**Execution Plan**

To successfully implement the marketing campaign for SIBA Campus, a structured execution plan is necessary. This plan outlines the step-by-step approach to carrying out promotional activities and ensuring smooth coordination among team members.

1. Pre-Campaign Preparation (Week 1-2)

* Conduct final research and validate campaign strategies.
* Develop all promotional materials, including social media posts, posters, and video content.
* Assign roles to team members:
* Social media management (posting, engaging with audience)
* Content creation (videos, posters, testimonials)
* Market research and analysis (monitoring engagement, feedback collection)
* Set up digital tools for monitoring campaign performance (Google Analytics, social media insights).

1. Launch of Digital Campaign (Week 3-5)

* Begin social media marketing on platforms like Facebook, Instagram, and WhatsApp.
* Post engaging content, including student testimonials, virtual tours, and interactive Q&A sessions.
* Initiate paid advertising campaigns targeting high school students and potential transfer students.
* Distribute referral incentives to current students to encourage word-of-mouth marketing.

1. Community Engagement & Offline Promotion (Week 6-7)

* Organize live Q&A sessions featuring faculty members, alumni, and student ambassadors.
* Conduct campus information sessions both online and on-campus.
* Partner with schools and educational institutions to distribute promotional materials.

1. Campaign Monitoring and Adjustments (Week 8-9)

* Analyze engagement metrics and adjust strategies if necessary.
* Address feedback and optimize content based on audience responses.
* Introduce new promotional tactics if initial approaches are underperforming.

1. Final Phase & Wrap-Up (Week 10)

* Conduct final social media push before campaign ends.
* Compile insights and prepare evaluation reports.
* Gather testimonials and success stories from the campaign to use for future promotions.

**Measurement & Evaluation**

To determine the success of the marketing campaign, key performance indicators (KPIs) will be measured and analyzed. These will assess both the reach and impact of the campaign in attracting new students to xxx Campus.

1. Key Performance Indicators (KPIs)

* Engagement Metrics: Likes, shares, comments, and overall interactions on social media platforms.
* Website Traffic: Number of visits to the xxx Campus website and the time spent on relevant pages.
* Lead Generation: Number of inquiries through forms, emails, and direct messages.
* Event Participation: Attendance in live Q&A sessions, virtual tours, and campus information sessions.
* Application Rate: Increase in student applications compared to previous years.
* Referral Impact: Number of students applying through referral incentives.

1. Data Collection Methods

* Use Google Analytics for tracking website visits and engagement.
* Monitor social media insights for post-performance and audience reach.
* Conduct surveys to gather feedback from prospective students and participants.
* Evaluate the number of students applying from targeted schools and campaigns.

1. Post-Campaign Analysis

* Compare the campaign results against initial goals.
* Identify strengths and weaknesses in execution.
* Document lessons learned and recommendations for future campaigns.
* Prepare a comprehensive report summarizing the impact and return on investment (ROI) of the campaign.

By implementing this structured approach to execution and evaluation, the marketing campaign for SIBA Campus will maximize its effectiveness in attracting new students while providing valuable insights for future improvements.