RIM SOCIAL MEDIA PITCH

Overview
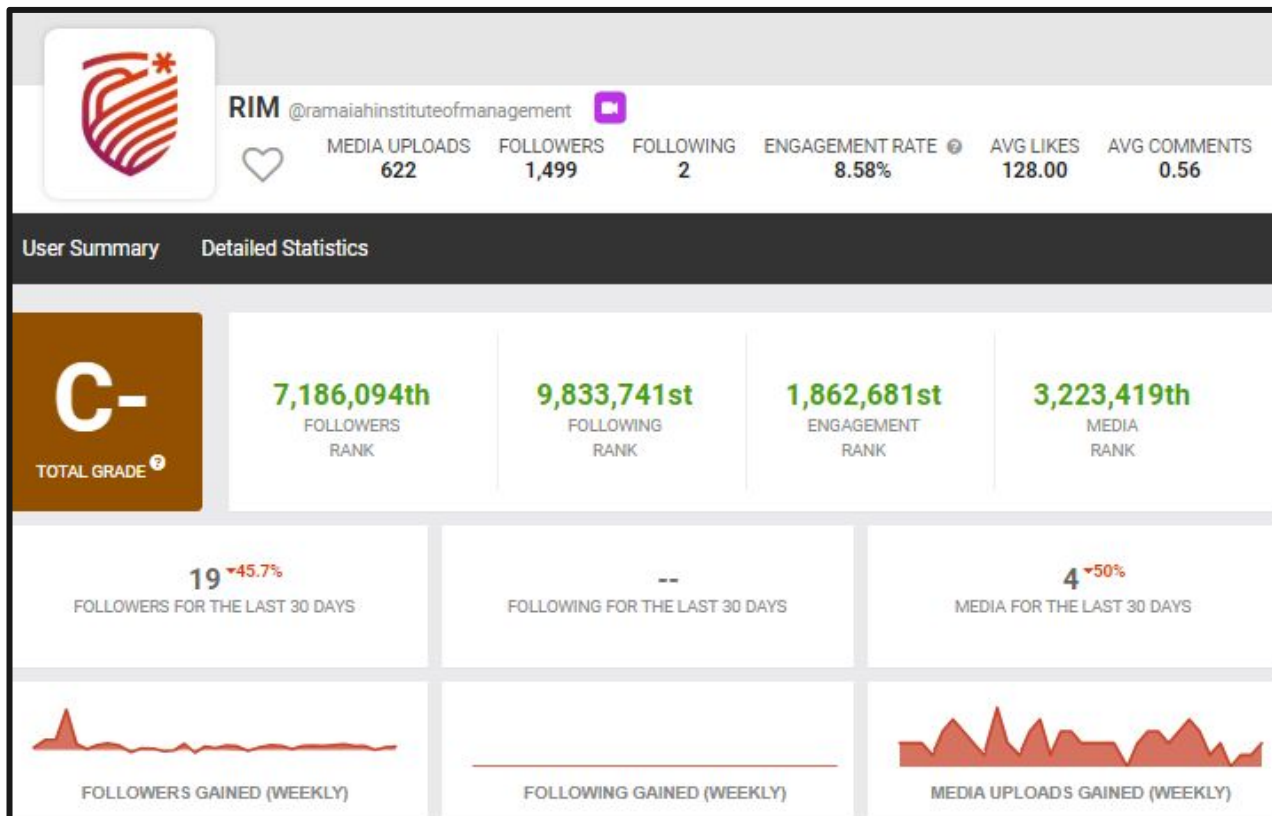
- Audit
- Competitor Analysis
- Social Media Strategy
- Email Marketing

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AUDIT

What Is Currently Present	What Should Be Done
• The social media bio's simply state the foundation year and founder	• The social media bios need to **engaging & welcoming** offering a glimpse of what RIM stands for and how students can benefit by joining RIM programs
• Entertainment/activities/events are not highlighted well enough	• The events organized or the college festivals can be made more engaging with a teaser video following a successful event reel, this improves the **reach algorithm** and adds scope to the video content
• Although the programs are introduced to the audience there are very less specifications.	• The **features** of the program, the advantages of the programs offered are to be showcased/highlighted to the audience. (Website & SM)
• The need to archive old posts that are not relevant and do not align with the brand guidelines	• Create more of **video content** with people showcasing experience, educational content that talks about how a course can fast track career growth and more.The X (formerly Twitter) account seems to have a lot of spam content posted by third–party.

AUDIT

What Is Currently Present	What Should Be Done
• The copies are long and they are not readable and the creative looks very crowded	• Having short **crisp copies** that is going to highlight the feature of the programs and using visual illustration conveys the message faster and memorable.
• Minimal moment marketing or trending posts	• Utilizing the current design trend and moment marketing time to **gain traction** is important to shift SM algorithm and improve reach while still staying relevant to your brand.
• No posts on hiring partners	• Creating posts on hiring partners and presenting the **avenues** students can take on.
• No expert sessions hosted	• Conduct a "**Get to Know Everything**" session where potential students can meet up with lecturers and experts to understand what and how RIM can offer them better than the competitors. This is sort of a meet and greet that will improve the brand impression.

RIM @ramaiahinstituteofmanagement

MEDIA UPLOADS	FOLLOWERS	FOLLOWING	ENGAGEMENT RATE	AVG LIKES	AVG COMMENTS
622	1,499	2	8.58%	128.00	0.56

User Summary   Detailed Statistics

C-

TOTAL GRADE

7,186,094th	9,833,741st	1,862,681st	3,223,419th
FOLLOWERS RANK	FOLLOWING RANK	ENGAGEMENT RANK	MEDIA RANK

19 ▼45.7%	--	4 ▼50%
FOLLOWERS FOR THE LAST 30 DAYS	FOLLOWING FOR THE LAST 30 DAYS	MEDIA FOR THE LAST 30 DAYS

| FOLLOWERS GAINED (WEEKLY) | FOLLOWING GAINED (WEEKLY) | MEDIA UPLOADS GAINED (WEEKLY) |

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Competitor Analysis

Jain Online	Manipal Online	PES	Upgrad
– Jain online utilizes their social media to showcase **real-time** students testimonials and market on the number of hiring partners they are associated with. – Their email marketing along with SM is **aggressive**. Both the platforms push students towards the website.	– Manipal online has not only leveraged their **brand reputation** but have also collaborated with influencers to spread the word on new programs and to promote their offerings. – They are at the peak of **relatability** with their audience with moment marketing and video marketing. – Manipal also runs course specific email campaigns for promotion.	– PES has **prominent presence** in Bangalore and is attracting students from other states whilst expanding their campus. – They post real-time **interactive** pictures about sessions, events, classes this offers glimpse to audience on 'life at PES'. – The website gives out **clear messaging** with a clean look.	– Upgrad is today the **leader of online** MBA or PG courses. – They utilize their **students success** as case study to promote their courses along with their overseas university partnerships. – The **flexibility** to learn from home and get placement at top companies is hugely favoured among audience. – They effectively market their **USP**s and **RTB**s to the market.

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TARGET AUDIENCE

- Freshly graduated undergrad students
- Diploma students
- People who wish to pursue double degree with different specialization

- Entry-level working professionals
- Executive level/team leads
- Decision makers for B2B tie up (HR, Senior Managers, L&D head)

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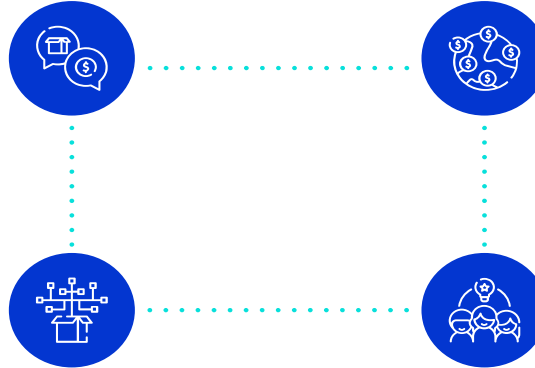
SWOT Analysis

Strength

- Posting frequency

Opportunity

- Real-time images and videos have more likes and engagement rather than static posts

Weakness

- User friendly content

Threats

- Major players showcasing the programs with attractive benefits

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# CONTENT PILLARS

For RIM

Effective Content Pillars for RIM

1. **Promotion**– Establishing the programs to the audience by highlighting the RTBs and USPs
2. **Education**– Creating video content that can offer insights on global job market, startup environment, business analytics and more
3. **Engagement**– Creating carousel posts that are short but educational and offer valuable information to audience
4. **Entertainment**– Moment marketing + video content
5. **Community**– Interactive pre and post event or workshop posts can foster community building

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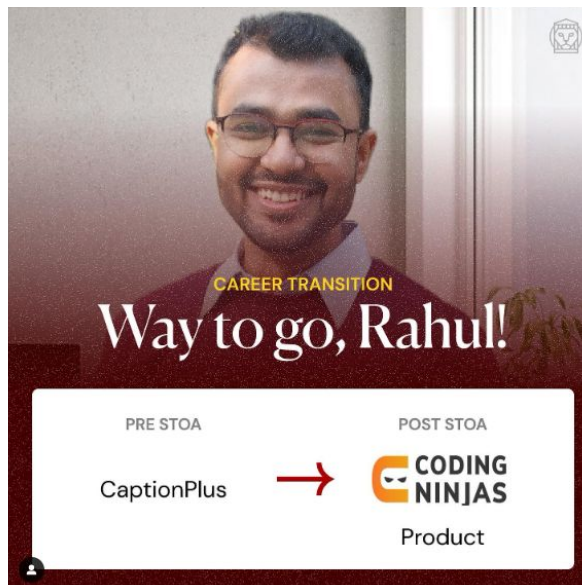# Social Media Plan

SM Plan For Executive Course
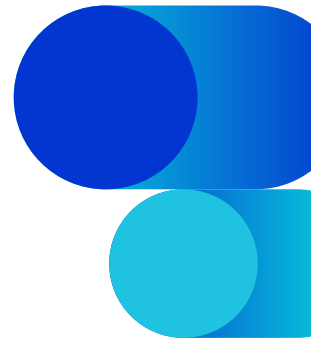
Campaign 01– #ExecLevelSuccess

Creating a infographic and carousel post campaign that clearly outlines the difference between regular MBA vs RIM executive course. Along with insights on how the students can benefit from the executive course, what are the key highlights of the course and more.

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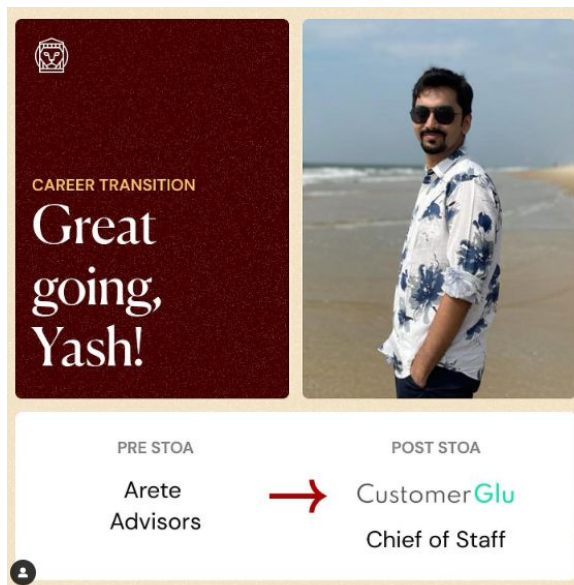# SM Plan For Executive Course

Campaign 01– #ExecLevelSuccess (REF.)

CAREER TRANSITION
Way to go, Rahul!

PRE STOA		POST STOA
CaptionPlus	→	CODING NINJAS
		Product
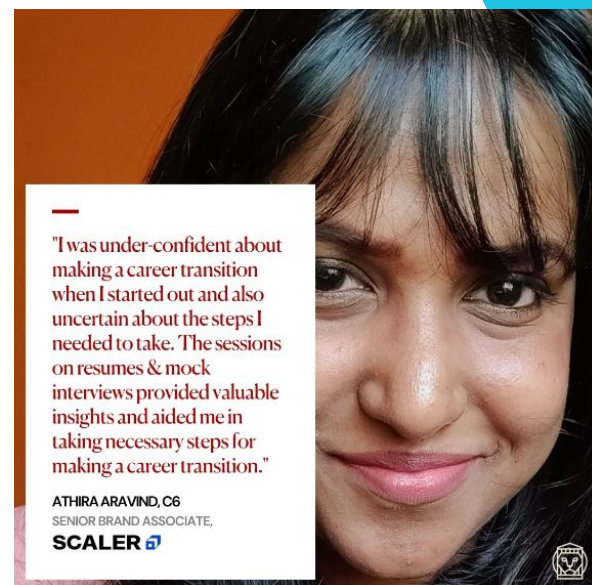
CAREER TRANSITION
Great going, Yash!

PRE STOA		POST STOA
Arete Advisors	→	CustomerGlu
		Chief of Staff

"I was under-confident about making a career transition when I started out and also uncertain about the steps I needed to take. The sessions on resumes & mock interviews provided valuable insights and aided me in taking necessary steps for making a career transition."

ATHIRA ARAVIND, C6
SENIOR BRAND ASSOCIATE,
SCALER

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SM Plan For Executive Course

Campaign 02– #MasterYourPath

Experience is a hit among people, whether it is someone trying food in a new cafe or YouTubers reviewing a brand new product. People love to analyze others experience and take decision on it.

Creating video testimonials of students experience at RIM would not only offer real narratives but also builds brand credibility this organic posts can also be converted into paid promotional videos which would improve the lead quality than static posts explaining with images and CTA.

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SM Plan For Executive Course

Campaign 02– #MasterYourPath (REF.)

Alejandro Hernández
Product Manager

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SM Plan For Executive Course
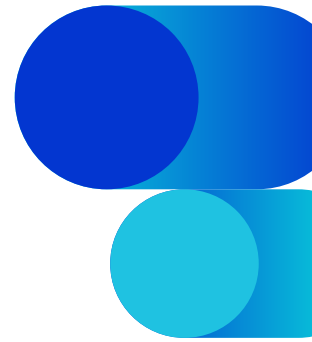
Campaign 03– #AdvanceWithUs/#AdvanceWithRIM

In the highly diluted market it is important to stand out! Showcasing the spotlight features to your audience, what is the legacy of the institution, the alumni list and how integrated and engaging the program is and how it is going to be a trail for a great corporate career.

This segment can be a simple 30 second video or a grid post that educates and engages rather than selling directly to the audience on why RIM programs are the best investment they would make.

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SM Plan For Executive Course

Campaign 03- #AdvanceWithUs/#AdvanceWithRIM (REF.)

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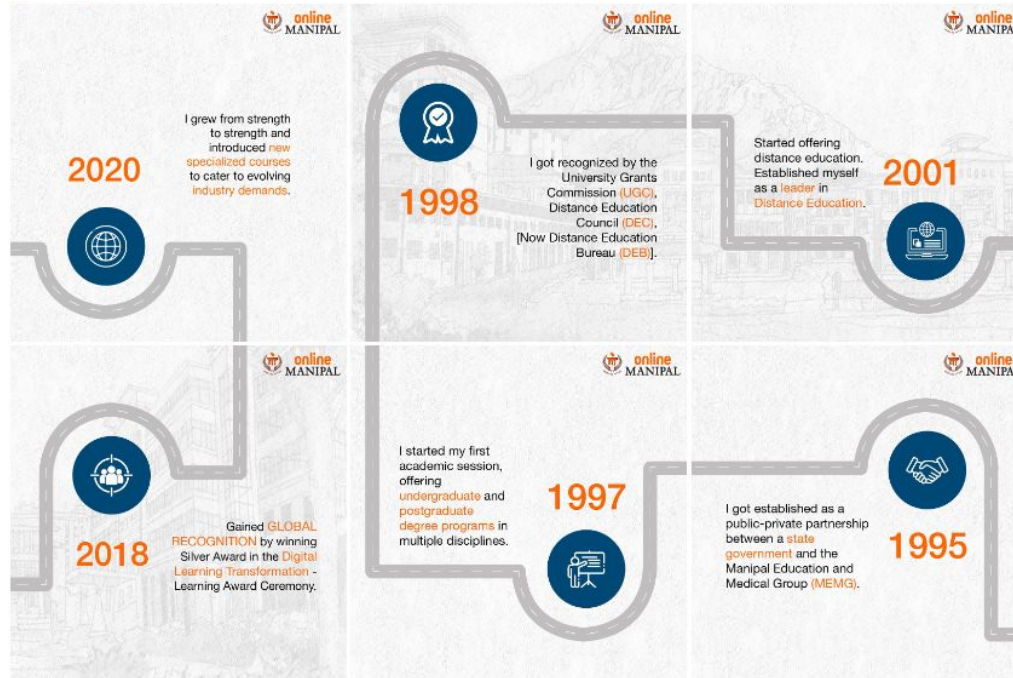
SM Plan For PGDM Course

Campaign 01– #'RIM'PACT

When it comes to students choosing Masters/PG program the track record becomes very crucial to be on their list of choice.

Collaborating with alumnus and creating static posts, small interactive video where they express their opinion or a story on their Journey in the form of long post will increase the brand reputation and improve the inbound leads.

SM Plan For PGDM Course

Campaign 01- #'RIM'PACT (REF.)

FROM A **Self Made Man** wanting to do more **TO** A **Customer Success Manager** in a SaaS Unicorn

upGrad real stories

upGrad

So, whenever we completed half of the course

MANIPAL UNIVERSITY JAIPUR
(University under Section 2(f) of the UGC Act)

online MANIPAL

"With 2 years in sales, I wanted to pursue an online MBA in Marketing for career growth and higher salaries. Online Manipal's weekend classes let me balance work and studies, driving the change in my career."

Amisha Alok
Online MBA,
Manipal Academy of Higher Education

#DrivingTheChange

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SM Plan For PGDM Course

Campaign 02– #KnowledgeNuggets or #PathToProgress

Most often we can see students struggle to pick course and electives equally. Being their guiding light and offering them information on what they should pick based on what they are pursuing can make the RIM a thought leader in the digital education space.

Creating friendly, engaging educational shorts. Will effectively elevate the brands presence on the digital platforms improving their reach and expanding the community of genuine students/audience for RIM.

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SM Plan For PGDM Course

Campaign 02- #KnowledgeNuggets or #PathToProgress (REF.)



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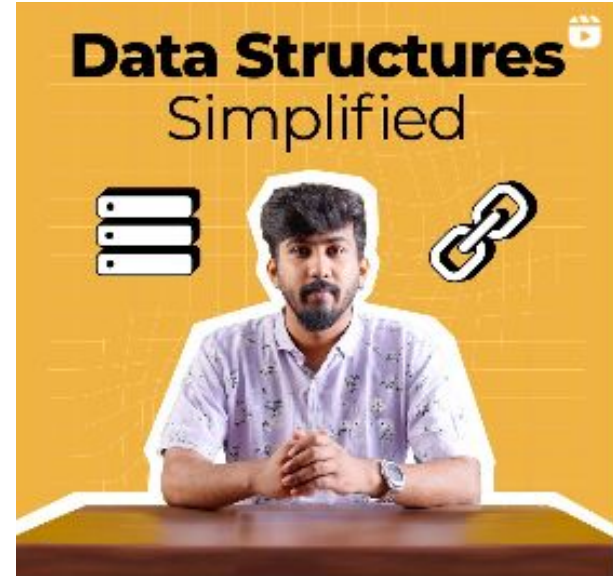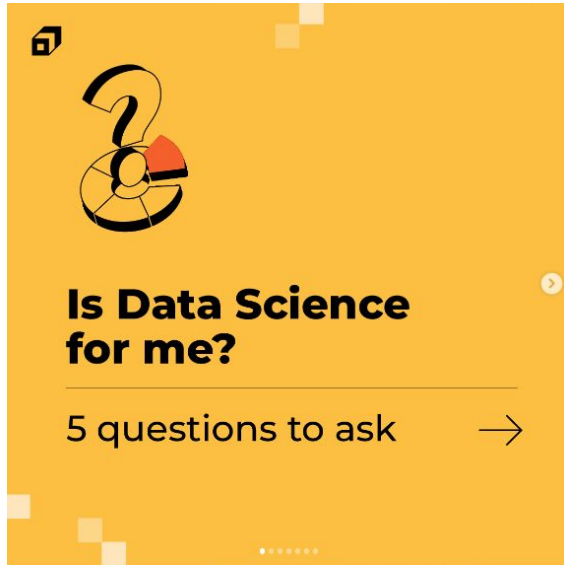
SM Plan For PGDM Course

Campaign 03– #RIMEducationalExcellence

Post 2020 the increase of 'online learning' wave made way to a number of educational providers from 3,00,000 to 20 M with easy accessibility and quality content, but overtime due to content duplication, and ineffective teaching the interest of people taking online courses has gone down.

Showcasing how with **RIM** they would get better exposure, valid certified and skills that can last them a lifetime and take them across the globe.

SM Plan For PGDM Course
Campaign 03- #RIMEducationalExcellence (REF.)
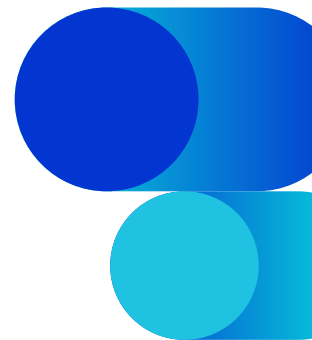
Email Marketing Plan

Why Email Marketing

- When done right email marketing can be highly effective and can generate 4x of quality leads than the social media campaigns.
- Email marketing also offers the opportunity to connect with the corporate decision makers for direct partnership has upskilling partner. Data attached– **click here**

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Competitor Analysis

Competitor Analysis

– Jain standing as RIMs major competition does aggressive email marketing campaigns for potential students.
– With similar strategy Manipal runs email campaigns not for just online courses but for various campuses to the same database varied on the potential students interest.

Email Marketing For RIM

- RIM needs to focus on offering highlights of programs to the audience.
- Flexible payment and learning options along with other key highlights can be a game–changer in generating leads for RIM

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Email Marketing For RIM

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Institute of Management

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- Funding & Financial support
- Expert mentorship
- 4 capstone projects across 3 semesters

Register Now

RAMAIAH
Institute of Management

A course that means management learning

RIMs Post Graduation Diploma in Management

- Trained by industry experts
- 25+ years of education excellence
- 18 months online learning
- Flexible learning module

Check Eligibility

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Let's Discuss!