

ANNEXURE: ADMISSION MARKETING PLAN & OUTREACH – FILL-UP FORMAT (ACADEMIC SESSION 2026–27)

A. GENERAL DETAILS

- Academic Session: _____
- Prepared By (Name & Designation): _____
- Date of Submission: _____
- Admission Classes Targeted: _____

B. ADMISSION TARGET PLANNING

Class	Total Seats	Expected Admissions	Previous Year Admissions	Gap to Fill	Priority (H/M/L)
Pre-Nursery					
Nursery					
LKG					
UKG					
I					
II					
III					
IV					
V					
VI					
VII					
VIII					
IX					
X					
XI					
XII					

C. TARGET AUDIENCE DEFINITION

- Geographic Area: _____
- Parent Profile (Working/Business/Class Type): _____
- Key Expectations (Academics/Sports/Facilities): _____
- Competitor Schools Identified: _____

D. MARKETING CHANNEL PLAN

Channel	Platform/Mode	Objective	Target Audience	Frequency	Responsible Person	Budget
Social Media	(Facebook/Instagram etc.)					
Website	School Website					
Offline	Banners/Posters					
Print Media	Newspaper Ads					
Referral	Parent Network					

E. SOCIAL MEDIA CAMPAIGN PLANNING

Campaign Name	Platform	Content Type (Video/Post/Reel)	Key Message	Start Date	End Date	Budget	Status
Admission Open Campaign							
School Highlights							
Testimonials							

F. CONTENT & CREATIVE DEVELOPMENT

1. School Brochure

- Finalized (Yes/No): _____
- Key Highlights Included:
 - Academics Facilities Results Activities Achievements
- Print Quantity: _____
- Digital Version Available (Yes/No): _____

2. Admission Banners/Posters

Type	Size	Quantity	Location Planned	Content Approved (Yes/No)
Main Gate Banner				
Roadside Hoardings				
Standees				

G. WEBSITE & DIGITAL PRESENCE

Task	Status (Done/Pending)	Remarks
Admission Page Updated		
Online Enquiry Form Active		
Prospectus Upload		
SEO Optimization		

H. OPEN HOUSE / WALK-IN EVENT PLANNING (JANUARY FOCUS)

Event Type	Date	Time	Target Class	Activities Planned	Responsible Team	Expected Footfall
Open House						
Campus Tour						
Interaction Session						

I. LEAD MANAGEMENT SYSTEM

Source	Leads Expected	Leads Received	Converted	Follow-Up Status
Website				
Walk-in				
Referral				

Social Media				
--------------	--	--	--	--

J. FOLLOW-UP & CONVERSION PLAN

- Call Follow-up Timeline: _____
- WhatsApp Communication Plan: _____
- Counselling Process Defined (Yes/No): _____
- Admission Closure Strategy: _____

K. BUDGET PLANNING

Category	Estimated Cost (INR)	Approved Budget	Remarks
Digital Marketing			
Printing (Brochure/Banners)			
Events (Open House)			
Miscellaneous			

- Total Budget: _____

L. TIMELINE TRACKING

Activity	Planned Date	Actual Date	Status
Campaign Launch			
Brochure Printing			
Banner Installation			
Open House Event			

M. PERFORMANCE REVIEW METRICS

Metric	Target	Achieved	Remarks
No. of Enquiries			
Campus Visits			
Admissions Confirmed			
Conversion Rate (%)			

N. RISK & MITIGATION PLAN

Risk	Impact	Mitigation Strategy	Responsible Person
Low enquiries			
High competition			
Delayed campaigns			

O. FINAL APPROVAL

- Marketing Head Signature: _____
- Admin Head Signature: _____
- Principal Approval: _____
- Date: _____

P. REMARKS

Note:

- Ensure all campaigns are launched before January peak admission cycle.
- Focus on both **digital presence and local outreach**.
- Track leads regularly to improve conversion efficiency.