

Scope of Work – School Marketing Campaign (Classes 6–12 & NEET Coaching)

Objective:

To increase brand visibility, build parent trust, and drive admissions by showcasing the school's strengths — NEET results, Kota faculty expertise, and student achievements — across major digital platforms.

How Will We Reach Parents?

1. Social Media Marketing

- Design creative posts and short videos for Instagram and Facebook.
- Highlight NEET achievers, school events, and classroom excellence.
- Run regular ad campaigns targeting parents of students from classes 6–12.
- Use Meta targeting tools (e.g., parents with children aged 14–16) to ensure precision.

How to establish a connection between students and faculty not present locally?

We'll promote short video interactions, live Q&A sessions, and behind-the-scenes clips of Kota faculty, helping parents and students build familiarity and trust.

2. YouTube & Tutor Lesson Promotion

- Request the school team to record short tutor lessons from the faculty.
 - We can suggest trending or important topics if needed.
 - Our team will handle editing, optimization, and publishing for best results.
- Upload regularly to the school's YouTube channel with SEO-friendly titles.

- Design branded intro/outro templates for consistency.

How to reach parents with offers?

We'll create short offer videos and WhatsApp-ready graphics to announce discounts, scholarships, and admissions in a timely manner.

3. WhatsApp Broadcast Marketing

- Set up broadcast lists for parents and prospective leads when enough leads.
- Send regular updates on admissions, achievements, and school activities.
- Maintain engagement through personalized and timely communication.

How to ensure we reach active, educated parents — even beyond our local area?

Through smart ad filters and lookalike audience targeting, we'll reach high-literacy, digitally active parents who are genuinely interested in quality education.

4. Landing Page / Microsite Development

- Create a clean, responsive page for admissions and NEET highlights.
 - Integrate inquiry forms linked to WhatsApp or email.
 - Showcase student results, parent testimonials, and faculty profiles clearly.
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5. Community Engagement Activities

- Organize online quiz contests and scholarship-based challenges.
- Share winner stories and student highlights to build excitement.
- Encourage parents and students to share experiences for organic word-of-mouth.

Event-Based Promotion

- Use Meta Ads to promote events a day or a few hours before they start.
- Ensure maximum attendance and visibility among local parents.

Festival Calendar

- Maintain a complete festival posting calendar.
- Be the first among competitors to post creative, timely festival greetings.

6. Performance Reports & Growth Tracking

- Share monthly reports detailing reach, engagement, and leads.
- Analyze campaign data and suggest continuous improvements.
- Keep strategies flexible and responsive to audience trends.

Item	Description / Strategy	Amount (₹)
Service Charge	Full campaign management including content planning, creative design, ad setup, A/B testing, audience segmentation, performance tracking, and weekly optimization reports. Focus: maximize parent awareness and lead quality through multi-layer targeting. <i>(Campaign budget below will be used solely for ad spending.)</i>	10,000
Cold Audience Ads	Awareness phase — ₹100/day for 30 days to introduce brand, NEET success, and Kota-faculty trust. Goal: reach new parents/students and build recognition.	3,000
Warm/Hot Leads Ads	Consideration phase — ₹350 every alternate day (15 days) showing testimonials, achievements, and school facilities to convert interested viewers into inquiries.	5,250
Relationship/Retention Ads	Engagement phase — ₹300/week to boost mini-shorts and creative posts that keep the brand emotionally connected and trusted among followers.	1,200
Total Campaign Budget	<i>(Used entirely for ad campaigns as detailed above.)</i>	9,450
Overall Cost (Service + Budget)		19,450

Quarterly Campaign Cost (3 Months)

1. **Service Charge (3 months):** ₹10,000 × 3 = **₹30,000**
2. **Campaign Budget (3 months):** ₹9,450 × 3 = **₹28,350**
3. **Total Quarterly Cost:** **₹58,350**

The yearly plan is flexible — the total cost will depend on which services you'd like to keep active during the off-season. Our full campaign management includes content planning, creative design, ad setup, A/B testing, audience segmentation, performance tracking, and weekly optimization reports.

The focus remains on maximizing parent awareness and improving lead quality through a multi-layer targeting approach. *(The campaign budget mentioned above will be used solely for ad spending.)*

Expected Results:

- Stronger parent reach for school and trust in NEET coaching quality.
- Increased admissions inquiries through digital touchpoints.
- Consistent online presence across YouTube, Instagram, fakebook and WhatsApp.