



We Deliver
#DigitalSuccess

Education **PORTFOLIO**

www.indusnet.co.in

info@indusnet.co.in



New age challenges in the Education sector

High-level competition and alterations in student behaviors and expectations are driving the education sector in establishing digital presence and digital marketing operations for customer awareness

Establishing an appropriate digital presence for student accessibility.



Lead generation and the growth of conversion rate are the prime objectives.



The education organizations like universities & schools are facing huge competition.



Modern website development and digital marketing initiatives are the key trends.

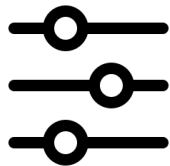


Trends of digital transformation in the education sector

Improved access and availability among the students regarding the course details.



Customized learning viewpoint based on audiovisual parameters.



Virtual Reality (VR) to make learning more compelling.



Anywhere and anytime material access thanks to cloud-based learning scopes.

Trends of digital transformation in the education sector

Internet of Things (IoT) incorporation within the education environment.



Security enhancement in digital devices for maintaining student information confidentiality.

Digital citizenship to positively engage the students in the digital environment.



Big data implementation for personalized Education plans development.

Trends of digital transformation in the education sector



- Coherent and clear digital strategy.
- Understanding the digital trends.
- Client demand analysis as a digital transformation drive.
- Strategy development to improve transparency and customer engagement/experience.
- Co-creating digital education services.
- Will to experiment and adopt a 'fail-fast, fail quickly' method to risk dealing.
- Collaborative and innovative culture through digital fostering.

INT.'s service offerings to the education enterprises and institutes



Website development.



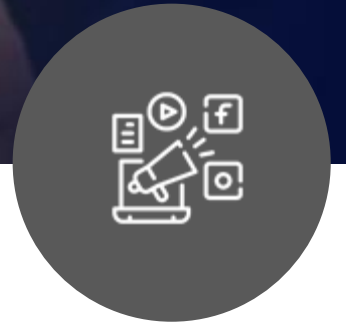
Mobile application development.



Product designing.



Digital analytics.



Digital marketing.

Major Clients of INT. in the education sector





NSHM Knowledge Campus



Challenges



Absence of synchronization
And lack of sufficient links
on their official website.



The deficiency of optimized
information on the course
pages created difficulties.



New students' lead
deficiency and user flow.



Business Solutions



INT. developed an updated website with adequate linking and optimization.



Content revamp and optimization.



Embracement of an innovative and eye-catching homepage, course page, and placement page.



A one-stop solution by covering:

- SEO.
- Paid marketing campaigns.

Tech Stack

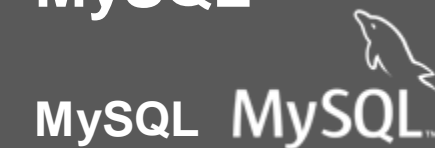
Front-end:



Backend:



MySQL



Business Impact



Fetches better student leads and user flow..



The client was satisfied and sought a one-stop solution from INT. encompassing:

- **Paid marketing.**
- **Website maintenance.**
- **SEO.**





THE NEOTIA
UNIVERSITY

The Neotia University

Challenges



A content-heavy unoptimized website resulting in delays in page loading.



An immensely huge and unsynchronised **database** creates management issues.



Business Solutions



INT. revamped the official website with a synchronized database and integrated ticker.



An eye-catching banner to portray the huge property on the homepage presenting the campus.



It presented the updated number of faculty members and students.

Tech Stack

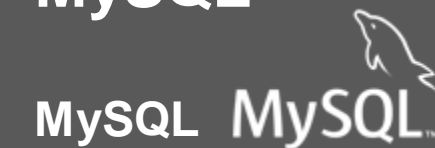
Front-end:



Backend:



MySQL



Business Impact



Learning Management System (LMS) solution served beneficial in running the Brainerslab school program better.



Avoidance of the possibilities of redundancies and delays.





**BRAINWARE
UNIVERSITY**

BRAINWARE UNIVERSITY

Brainware University

Challenges



Brainware University wanted to **scale up** its operations for lead generation.



The existing digital presence was not up to the mark and wanted to improve the existing campaigns and create newer campaigns.



Lack of optimization and scalability deficiency.



Business Solutions



Paid Facebook and Google Ads for lead generation.



Tracking through CRO application.

Social Channels

facebook.



Business Impact



Successful in reaching out to the number of leads that they were aiming for and became satisfied.



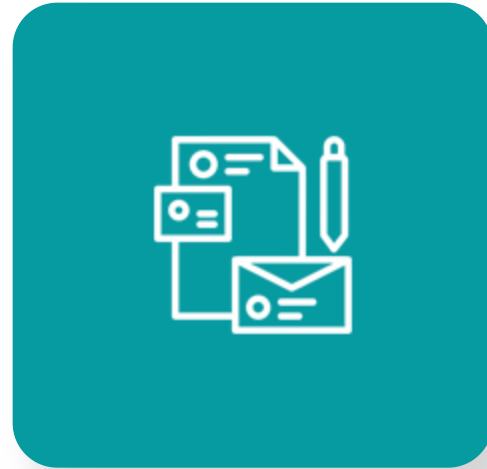
Renewed the collaborative agreement with INT. for digital marketing, and technical support.





Chettinad Sarvalokaa Education International School

Challenges



Deficiency of adequate branding
due to the lack of proper digital
presence.



Obstacles in quality lead
generations for school
admissions.



Business Solutions



End-to-end digital marketing for lead generation.



Branding activities:

Social Channels

facebook.

LinkedIn

Google

YouTube



Business Impact



The client was satisfied with better lead conversion of 40% through Google and Facebook ads.



The generated leads were of high quality and got converted to new admissions in the school and leveraged the online visibility of the company even being a premium school and during the remote schooling.





Durgapur Society of Management Science

Challenges



Minor digital presence.



Lack of brand promotion.



Business Solutions



360-degree digital marketing for lead generation and branding..



It offers the following services:

- Search Engine Optimization (SEO).
- Social Media Optimization (SMO).
- Pay Per Click (PPC).
- Digital lead generation during the admission session.

Social Channels

facebook.

LinkedIn

Google

YouTube



Business Impact



DSMS has attained a drastic enhancement of quality leads by **35%** and an increased number of admissions.



Better branding and reach before the **target audience** through improved brand visibility and brand positioning.





ThinkersBox
Learn to Think. Think to Learn.

Thinkers Box

Challenges



Lacked a completely customized
Learning Management System
(LMS).



Elimination of the
redundancies and delays in
the operations.



Business Solutions



Development of a very detailed customized Learning Management System (LMS).



Helping in handling the Thinkerbox's Brainerslab Program.

Social Channels

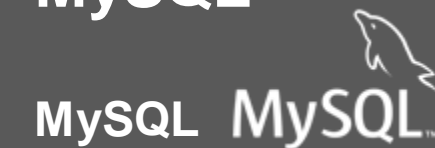
Front-end:



Backend:



MySQL



Business Impact



Learning Management System (LMS) solution served beneficial in running the Brainerslab school program better.



Avoidance of the possibilities of redundancies and delays.





KOOLKIDS

Challenges



KoolKIDS had an old HTML website lacking optimization and updated infrastructure.



Nominal SEM and SEO campaign not generating expected results.



Business Solutions



WordPress-driven updated website.



SEO and social media campaigns for digital marketing purposes.

Tech Stack

Word Press CMS



Social Channels

facebook.



Business Impact



Fast loading website with key features and hygiene maintenance of the social handles.



The digital marketing campaigns made it rank within the Top 10 search results for multiple search terms.





KARNAVATI
UNIVERSITY

Karnavati University

Challenges



Challenges in making business improvements through lead generation, and lack of brand awareness.



Digital marketing campaigns were generating fewer outcomes.

Business Solutions



On-page and off-page SEO suggestions and implementations.



Paid Facebook, YouTube, and Google ads (during admissions and entrance exams) to bring in as many admissions as possible.



Better website quality in SERP.



End-to-end development activities to improve and optimise the overall

Tech Stack

Word Press CMS



Social Channels

facebook.



Business Impact



Fast loading website with key features and hygiene maintenance of the social handles.



End-to-end development activities to improve and optimize the overall



upGrad

Challenges



Improper quality lead generation
due to inadequate digital
presence.



Digital marketing campaigns
were generating fewer
outcomes.

Business Solutions



Performance Marketing
Campaign.



Continuous quality lead
generation.

Social Channels

facebook.



Business Impact



A large number of quality leads on a daily basis.



Gradual reduction of their CPL.





The Gate Academy

Challenges



Bringing quality leads for
new admissions.



Low lead
conversion rate



Business Solutions



Performance Marketing Campaign to generate better leads on a regular basis.



Better metrics inclusion for lead conversion.

Social Channels



Google Ads



Face book ads

Business Impact



A huge number of qualified leads that resulted in lots of admissions.



Decrease in their total CPL with time.





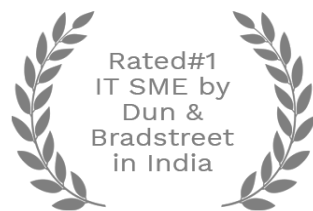
We Deliver
#DigitalSuccess

Let's Connect

info@indusnet.co.in



India



UK

USA

Australia



Singapore



Nigeria

24+
Years

750+
Professionals

11k+
Projects

6m+
Hours

We are a team of digital engineers working towards innovation, reinvention and reshaping business models. We cater to multiple enterprise clients, fast growing product companies, digital agencies operating in the domain of banking, insurance, finserve, health, professional services and others in more than 45 countries.