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





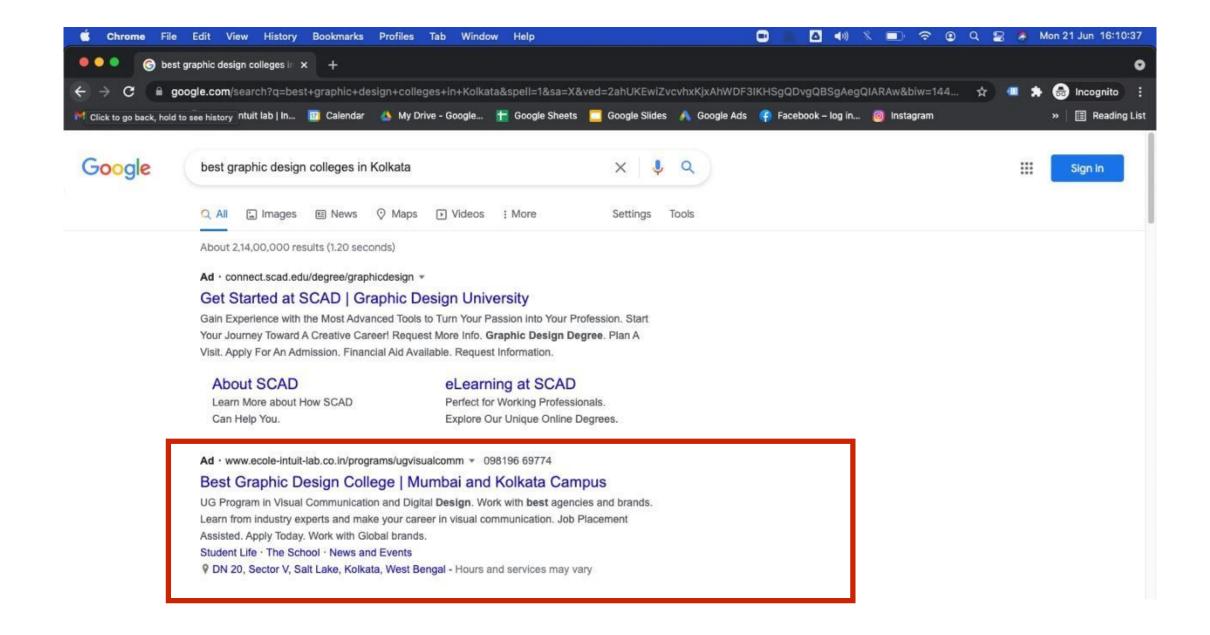


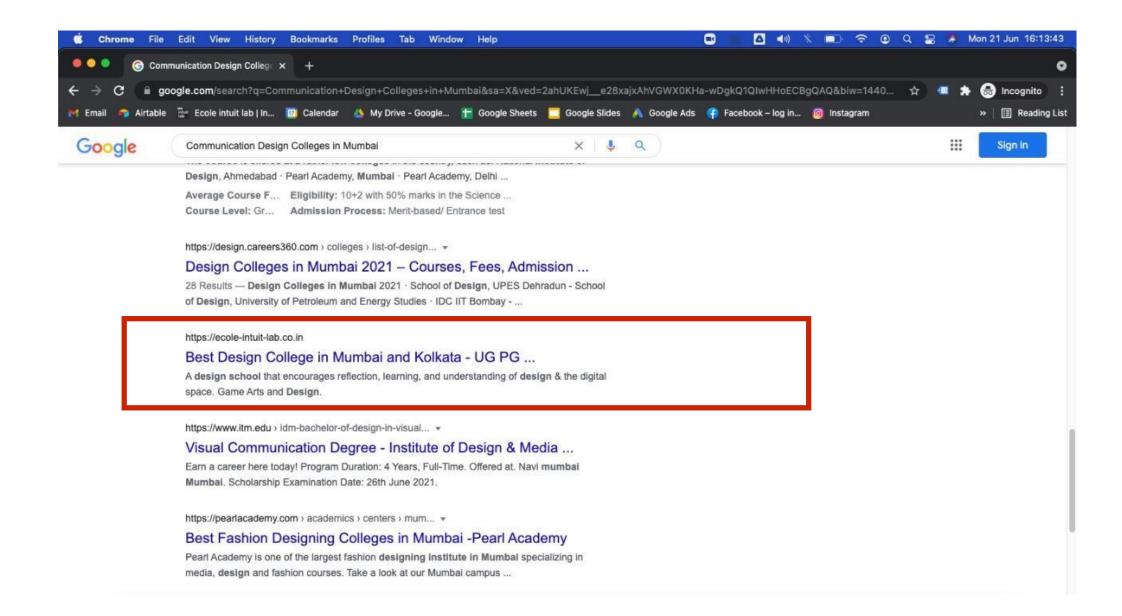






Google Ads

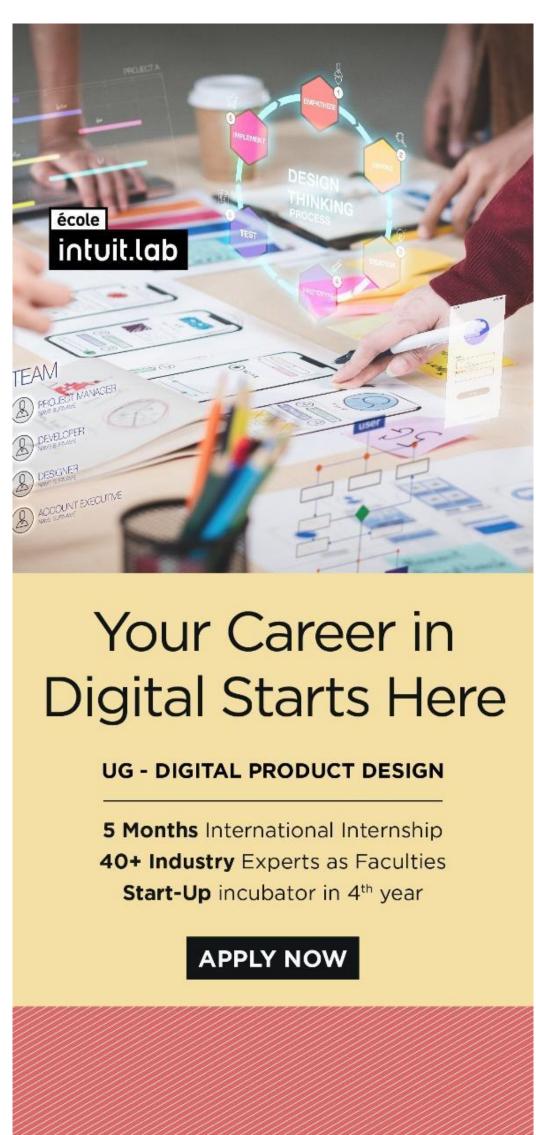






Campaign Ads - Facebook and Social Media









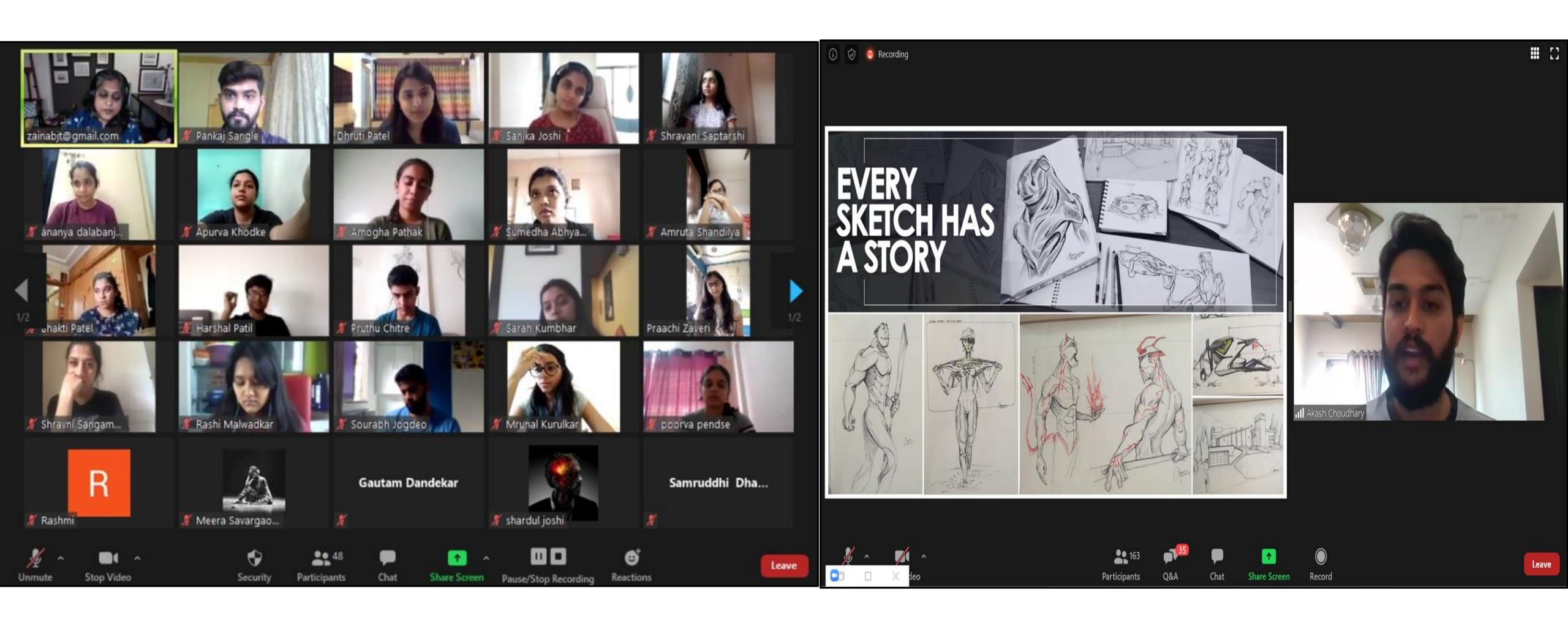
INTERNATIONAL EDUCATION FAIR - DONE BY OUR TEAM



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	ABKI SOLUTIONS

INFORMATION SESSION - Webinar





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