

PROJECT KAVAN CONSULTANCY

➤ Start Slide

Not Just a Project – A Real Business Launch.

While most picked a product idea, I decided to actually launch a real educational consultancy, Kavan Consultancy — and generate real leads, real results, and real learning.

What Kavan Consultancy will do?

We guide students to top colleges –
Full support, end to end



Brand Overview

Industry: Educational Services

Target Audience:

- Students (Age: 16–25)
- Aspirants for UG/PG admission (India & Abroad)
- Parents seeking guidance

Brand USP

- Personalized counseling
- End-to-end guidance
- Practical and emotional support



Platforms Used: Instagram & Facebook

Activities:

- Created pages and optimized bio
- Designed & posted educational posters
- Shared relatable content with strong CTAs
- Built trust through a professional tone and clear visuals

Project KC

←

kavan_consultancy



Kavan Consultancy

5 posts

60 followers

15 following

We guide students to get admission in top colleges and universities 🎓.

Full support from end to end 🇮🇳🔄

For more details contact: 8248100342

Admission Open for 2025

Key Benefits of Our Consultancy

- Top-Ranked colleges
- Expert Mentorship
- Experienced consultants

Call Now

82481 00342

We make your future bright !

With the right college that suits your dream

Learn More

82481 00342

Struggling to Choose a College?

Here are some tips to choose your best college

Career focused

Research oriented

Placement oriented

NAAC grade

Still confused? No Worries

WANT TO STUDY IN BEST COLLEGE?

LEARN MORE.

FREE CONSULTATION AVAILABLE

Confused on CHOOSING COLLEGE

We are here to help you

Book a Free Consultation

→ Admission Guidance for NIRF Top Ranking Universities & Colleges

→ Merit & Management Quota Available

→ Engineering | MBBS | BDS | Paramedical Courses

Meta Ads Campaign

Ad Type: Engagement & Lead Generation

Objective: Collect quality students & Parents leads

Targeting:

- Age: 18–50
- Location: Tamil Nadu.

Meta Ads Campaign

Interests:

Set 1

- At high school
- High school leaver
- Some high school
- Higher education (education)
- Narrowed By Parents with teenagers (aged 13-17)

Meta Ads Campaign

Interests:

Set 2

- Civil engineering (engineering)
- Computer science (information technology)
- Electrical engineering (engineering)
- Electronic engineering
- Mechanical engineering (engineering)
- Engineering (science)
- Narrowed by Student (education)

Meta Ads Campaign

Interests:

Set 3

- At high school Some high school
- Bachelor's degree (higher education)
- Education (social concept)
- PSG College of Technology
- Student (education)
- Narrowed by Management consulting

Meta Ads Campaign

Campaigns

Kavan Consultancy - SLM... Opportunity score

Updated just now Review and publish ...

All ads Actions Had delivery Active ads + See more Create a view

Search by name, ID or metrics

Campaigns 2 selected Ad sets for 2 Campaigns Ads 1 selected Last month: 1 May 2025 - 31 May 2025

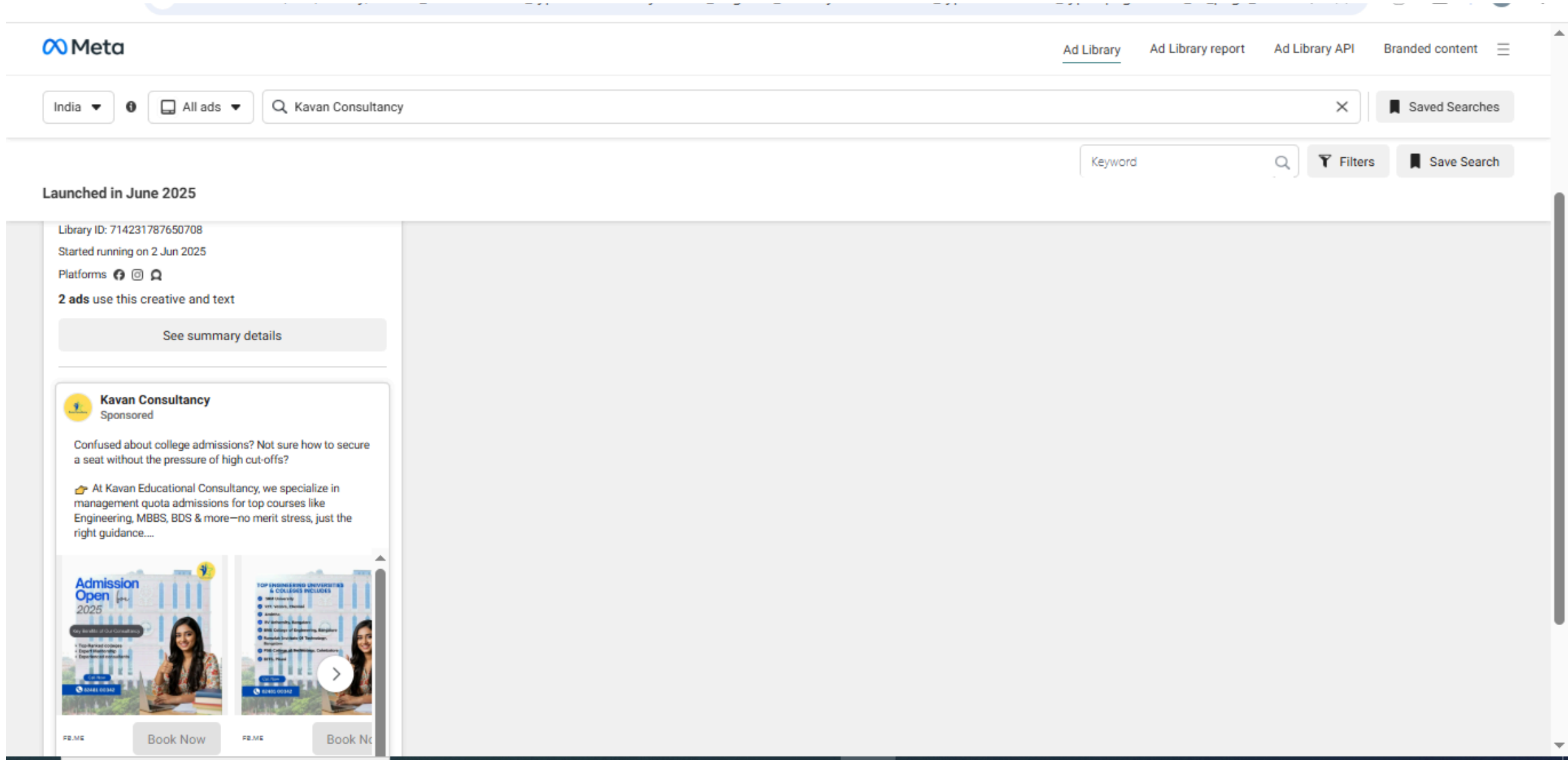
+ Create Duplicate Edit A/B test More Columns: Custom Breakdown Reports Export Charts

	Off/On	Campaign	Results	Reach	Impressions	Cost per result	Amount spent	Ends	Link clicks	Frequency
<input checked="" type="checkbox"/>	<input checked="" type="radio"/>	VOR_Carousel_Int123_30thMay25	2 Meta leads	1,735	2,359	₹586.88 Per Meta lead	₹1,173.76	Ongoing	23	1.36
<input type="checkbox"/>	<input type="radio"/>	VOR_SRM_Int1&2_6ththjune25	— Meta leads	—	—	— Per Meta lead	₹0.00	Ongoing	—	—
<input type="checkbox"/>	<input type="radio"/>	VOR_Message_Post_24tMay	11 Messaging conversations	3,764	4,507	₹28.57 Per messaging conversation	₹314.31	Ongoing	53	1.20
<input type="checkbox"/>	<input type="radio"/>	VOR_Carousel_Andra_22ndMay25	— Meta leads	5,721	7,885	— Per Meta lead	₹822.17	Ongoing	16	1.38
<input type="checkbox"/>	<input type="radio"/>	VOR_Engagement_BestCollege_22ndMay25	303 Post engagements	675	682	₹0.18 Per post engagement	₹55.59	Ongoing	1	1.01
<input checked="" type="checkbox"/>	<input type="radio"/>	VOR_3Creatives_22ndMay25	19 Meta leads	4,165	7,854	₹117.61 Per Meta lead	₹2,234.63	Ongoing	64	1.89
<input type="checkbox"/>	<input type="radio"/>	VOR_LG_4Cretives_15thMay25	10 Meta leads	2,027	3,684	₹110.91 Per Meta lead	₹1,109.05	Ongoing	29	1.82
<input type="checkbox"/>	<input type="radio"/>	VOR_LG_KavanConsultancy_12thMay	3 Meta leads	1,164	1,484	₹136.09 Per Meta lead	₹408.28	Ongoing	10	1.27
<input type="checkbox"/>	<input type="radio"/>	VOR_LG_KavanConsultancy_10thMay	5	2,118	3,084	₹194.49	₹972.46	Ongoing	20	1.46

Results from 9 campaigns View results

Meta Ads Campaign

Ads in Ads Library



Project KC

Lead Follow-Up

Tools Used:

- WhatsApp
- Direct Calls
- Instagram DMs

Approach:

- Polite, informative outreach
- Shared service details and booked calls
- Answered queries and built trust

Customer Response

Engagement Received:

- Positive feedback from students & parents
- Questions about services & timelines
- Interest in further discussions

Customer Response



The image shows a Facebook post from the page **kavan_consultancy**. The post features a large advertisement on the left and a text-based message on the right. The advertisement has a dark blue background with a yellow vertical bar on the right side. It includes the text "WANT TO STUDY IN BEST COLLEGE?" in bold white letters, a "LEARN MORE." button, and a contact number "82481 00342". A man in a graduation cap and gown is holding a rolled-up diploma tied with a red ribbon. The text on the right says "their dreams. ✨" followed by three green checkmarks: "Simple guidance", "Trusted by parents & students", and "Bright future assured". Below this is a call to action: "Book your FREE consultation now! Let's make your child's dream come true. 📞". The contact number "8248100342" is repeated. A comment from **anna_thiru03** is visible, stating "Best consultancy ever...thank u so much for joining my nephew in SRM katankalatur campus ❤️". The post has 117 likes and was posted on May 13.

kavan_consultancy

their dreams. ✨

- ✓ Simple guidance
- ✓ Trusted by parents & students
- ✓ Bright future assured

📞 Book your FREE consultation now! Let's make your child's dream come true. 📞

For contact: 8248100342

3 w

anna_thiru03 Best consultancy ever...thank u so much for joining my nephew in SRM katankalatur campus ❤️

2 w Reply

[View Insights](#) [Boost Post](#)

♥️ 💬 📌

👤 Liked by **nv_pappu** and 117 others

13 May

😊 Add a comment... [Post](#)

Learnings & Insights

What Worked:

- Meta Ads delivered high-quality leads
- Direct follow-up increased trust
- Simple, clear content performed best

Learnings & Insights

Areas to Improve:

- Add Reels & student testimonials
- Automate bookings via Calendly
- Expand reach using influencer marketing

Conclusion

Real Experience. Real Results.

- Kavan Consultancy is now live and operational
- Project taught me end-to-end digital execution
- Learned campaign planning, audience targeting, and lead nurturing

Conclusion

Next Steps:

- Scale up with more content
- Partner with influencers
- Launch website with booking integration

PROJECT

KAVAN

CONSULTANCY

Gokulraj R

THANK YOU