

DIGITAL MARKETING CASE STUDY

“ECLECTIC & HOLISTIC EDUCATION”

Premise

This is an educational institution providing an exclusive syllabus for highly talented, skilled students for whom conventional education doesn't quite suffice to pursue excellence. The challenge was to create a brand and increase its visibility to reach out to appropriate target segments.

Research & Insight

We cashed in on the positioning of this institution as a niche service providing more than what usual schools do, i.e. looking beyond the fixed syllabus; and providing professional and social skills to teenagers that will hold them in good stead later on in life. Their allied services providing crash courses to prepare students for competitive exams such as IIT-JEE, NEET etc was also used to promote the brand and create further awareness.

Solution

This marked differentiator in the value proposition as a Modern Day Gurukul was used to execute paid marketing campaigns of Google and Facebook, which resulted in 5 admissions in less than 10 weeks with several others interested. Search Engine Optimisation has also been undertaken to make this institution last atop Google as a provider of holistic education for a long term basis.