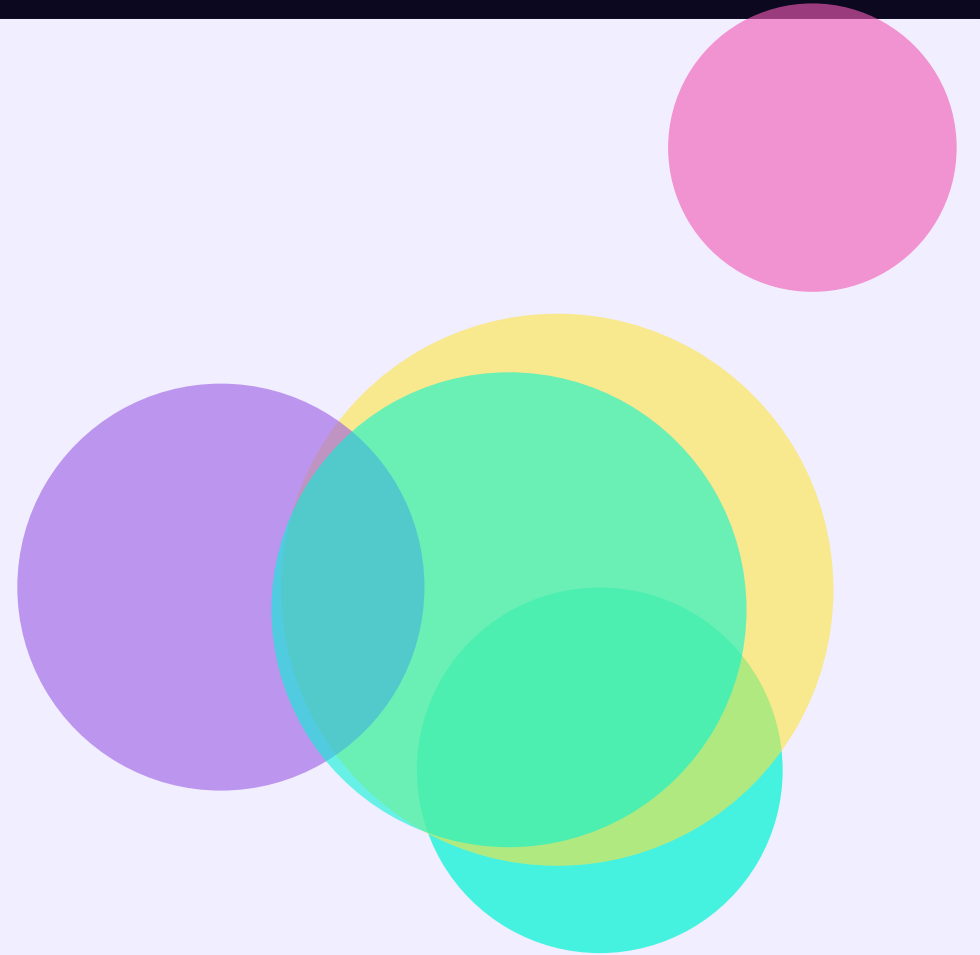


MARKETING PLAN ADMISSIONS 2027

Sunrise Public School — Marketing Plan

Strategy, channels and budget for Admissions
2027

Brand & Growth Team · Admissions 2027 · Draft 1.0



Agenda

01

Situation

02

Audience

03

Strategy

04

Channels

05

Budget & KPIs

01

SITUATION

Where we are today

1,800

students

92%

board pass rate
(sample)

40

clubs

Baseline figures are sample data.

SWOT analysis

S

Strengths

Strong academics
Experienced teachers

W

Weaknesses

Dated website
Little social presence

O

Opportunities

New residential areas
Parent referrals

T

Threats

New international schools
Fee sensitivity

Target personas



Parent of 5-year-old

FIRST ADMISSION

Wants safety and good teachers.



Parent of class 8 student

SWITCHING SCHOOLS

Looks for academics and sports.



Working parents

BUSY SCHEDULES

Need transport and day care.

02

STRATEGY



Where curious minds grow.

Campaign idea

Marketing objectives

01

Enquiries

Double admission enquiries.

02

Visits

300 campus tours.

03

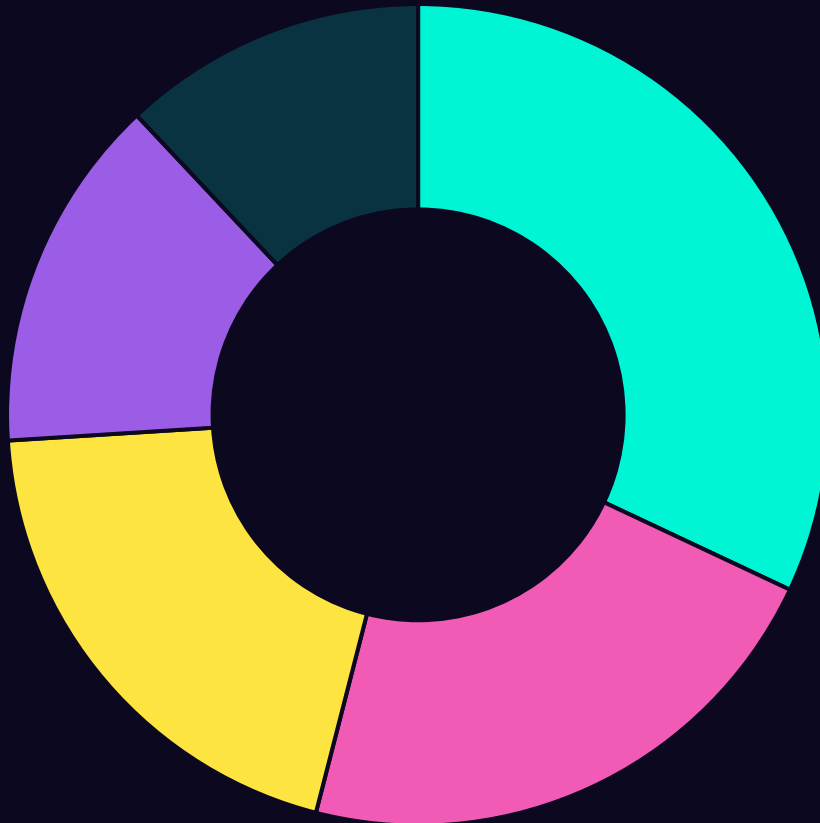
Reputation

4.6★ parent reviews.

03

CHANNELS

Channel mix



Sample data for illustration.

Campaign calendar

Month 1

Teaser

Build curiosity with short videos

Month 3

Sustain

UGC contest and retargeting

Month 2

Launch

Hero campaign and influencer drop

Month 4

Review

Measure, learn and optimise

Creative direction



Image 1

Hero visual

Bold product shot on brand colour



Image 2

Social series

Real people, real moments



Image 3

Outdoor

One line, one image, big type

04

BUDGET & KPIS

Budget allocation

Channel	Q1	Q2	Total
Social media	₹6 L	₹7 L	₹13 L
Search ads	₹4 L	₹5 L	₹9 L
Influencers	₹3 L	₹5 L	₹8 L
Events	₹2 L	₹3 L	₹5 L

Sample budget for illustration.

KPIs and targets

3×

reach vs last year

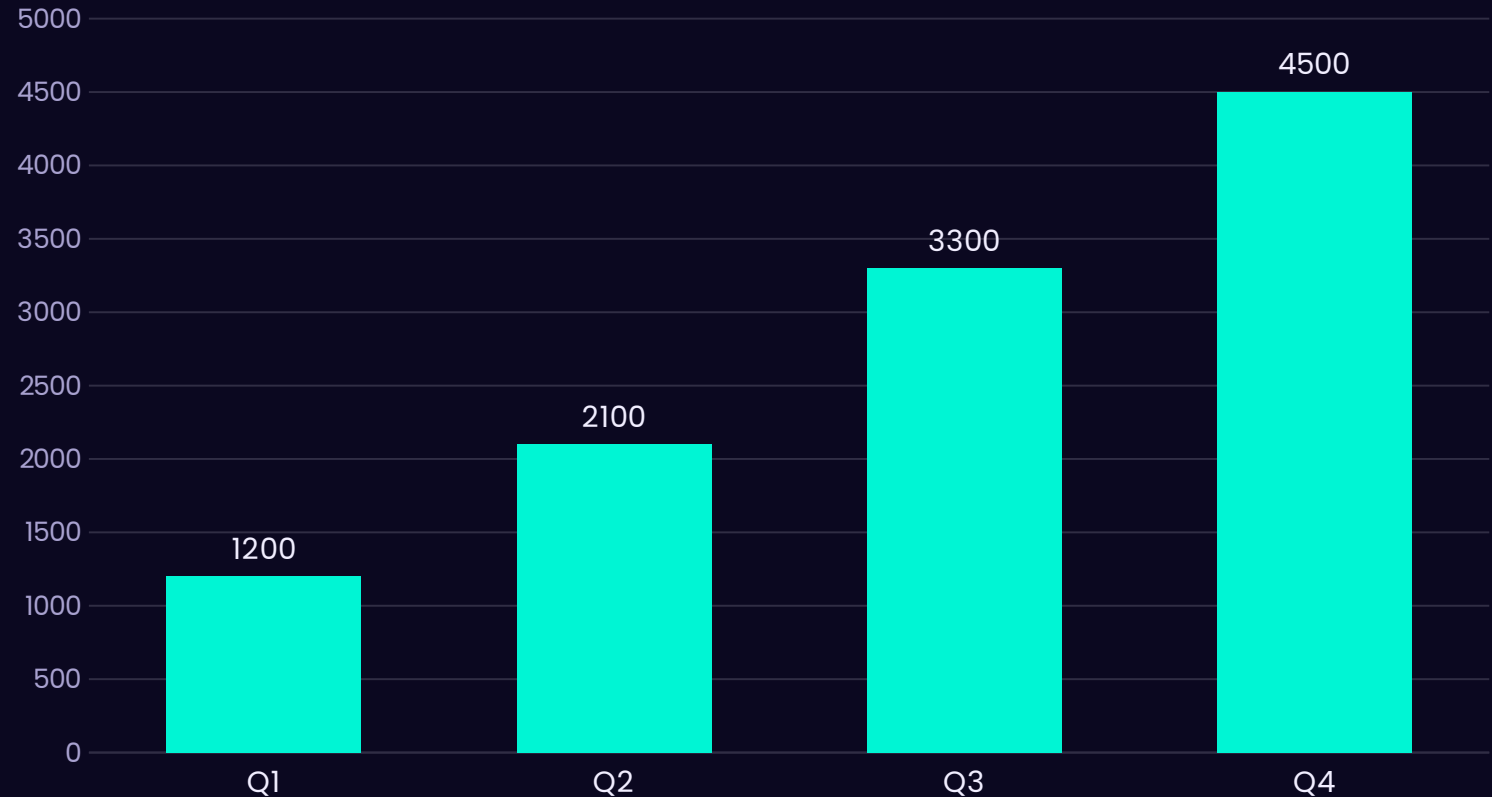
2.5%

target conversion rate

₹180

target cost per acquisition

Sample data for illustration.



Let's make it happen

Next step: approve budget and kick off Month 1.

Brand & Growth Team
marketing@yourbrand.in

