

1. Admissions Growth Partnership

Birla Open Minds International School, Bibinagar

A proposed digital marketing partnership to attract suitable parents, generate campus-visit enquiries and support admissions growth.

- Presented to: Director and Chairpersons
- Agency name: —
- Presenter name: —
- Meeting date: —

Meeting purpose: Agree on a marketing pilot with clear responsibilities, an approved budget and measurable campus-visit outcomes.

2. Current Digital Presence & Admission Journey

The school already has a website, an admissions landing page, social audiences and campus content. The main opportunity is to connect these assets to a clear, reliable campus-visit journey.

Area	What we found	Recommended improvement
Website enquiry form	The main contact form makes the phone number optional. The admissions landing form already requires it.	Require a parent's phone number and capture grade, city and preferred visit date.
Campus location	The contact-page map displays the general Bibinagar area.	Replace it with the verified school location and entrance directions.
Sitemap and search visibility	Standard sitemap and robots URLs returned 404; sampled pages repeat generic search metadata.	Publish a valid sitemap and write specific titles and descriptions for important pages.
Parent information	Faculty and court figures vary between pages; fees and travel information were not found in the checked journey.	Approve one current school fact sheet and publish useful boarding, fee and visit information.

Instagram	8,647 followers were displayed. Existing content includes events, activities and branded graphics.	Add boarding-life reels, staff explanations, parent FAQs and a direct visit-request link.
Facebook	Approximately 1,000 followers were displayed, with school and community content.	Pin current admissions information and make the campus-visit action clear.
YouTube	1.02K subscribers and 77 videos were displayed. Useful campus and student content already exists.	Organise videos around boarding, academics, activities and parent questions; add visit links.
LinkedIn	Live access was restricted. Indexed curriculum and organisation details need verification.	Confirm the profile information and publish leadership, teaching and school-development content.
Threads and X	The visible samples showed different levels of activity.	Prioritise channels that support parent enquiries; keep other profiles accurate.
WhatsApp	A public contact destination exists; response handling was not tested.	Use school-owned acknowledgements, appointment confirmations and reminders.

Priority: Make it easy for a parent to understand the offer, request a visit and reach the correct campus.

Missing public sitemap files do not mean Google cannot index the school. Audience counts also do not establish admissions performance.

3. Understanding the School's Strengths

The school's own admissions page describes a **fully residential offer for Classes IV–XI**. Current intake, available seats and subject options should be confirmed before advertising.

The proposed communication should focus on:

- **Residential education:** Explain where students learn, live, study and spend their free time.
- **Academics and activities:** Show actual classroom learning, sport and creative participation.
- **Campus experience:** Use real photographs and videos to help parents understand the environment.

- **Student support:** Present verified information about supervision, meals, wellbeing and parent communication.
- **Existing content:** Reuse useful campus and student-life material in a structured admissions campaign.

Core message: Give parents enough information and access to make an informed school choice.

4. The Outcomes We Want to Achieve

Our proposed marketing work will focus on three outcomes:

Outcome	Definition	Pilot target
Qualified parent enquiries	Enquiries that fit the school's grades, intake and residential offer	—
Attended campus visits	Families who physically visit and are recorded by the school	—
Admissions	Confirmed enrolments recorded by the school	—

A submitted form is an enquiry. A scheduled appointment is a booking. A **walk-in is counted when the family attends**.

Admissions depend on parent choice, available seats and the school's counselling and admission process.

5. Competitor Analysis

The eight schools below combine local alternatives and premium residential benchmarks. They differ in curriculum, fees and location, so they should not be treated as identical competitors.

Meta Ad Library snapshot: 13 September 2026 — India, All ads, Active ads, selected official advertiser page.

School	Active ads observed	Visible advertising themes or website lesson	Elapsed age of visible active ads
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DPS Ghatkesar	0	Website communicates boarding grades and intake information	—
Rockwoods Ghatkesar	Approximately 15	NEET programmes, junior-college recruitment and school/community content	20–72 days
DPS Nacharam	0	Detailed admission steps, documents and scheduling information	—
Pallavi Boduppall	0	Visit form captures locality and preferred date	—
Indus Hyderabad	Approximately 4	Grade 11 IB, student outcomes and school awareness	2–45 days
Sreenidhi	0	Boarding, nutrition, fees and policy information	—
The Gaudium	0	Curriculum choices, activities and residential care	—
Oakridge Visakhapatnam	Approximately 22	Boarding care, study routines, rooms and parent stories	10–11 days

The selected Birla Open Minds Bibinagar page showed **0 active ads** under the same filters.

What the active advertisers are communicating

- **Rockwoods:** Ten observed entries related to NEET or junior-college recruitment, while five covered school/community themes. The likely purposes are programme recruitment and awareness. NEET repeater advertising is not directly comparable with general Classes IV–XI admissions.
- **Indus Hyderabad:** Grade-specific admissions messages use academic outcomes and student stories. The likely purpose is to build confidence in its educational offer and generate enquiries.
- **Oakridge Visakhapatnam:** Boarding advertisements answer practical parent concerns about care, study, accommodation and school life. These messages support enquiry and visit invitations.

What we cannot verify

- Competitor advertising spend: —
- Daily budgets: —
- Cost per enquiry: —

- Admissions generated: —
- Actual reason an advertiser continues running an ad: —

An ad's duration does not prove it performs well. Zero visible ads applies only to the checked page and filters; it does not establish that the school spends nothing on marketing.

Lesson for Birla: Use verified boarding information, real school experiences and a clear campus-visit invitation.

6. Where Birla Open Minds Can Stand Out

Show everyday residential life

Explain the daily routine through actual classrooms, boarding spaces, meals, study hours, activities and staff introductions.

Answer the questions parents ask before travelling

Make grade eligibility, admission steps, fees, care arrangements, parent communication and visit planning easy to understand.

Present consistent information

Use the same approved school facts across the website, social profiles, brochures and advertisements.

Connect content to a visit

Give interested parents one clear action: **Request a Campus Visit.**

7. Target Parents & Geographic Reach

Primary audience

Adult parents considering residential education for eligible grades and the intended intake.

- Priority grades: —
- Intake year: —
- Available seats: —
- Campus-visit capacity: —

Core markets

- Telangana

- Andhra Pradesh

Expansion markets

- Karnataka
- Tamil Nadu
- Kerala

Start with the core markets, then test additional cities and languages within an agreed budget. Expansion should depend on suitable enquiries and attended visits.

For outstation families, the school can provide an initial virtual discussion before confirming travel.

Day-school advertising and transport-based targeting should be added only if the school confirms that these services are available.

- Day-school availability: —
- Transport routes and coverage: —

8. Our Services & Deliverables

Service	Proposed work
Marketing strategy	Audience selection, campaign themes, geographic priorities and admissions messaging
Content production	Campus photography, reels, static advertisements, carousels and parent FAQs
Advertising management	Campaign setup, monitoring, creative testing and improvement
Website and visit journey	Improve enquiry forms, campus directions and visit-request pages
Enquiry tracking	Record campaign source, grade, city and enquiry status
Reporting	Review qualified enquiries, booked visits, attendance and school-recorded admissions

Final quantities

- Shoot days: —
- Reels per month: —

- Static/carousel creatives: —
- LinkedIn posts: —
- Landing pages: —
- Reporting frequency: —

9. Marketing Channel Strategy

Channel	Purpose
Instagram and Facebook	Introduce the school, show residential life and generate visit requests
Google Search	Reach parents actively researching suitable schools
Google Maps	Help families find the correct campus and contact information
YouTube	Provide detailed campus, academic and boarding information
LinkedIn	Build credibility through leadership, teacher expertise and school developments
WhatsApp	Support school-led parent responses, confirmations and reminders

LinkedIn can begin with organic content. Paid advertising there should be a separately evaluated test.

Channel budget allocation: —

10. Campaign & Creative Demo

Set 1: See Their Everyday Life

Instagram ad

Before you choose a residential school, see what everyday life looks like.
Explore Birla Open Minds Bibinagar and bring your questions about academics, boarding and student care.
Request a Campus Visit.

30-second reel storyboard

- **0–5 seconds:** Parent and child approaching the school.
“Choosing a residential school comes with important questions.”

- **5–12 seconds:** Classroom, boarding and dining footage.
“Where will my child learn? What will boarding life feel like?”
- **12–22 seconds:** School representative guiding a tour.
“Explore the campus and discuss your questions with the school team.”
- **22–30 seconds:** Campus view and visit invitation.
“See the school before you decide. Request your campus visit.”

LinkedIn creative

A school decision deserves a closer look.

Explore the learning and residential environment at Birla Open Minds Bibinagar.

Meet the school team and ask about the routines, support and admission process.

Visit-page headline

See where your child could learn and live.

Button: **Request My Campus Visit**

Set 2: Learning Beyond the Classroom

Instagram ad

What could your child discover beyond the classroom?

Explore academics, sport and creative activities at Birla Open Minds Bibinagar.

Discover the campus together.

30-second reel storyboard

- **0–5 seconds:** A classroom experiment.
“What sparks your child’s curiosity?”
- **5–12 seconds:** Sport and creative activities.
“A question in class? A challenge on the field? A chance to express an idea?”
- **12–22 seconds:** Learning and activity spaces.
“Explore the school and ask how these experiences fit into everyday life.”
- **22–30 seconds:** Family campus tour.
“Come with your child. Request a campus visit.”

LinkedIn creative

Give curiosity room to grow.

Visit Birla Open Minds Bibinagar to explore how academics and activities fit into the school experience.

Visit-page headline

Explore the school experience together.

Button: **Request a Family Campus Visit**

Set 3: Make Your School Shortlist Clearer

Instagram ad

Comparing residential schools? Put a campus visit on your shortlist.
Explore Birla Open Minds Bibinagar and discuss grades, boarding, fees and admission options.

Share your city and preferred visit date.

30-second reel storyboard

- **0–5 seconds:** Parent researching schools.
“Shortlisting a residential school?”
- **5–12 seconds:** Campus and learning spaces.
“Explore the environment and understand the residential experience.”
- **12–22 seconds:** Discussion with the admissions team.
“Ask about your child’s grade, boarding needs, fees and admission options.”
- **22–30 seconds:** Visit-request form.
“Share your city and preferred date. The school team will confirm your appointment.”

LinkedIn creative

Turn your school shortlist into an informed decision.

Request a visit to Birla Open Minds Bibinagar and speak directly with the school team about your family’s questions.

Visit-page headline

Plan your visit to Birla Open Minds Bibinagar.

Button: **Request My Visit**

All three concepts should use school-approved facts and genuine school footage.

11. How We Will Generate Campus Visits

1. **Attract suitable parents:** Use relevant advertisements, search campaigns and school content.
2. **Capture visit interest:** Collect parent name, phone number, grade, city, intake and preferred date.
3. **Pass the enquiry to the school:** Provide the details and campaign source.
4. **School qualifies and confirms:** The school calls the parent, answers questions and agrees on a visit slot.

5. **School sends reminders:** Provide the confirmed time, campus location and contact person.
6. **School records attendance:** Mark the family as attended, missed or rescheduled.
7. **Review campaign outcomes:** Match enquiries and visits to their marketing source.

Our agency does not handle parent calling.

- School response-time commitment: —
- Available visit slots: —
- Campus-tour host: —

12. 30-Day Execution Roadmap

Period	Focus	Main deliverable
Days 1–3	Confirm the offer and access	Approved facts, grades, seats, owners and baseline
Days 4–7	Prepare the campaign journey	Content, visit form, campus map and tracking
Days 8–10	Launch initial campaigns	Controlled Meta and Google tests
Days 11–17	Review enquiry quality	Improvements based on grade, city and school feedback
Days 18–24	Improve creatives and visits	Refreshed messages and better visit coordination
Days 25–30	Evaluate the pilot	Report on spend, enquiries, visits and available admission outcomes

Pilot start date: —

13. Optional Admissions Software

If the school requires it, we can propose an admissions enquiry and visit-management system.

Feature

Purpose

Central enquiry record	Keep parent details, grade, city and campaign source together
Follow-up tracking	Assign a school owner and record pending actions
Visit calendar	Track requested, confirmed, attended and missed visits
Admission status	Record the outcome of each enquiry
Reporting dashboard	Connect campaign spend with enquiries, visits and admissions

The school's existing system should be reviewed before selecting another product. Software supports the admissions team; the school continues to handle calls and counselling.

- Software name: —
- Setup cost: —
- Monthly licence: —
- Integration scope: —
- Support arrangement: —

14. School Team & Agency Responsibilities

Activity	Agency responsibility	School responsibility
Campaign strategy	Develop and manage the plan	Approve the offer and priorities
Content and advertisements	Create, publish and improve	Approve facts and provide campus access
Visit page and tracking	Build and maintain the marketing journey	Supply correct information and access
Parent enquiries	Capture details and campaign source	Call, qualify and answer questions
Visit arrangements	Supply templates and measure attribution	Confirm slots, remind parents and host tours
Admissions	Report marketing contribution	Handle applications, decisions and enrolment
Review meetings	Present campaign findings	Share attendance and admission outcomes

Agency scope: Marketing, content, advertising and campus-visit generation.

School scope: Calling, counselling, appointment confirmation, campus tours and admission follow-up.

15. Investment & Projected Outcomes

Investment

Item	Amount
Advertising budget	—
Agency service fee	—
Content production	—
Website or setup work	—
Optional software	—
Taxes and other costs	—
Total investment	—

Projected outcomes

Metric	Conservative	Base	Optimistic
Qualified enquiries	—	—	—
Attended campus visits	—	—	—
Admissions	—	—	—

Projections will be calculated after agreeing on the budget and obtaining a reasonable basis for enquiry cost, qualification, booking, attendance and admission rates.

Media cost per attended visit = advertising spend ÷ attributed attended visits.

16. Why Us & Proposed Next Step

What this proposed partnership offers

- A strategy built around Birla Open Minds Bibinagar's residential admissions offer.
- Website and social improvements connected to parent decisions.
- Competitor findings translated into practical campaign ideas.
- Three creative concepts with a clear campus-visit action.
- Reporting that distinguishes enquiries, bookings, attended visits and admissions.
- Clear ownership between the marketing agency and the school.

Agency credentials

- Relevant experience: —
- Previous client results: —
- Client references: —

Decision requested from management

Agree on the pilot scope, priority grades, budget, school admissions owner, visit capacity and launch date.

Closing statement

We propose a focused admissions marketing partnership that helps suitable parents discover the school, understand its residential experience and attend a campus visit. Our agency will manage the marketing, while the school leads parent conversations, tours and admissions.