Digital Marketing

One Stop Solution For All Kind Of Web Marketing For Educational Institutes/ Private Business/ Political Campaign

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Features: Dedicated Team, Virtual Call Center and Yearly Campaign

Digital Marketing Objectives

Digital marketing is about generating sales and/or capturing leads from customers that are searching on the Internet for answers.For more than last three years we have been working as a trusted digital marketing agency for many educational institutions as well as for many private businesses. All these years, we have been continuously supporting organizations to get more than & sufficient admissions/clients/custemers. ScaleZen Technologies Pvt Ltd is a one stop solution for digital marketing for education industry as well as for many private businesses. Our Digital Marketing Strategies for schools, colleges and universities are proving to be highly effective. The cutting-edge tools we use are helping many schools and colleges improve their admission processes and brand value, also same for the private businesses.

As a result oriented, dedicated digital marketing agency, we create an effective digital marketing strategy for educational institutes through Google Ads & Social Media Marketing campaigns that are very important to reach right parents & students. If you're looking for an experienced digital marketing agency for your educational institute you may reach out to us. We are the specialists in educational sector digital marketing.

One way to make sure you are found on the web is with an optimized digital marketing strategy. Most digital marketing strategies and campaigns have following 5 objectives.

1) Reaching the right audience.
2) To engage with your audience
3) To motivate your audience to take action.
4) Efficient spending on your campaign
5) Return on investment (ROI)

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Services

- Facebook Ads
- Google Ads
- Linkedin Ads
- SEO
- Local SEO
- SMO
- SMM
- YouTube Promotion
- Lead Generation
- eCommerce
- Content Marketing
- Lead Automation
- 2FA
- Campaign Mgmt.
- Video Production
- Branding

Why Digital Marketing

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GLOBAL DIGITAL SNAPSHOT

TOTAL POPULATION	ACTIVE INTERNET USERS	ACTIVE SOCIAL MEDIA ACCOUNTS	UNIQUE MOBILE USERS	ACTIVE MOBILE SOCIAL ACCOUNTS
7.210 BILLION	3.010 BILLION	2.078 BILLION	3.649 BILLION	1.685 BILLION

we are social

we are social

we are social

we are social

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DIGITAL IN INDIA

TOTAL POPULATION	ACTIVE INTERNET USERS	ACTIVE SOCIAL MEDIA ACCOUNTS	UNIQUE MOBILE USERS	ACTIVE MOBILE SOCIAL ACCOUNTS
1.265 BILLION	243 MILLION	118 MILLION	946 MILLION	100 MILLION

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TARGET GEO LOCATIONS IN DIGITAL MARKETING AND CUSTOMERS

"Strong customer relationships drive sales, sustainability, and growth." - by Tom Cates

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Social Media Marketing

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Social Media Marketing for education sector is one of the most magnanimous ways to reach your audience from across the world. We explore the power of social media every day to bring your institute closer to its marketing goals.

Building a strong relationship with your existing students, their parents and the potential students can be challenging. Here comes the power of social media and leveraging it for your business could be easily done by an accomplished digital marketing agency like us. Social media today entails a number of interactive platforms like Facebook, Twitter, LinkedIn, Instagram are a few of the popular ones each having its unique rules!

Social Media marketing for educational institutions is a fruitful way to engage your target audience and invite potential customers as well if managed well by experienced professionals. It helps in increasing the recall value of your brand and positions you as a thought leader of the industry. Social media marketing helps in enhancing SEO activities as well.

Our social media marketing strategies for colleges are carefully planned to achieve desired results. We work on performance-driven and actionable plans, enabling more visibility. After an extensive analysis with tools like Brand24, we develop the best-suited plan for multiple channels.

Lets understand the Social Media Marketing Process as per given on next page in six steps.

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Step One: Defining Your Target Audience

The first step of social media marketing for colleges is to identify the target audience. From age to location, our research team does thorough research on your institute and its offerings to determine the perfect audience

Step Two: Research about the needs of your audience

After identifying the target audience, extensive research is done on understanding the behavioural patterns of your audience. We use advanced tools like Semrush, Social Mention and Brand 24 to get accurate findings. What works and what does not, decides a lot of things in the whole process.

Step Three: Customising marketing communication

After an in-depth analysis of the target audience, our team develops a customised social media plan to enhance the marketing communications. The customisations are done keeping in mind the likes and dislikes of the target audience, ensuring the best way to reach them.

Step Four: Coordinating with Designers

After deciding the tonality and language of the communication, the team coordinates with the designers. At this stage both the teams let their creative juices flow to eventually come up with a brilliantly designed brand story. We then develop creatives with the brand message for various platforms with the perfect copy, colour and Call To Action

Step Five: Optimising the Campaign

Optimising the campaign helps in defining the needs of the audience. This enables us to deliver the target audience with what they need at the correct time and place. The success of a campaign is often the mix of creatives, SEO and the message.

SEO Services

Search engine optimization (SEO) is the process of getting traffic from the “free,” “organic,” “editorial” or “natural” listings on search engines.

All major search engines such as Google, Yahoo and Bing have such results, where web pages and other content such as videos or local listings are shown and ranked based on what the search engine considers most relevant to users. Payment isn’t involved, as it is with paid search ads.

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Step One:Keyword and Market Research

Helping you identify the target aspirants/students and keywords for your institution that can market your content and boost your search results profile - with the best available tools such as SEMRUSH

Step Two:Competitor Analysis

Offering one of the most essential activities required for any SEO process to build brand value. The goal is to get insight into the strategies that are working for others in your market so you can adopt them, improve, and gain an edge. It accurately identifies your SEO targets and provides requisite input to establish your overall strategy.

Step Three:On-Page Optimization

Assisting in optimizing individual web pages for your educational brand to rank higher and earn appropriate traffic in search engines. On-page refers to both the content as well as the HTML source code of a page that can be optimized. Activities include publishing high-quality content, optimizing meta titles & descriptions, formatting headings, content, and much more.

Step Four:Off-Page Optimization

Helping with Off-page optimization - refers to the actions we take outside of your website to increase its position in search rankings. This process involves creating credible and high-quality backlinks via bloggers outreach, quora, forum postings, social bookmarking, newsletters, etc

Step Five:Measuring Results

The best way to understand if our SEO efforts are paying off is by measuring the results. We have various parameters to measure your results, such as ranking, traffic, page views, bounce rate and many others.

Step Six:Optimising & Maintaining Results

An indispensable part of any SEO strategy for colleges/universities is knowing what's working (and what isn't) and adjusting your approach as you go along. Our methods have always been performance-driven; hence, we continuously optimize our SEO practices to better your results.

Content Marketing Services

We offers an unique, quality and wide Rang of content writing , web content Writing, SEO article writing, Press release Writing to get more then more audience.

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Step One: Client Content Analysis

A dedicated team goes through all the available content about the client and analyses it to understand the required measures that have to be taken.

Step Two: Competitor Content Analysis

Thorough research of the competitor's content is done for understanding what is trending in the market.

Step Three: Stakeholder Coordination

An internal meeting among the content team, SEO team and Design team takes place to discuss the needs of the client. Here we build a school or higher education content strategy befitting the needs of the client.

Step Four: Content Planning Data Collection

A unique plan is built that encompasses the research, approach, tonality, language and other strategies to make the content engaging and relevant.

Step Five: Drafting SEO Compliant Content

Making the created content SEO compliant makes it more visible on the search engines, which means more visibility.

Step Six: Proofreading and Submitting for Client Approval

We ensure to minimise mistakes in our content as much as we can, before sending the content for your approval. This step involves incorporating suggestions and changes from you. No one will know about your institute better than you!

Step Seven: Uploading the content on various digital platforms

The final step is uploading the content in various formats and platforms to increase reach, engagement and lead generation.

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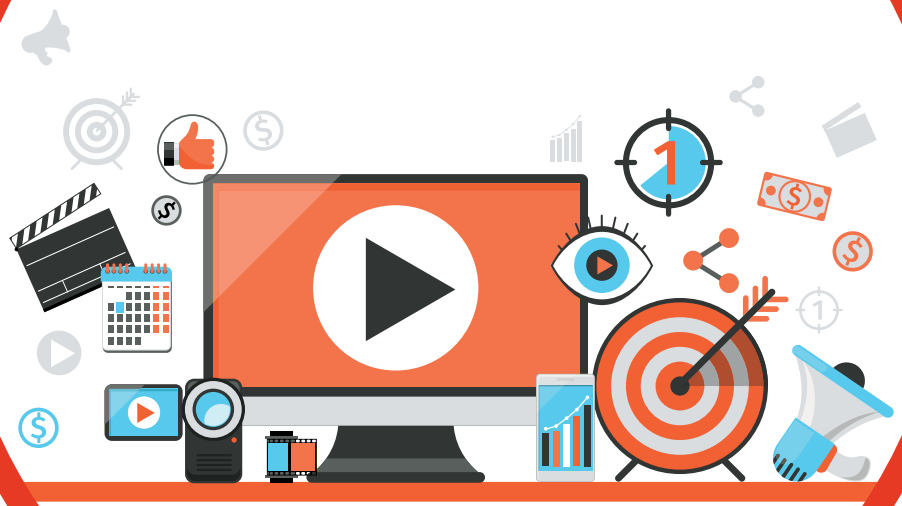

Video Marketing Services

Videos are among the most persuasive methods to engage, influence & inspire audiences, as they establish a connection and immediately grab attention. This is whyvideo production can be an indispensable part of your digital marketing strategy, giving your business a face and voice as well as a high SEO value to your website.

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Step One: Brainstorming

The first step is to discuss what your educational brand wants to achieve with the video and figure out how we can build upon that initial thinking. Based on it, we create an idea, plan & timeline.

Step Two: Pre-Production

Right from writing the script, creating storyboards, preparing a production schedule, it's a ton of work and pivotal, too. In this stage, we create narratives that speak to students in a way they can't overlook.

Step Three: Production

The main task while carrying out video production for colleges is to capture the project assets. Here is where all the time and energy is spent on creating something extraordinary.

Step Four: Post-Production

The final version of the 'script to screen' is prepared here. We edit the video; add music, audio/special effects and voice over; adjust sound and colour; add titles; create publicity materials, and release the project for the target aspirants.

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Creative Web Design

Creative Designing for education sector helps in creating a visual experience laced with your brand's information for the prospective students. A good design work by seasoned experts like we have with us enables your institute to have a strong identity across digital platforms.

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Step One: Collecting Information About You

We never start working with generic information. We understand your goals and values first and try to build a brand story. The key value proposition is understood by our team at this stage.

Step Two: Defining the structure

While it is easy to just create a design and put it up on social media but that is not the way we work! We give a structure to your story and our designs, enabling the perfect representation of your brand and our ability as well. We identify the time, target audience, purpose of the campaign, current market trends, need of the hour and much more.

Step Three: Designs and Concepts

We believe in creating design with the client and not just for the client. After rigorous brainstorming, we develop effective concepts and designs that resonate with your requirements. We like giving options to our clients to choose the most befitting one. Graphic designing for colleges and institutes includes a balance between formal and informal.

Step Four: Design Presentation

When we design, we keep in mind the purpose, feasibility, aesthetics, business aspects and relevance. This makes our concepts more shareable which eventually helps in increasing the brand visibility and engage the potential students with your college. After all of this, we present our concepts and designs to you for approval. We happily make changes too!

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Digital Marketing For Education Industry

Digital Marketing for Educational Institutions has changed its approach in many ways. We enable the education sector to enhance brand awareness across the world and achieve its desired marketing goals

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Step One: Branding

When a student looks at your institute, what is the impression you want to convey? What does your institute represent? How do you want it to be known to students around the world? Answering such questions with ample research and solutions, Branding for the education sector today plays a crucial role. Building a story that resonates with the institute's purpose and building a marketing strategy around it is what branding means. We help you do this.

Step Two: Lead Generation

We have successfully enabled the growth of many education institutes through performance marketing. We identify your key performance indicators (KPIs), grab the attention of your target audience and maximize your ROI. Through our education lead generation services and the identification of key performance indicators, we have empowered the education sector to successfully maximise ROI.

Step Three: Social Media Marketing

Social Media Marketing for colleges and universities is a comprehensive way to help an institute establish, enhance and engage across various social media platforms. We amalgamate creativity, data-driven insights and marketing techniques to enable your institute to build a unique identity.

Step Four: Digital PR

Our dedicated public relation team uses its associations and plans a strategy to maintain the reputation of the institution. A fruitful association with top-notch media houses and influencers extends your brand's reach and strengthens your image across the world through various PR activities. Digital PR for colleges is one of the most preferred ways of reaching your target audience.

Step Five: Content Marketing

Today content marketing for the education sector is an important aspect of digital marketing. Each digital platform needs different types of content as each platform has different types of users. We curate powerful and engaging content to represent your brand to the target audience. We dive deep into keyword-driven insights, understand consumer behaviour and create content that drives traffic and powers your business growth.

Telemarketing Solutions for Education Domain

Education providers need to deliver a personalised, end-to-end experience to build long-term loyalty among prospective students while rendering superior customer services. Here enters one of the best telecalling services in India as your support system. From nurturing admission leads, answering FAQ's to communicating relevant information, SRV Media can help in every way possible.

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Step One: Client Brief

Carefully arranged outbound telephone calls can also be highly effective in lead generation, re-activating inactive aspirants, discount on courses, scholarships, answering FAQs or follow-up on any marketing campaign. Accordingly, we take a brief from our client on what they want to accomplish with the calling campaign.

Step Two: Defining the Scope

Based on the brief, we set our targets, prepare a pitch, create ideal messaging scripts for the campaign. This is done to establish benchmarks, measure success, forecast the expected results and a project timeline.We create a seamless plan to get the attention of students and keep them hooked.

Step Three: Internal Calling for Training

All of our telecalling executives have a need-to-know the services inside out. They need to know as many benefits, values and solutions of the institute or program. Hence, an internal calling process is held to test how to re-direct the conversation to conversions - once the need and interest of the students are identified.

Step Four: Outbound & Inbound Telecalling

With SRV's telemarketing services for education, you can be assured of professionalism, courtesy and sensitivity in every inbound or outbound interaction. Our contact centre professionals are trained in communication etiquette and ensure that every conversation, be it with a student or parent/guardian, strengthens your institution's reputation.

Step Five: Review

We take a close look at your data files, compiled contact information, call recordings, and other reports daily, or at least weekly. We create reports based on measurable information on all of the critical factors in your campaign. Tracking and measuring your results help to increase the campaign's effectiveness and productivity.

Lead Generation for Education Sector

Lead Generation services for colleges is a way of marketing where we capture and stimulate interest in a potential student for your institution. The campaigns are designed to nurture leads till they're ready to take admission with our expertise as one of the prime lead generation companies in India.

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Step One:Research

Research here is divided into 3 aspects: Understanding your institute's goals. Identifying the right audience. Researching the right keywords. These 3 steps help in strategising a campaign befitting the education institute's expectations and marketing needs. We use tools like python and tableau to analyse bette.

Step Two: Implementation

The two stages in this step are firstly creating a campaign structure and secondly writing ad copies based on information that is relevant to your target audience. In this step, we also develop a landing page with highly engaging content and a smooth user experience.

Step Three: Optimisation

This step is also divided into two stages. In the first stage, the team analyses and identifies which part of the campaign is delivering maximum results. In the second stage, the team optimises the campaign based on all that analysis and ensures maximum ROI. All of this makes us one of the top education lead generation companies in India.

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Web Design and Development Services

With digitally driven lifestyle and business both, your website is the most crucial point of contact with your visitors, prospects or leads. This is the place where they will find all about your work, business. Developing the right website that is mobile optimised is a decisive factor for any modern and smart business.

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Step One: Data Collection

For getting a more precise picture of your goals and target market, collecting information about your prospective students is just our first step of delivering you a digitally smart business. We keep a careful watch on the data to keep your brand on target and relevant.

Step Two: Design

Another crucial part of any website development for educational institutions is to create a clean, appealing design. A quality design is engaging, easy to read with intuitive navigation. We help you achieve a clean education website design that will encourage viewers to focus on your brand value and content.

Step Three: Website Copy writing

Does your website's copy represent your best pitch? Your website should be your number #1 sales and marketing tool. Our writers ensure that everything from the quality of content to the keywords positively affects your education website's ranking in search engine results.

Step Four: SEO-Friendly Coding

Whether you're developing new web pages or optimizing existing ones, it's critical to have clean, SEO-friendly code. By taking the time to update your site's code, you can enhance the overall return on investment.

Step Six: Testing And Launch

Before we launch your website, we verify if all the forms and scripts are functioning accurately. We also run the site through spell-checking software to find possible typos.

Step Seven: Maintenance

Once launched, we carry out optimum monitoring and regularly make updates to your educational website

Package We Offers

Web Development & SEO

Create your own Website and Improve Website visibility on search engine to get more business online. Develop a professional website of your business with brief content to reach the target audience.

SMM

SMM-Services to Help You Connect with, Engage and Generate Leads through FB, Instagram & Linkedin. Establish a dedicated Virtual Call Center to attend generated leads from Website, Google Ads, Facebook, Instagram & Linkedin.

Google Ads

Generate Quality Traffic from Top Sites and Engage millions of Monthly Users. Build Audience & Boost Revenue through Landing Page, Click on Call, Google Local Business and In Page Ads.

Facebook Ads

Useful of reaching a wide audience, generate leads, drive website traffic, and build brand awareness through Images, Videos, Links (apply now), Website Links.

Linkedin Ads

Useful of reaching a professional audience, generate quality leads, drive website traffic, and build brand awareness through Images, Videos, Links (apply now), Website Links.

YouTube Promotion

Get Your Video Seen By Millions, increasing subscribers, essay process & secure payment through different Youtube Ads like Display Ads, Overlay Ads, Sponsored Cards and Skippable Video Ads.

Campaign your business/institute/company with ScaleZen to enhance your web presence and to reach the right audience. You can start combo pack of Professional Website Development, Google Ads account creation along with keyword and ad setup, Social Media Page Creation and Ad setup, Youtube account creation and Ad Setup. Also you can apply for Website, Google Ads and Social Media Separately.

Add-On

BULK SMS SERVICES	We are providing unmatched Pricing for Bulk SMS, Voice SMS, Short Code, Long Code, Missed Call alert, Toll- free with 100% quality. In this way we can either reach to maximum audience or divert audience to website via SMS.
AUTORESPONDER & SALES CRM	Reply anytime on any leads from any source using autoresponder services. CRM helps to manage sales team and track leads, marketing, and pipeline, to deliver actionable data. Dedicated Virtual Call Center deals with this section.
RESPONSIVE WEBSITE DESIGN	Providing high quality responsive static, dynamic & Ecommerce web design services. using landing page we can give the opportunity to the audience either to call us or to send us message using inquiry form.

Campaign Daily Report Format

DIGITAL MARKETING CAMPAIGNING 2023

DAILY DIGITAL MARKETING REPORT

Sr. No.	Department	Cost Invested Today	Impression	Clicks	CPC	No of Inquiries Today	Intrested Inquiries Today	Inquiries till Date	Online Entrance Booking	Online Admission	Intrested Inquiries till	Admission Till Date			
												Today	Digital	Offline	Total
1	DEPARTMENT -1	1650	2838	137	14.2	6	3	380	22	15	30	1	16	26	42
2	DEPARTMENT -2	1370	2797	146	9.39	15	10	357	19	12	32	6	16	27	43
3	DEPARTMENT -3	586	2154	67	8.75	8	6	249	16	11	24	2	13	19	32
4	DEPARTMENT -4	451	2067	48	9.40	7	6	81	11	9	10	4	11	38	49
5	DEPARTMENT -5	1018	1823	99	10.29	0	0	41	18	6	5	0	6	16	22
6	DEPARTMENT -6	424	824	38	11.15	15	10	227	16	4	25	7	6	37	43
	TOTAL	5499	12503	535	63	51	35	1335	102	57	126	20	68	163	231

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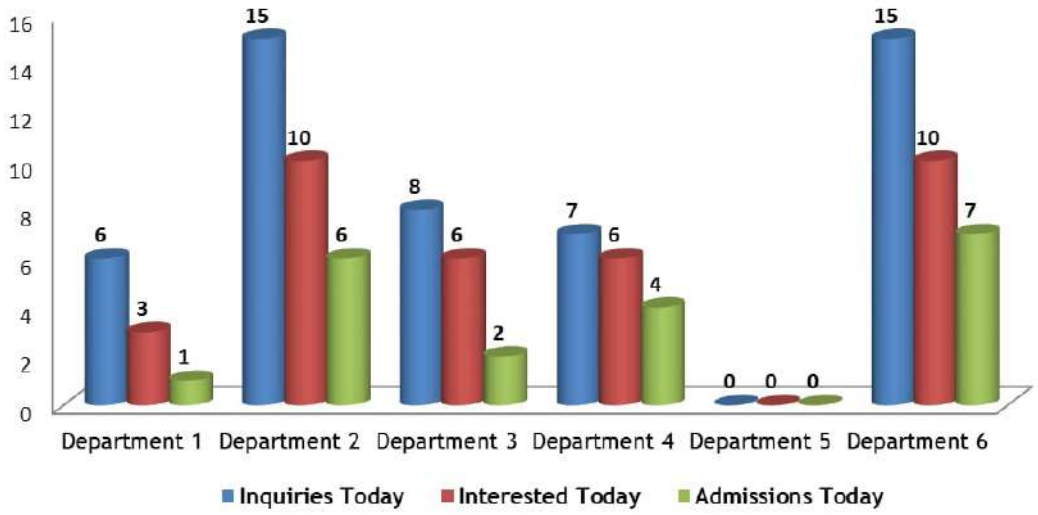
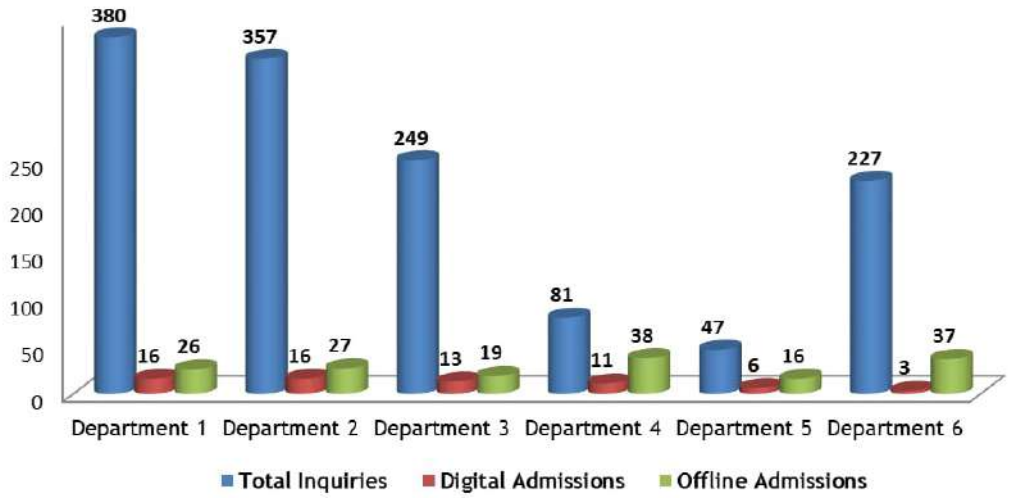
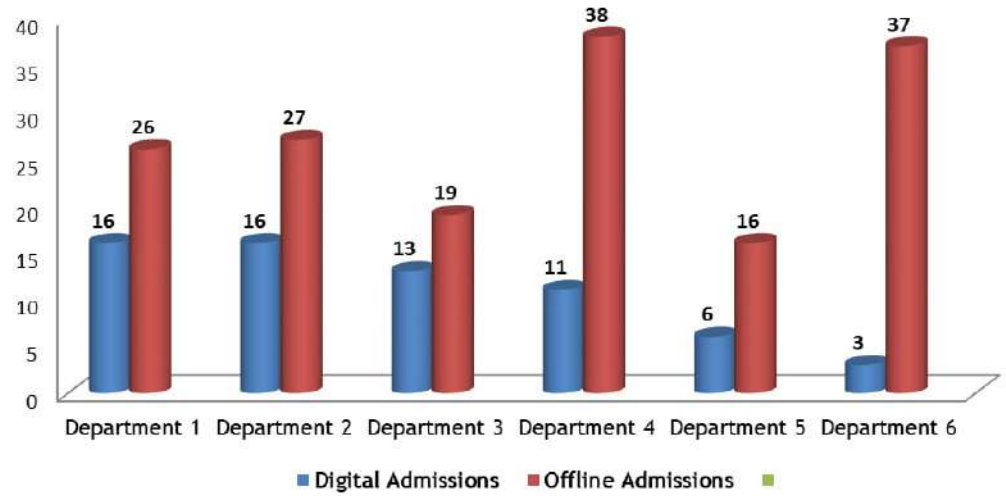
Graphical Reports of Campaign



Graph: Today Inquiries v/s Admissions



Graph: Total Inquiries v/s Admissions



Graph: Digital v/s Offline Admissions

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Thanks!

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