shiksha

Guidelines for participating in
Digital Marketing Project 1.0

Welcome to Shiksha Live Project 1.0!

As a part of this 3-month long project, you will be performing 2 mandatory tasks and the top performing individual/team will move forward to the Final task which is running their own Facebook Ad campaign. The expenditure for which will be paid by Shiksha.

Successfully completing task 1 and task 2 ensures a guaranteed certificate of participation.

Evaluation to qualify for Task 3 (paid FB advertisement)

Every team has to perform 2 tasks, total of 100 points for both
the tasks with 70:30 weightage for each task individually.

Let's walk you through the tasks and the Do's and Don'ts

Network Maestro (Task-1)

Every participant has to gather at least **5 honest text reviews and 5 video reviews** from students or alumni (not older than 2013 batch) of your college or from any other college.

Duration: **30 Days**   Weightage: **70%**

Evaluation criteria:

❙ Every additional review after 5th review will fetch bonus point to the participant/team for getting them shortlisted for the 3rd task

❙ Quality of reviews- comprehensiveness (detailed information about the college), usefulness (honest reviews with negatives and positives of the college)

Task 1 process & guidelines

Minimum 5 published text reviews and minimum 5 college video reviews are the criteria for successfully completing Task 1.

A. Text Review Process

❙ Every participant will be provided with a unique link to bring their respective reviews. They must bring all their reviews using the same link

❙ We will keep sharing the update (thrice a week) with the participants about their task's current status (no of reviews gathered, published, rejected and more reviews required) using mailer and WhatsApp

Guideline:

| Review needs to be authentic and genuine. Should not be copied from anywhere on the internet

| The review should be unbiased and have both negative and positive elements about the college

| Reviews need to be factual with relevant numbers supporting placements and packages or any such specific details

B. Video Review process

| Shoot video review about the college where the reviewer (current student/ alumni) is addressing about placements; Infrastructure, Faculty & Course Curriculum

| Duration shall not be more than 120 seconds

| Video needs to be shared via google drive

Guideline:

| Background needs to be clear

| Background noise to be negligible

| Make the video in landscape mode (Holding the phone horizontally)

| Video can be a selfie or a can be captured by someone else

| It cannot be an interview. Only one person should be there in the video

| The video shouldn't look like a college testimonial

| The video should include areas of improvement for the college

PS- *Sample video review will be shared for more clarity.*

College Infrastructure Video (Task-2)

Every participant has to submit a video of college infrastructure. The video can consist of a walk-through of college infrastructure or a series of college infrastructure pictures compiled together as a video.

Duration: **20 Days**   Weightage: **30%**

Evaluation criteria:

| Video quality and clarity

| Coverage of the campus

Process:

| The video can be made using a camera phone or camera

| The video will be edited by team Shiksha for further improvements

| Video needs to be shared via google drive

| Duration of the video shall not exceed 150 seconds

| Every student will be provided with some sample videos and tips to create an infrastructure video

| Use of video editing tools is allowed. However, the video should not include any watermark of copyright except your name

Guideline:

| The video needs to cover content around college infrastructure such as

- Labs
- Auditoriums
- Library
- Cafeteria
- Hostel
- Mess
- Activity rooms
- Recreational rooms etc

| Background needs to be clear

| Background noise to be negligible

| Try making a video in the landscape mode

| Video can be a selfie or a can be captured by someone else. It cannot be an interview. Only one person should be there in the video

| Duration – minimum 45 secs and maximum- 180 secs

| Quality of the video has to be clear

FB advertisement(Task-3)

All the top 2 teams of every college will be given a chance to run FB paid advertisements, where they have to promote their college review page on Shiksha (Shiksha team will share this link to be promoted)

Amount to be paid by Shiksha for ad promotion: 2000

The performance will be judged on the basis of

- Number of clicks
- Effective cost per click

We suggest teams promote the link through their personal social network as well as FB advertisement

Process-:

| Teams have to create a Facebook page (fan page) and need to share the administrator rights of the page with Shiksha

| They also have to create an advertiser account for the fan page and need to share the standard rights of the advertiser account with Shiksha

| They will be provided with videos and documents along with third party links to understand how to run FB ads

| Participants have to use their credit/debit cards to make the payment. Shiksha will reimburse the amount (in the participants Paytm account) once the team submits the invoices after running the ads. Maximum of 2000 INR will be reimbursed for any team. Shiksha is not liable for the amount spent greater than this

Distribution of rewards

🏅 Rewards to be distributed to the participants on the basis of the score and the reward preference they opted while registering for the tasks

🏅 In case the first preference reward of the winners is consumed then they will be eligible for the other available awards in the first preference bucket followed by preference 2 reward