International School
Kimberly Dixit	The Red Pen Global Education Consultants
Paramjeet	Campus Coach
Nalini Chouhan	Mount Litera Zee School
Dr. Balasubramanian V.	Nes International School Mumbai -IB World School
Iris Madeira	NSS Hill Spring International School
Sudarshana Shukla	The Cathedral & John Cannon School
Poonam Maheshwari	Green Wood High International School
Ms. Avni	High School Moms

INFORMATION SESSION - Webinar

A grid of 20 video thumbnails from a Zoom meeting. The participants are arranged in four rows and five columns. The names of the participants are visible below their thumbnails. The bottom row contains icons for 'Rashmi', 'Meera Savargao...', 'Gautam Dandekar', 'shardul joshi', and 'Samruddhi Dha...'. The bottom of the grid shows Zoom controls: Unmute, Stop Video, Security, Participants (48), Chat, Share Screen, Pause/Stop Recording, Reactions, and Leave.

zainabjt@gmail.com	Pankaj Sangale	Dhruvi Patel	Sanika Joshi	Shravani Saptarshi
ananya dalabanj...	Apurva Khodke	Amogha Pathak	Sumedha Abhya...	Amruta Shandilya
uhakti Patel	Harshal Patil	Pruthu Chitre	Sarah Kumbhar	Praachi Zaveri
Shravni Sangam...	Rashi Malwadkar	Sourabh Jogdeo	Mrunal Kurulkar	poorva pendse
Rashmi	Meera Savargao...	Gautam Dandekar	shardul joshi	Samruddhi Dha...

A Zoom meeting screen showing a presentation slide and a speaker. The slide is titled "EVERY SKETCH HAS A STORY" and features several hand-drawn sketches of human figures and a motorcycle. The speaker, Akash Choudhary, is visible in a video thumbnail on the right side of the screen. The bottom of the screen shows Zoom controls: Participants (163), Q&A (35), Chat, Share Screen, Record, and Leave.

EDUCATIONAL PORTALS





CONVERSION OF GENERATED LEADS

ACTIVITIES REQUIRED

Monthly Activities	Minimum Required
University Fairs & School Workshop	4
Workshop with coaching/ Centre Visits	4
Info Session	1
WhatsApp Broadcast	6
Office Visit	20/Week
Calls	200 / Day
Weekly reminder of payment pending to the incomplete applicants	1
Weekly reminder to initiate applications to leads	1
Fortnightly reminder for Enrolments	1



THANK YOU