

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



Image

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

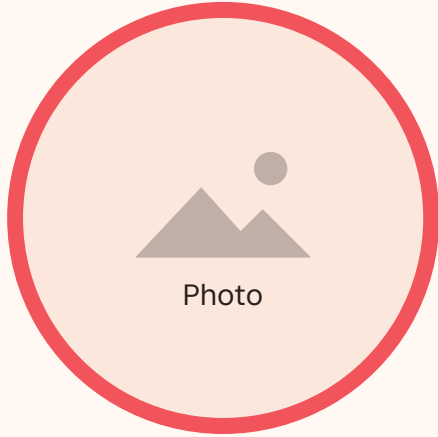
New residential areas
Parent referrals

T

Threats

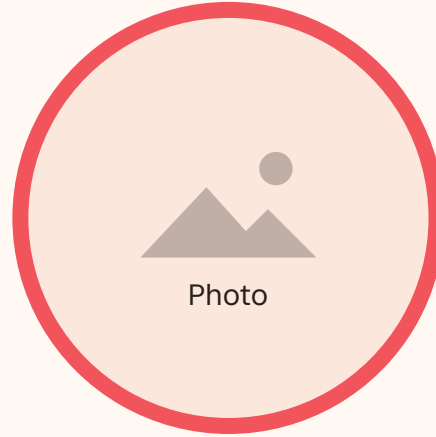
New international schools
Fee sensitivity

Target personas



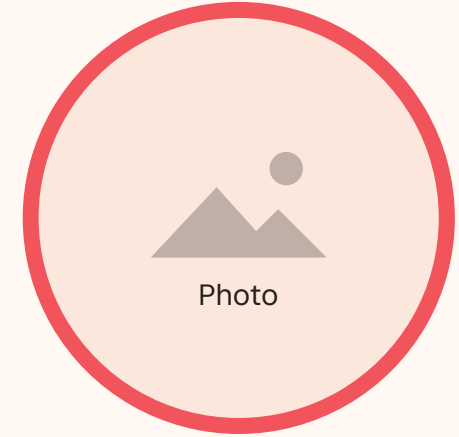
Parent of 5-year-old **FIRST ADMISSION**

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.

KEY IDEA

**Where curious
minds grow.**

Campaign idea

Marketing objectives



Enquiries

Double admission enquiries.



Visits

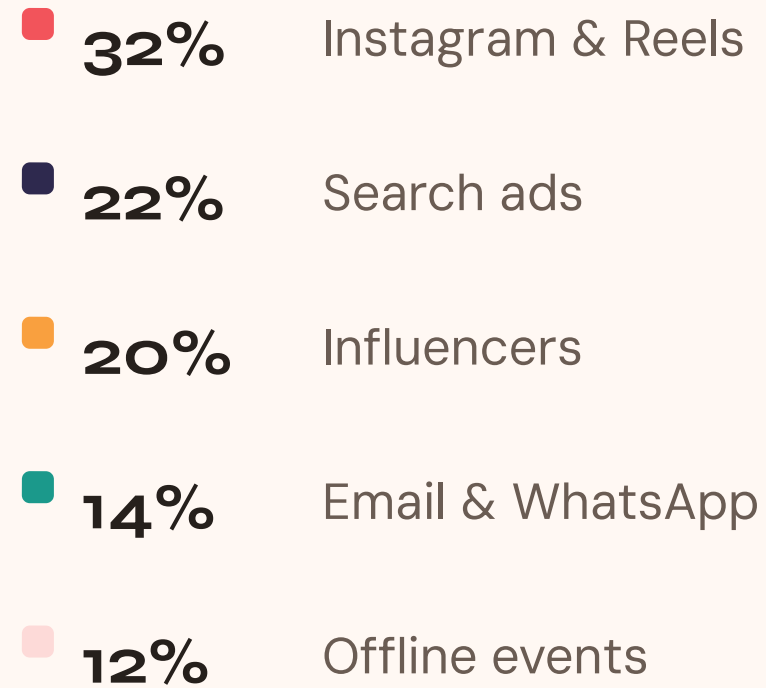
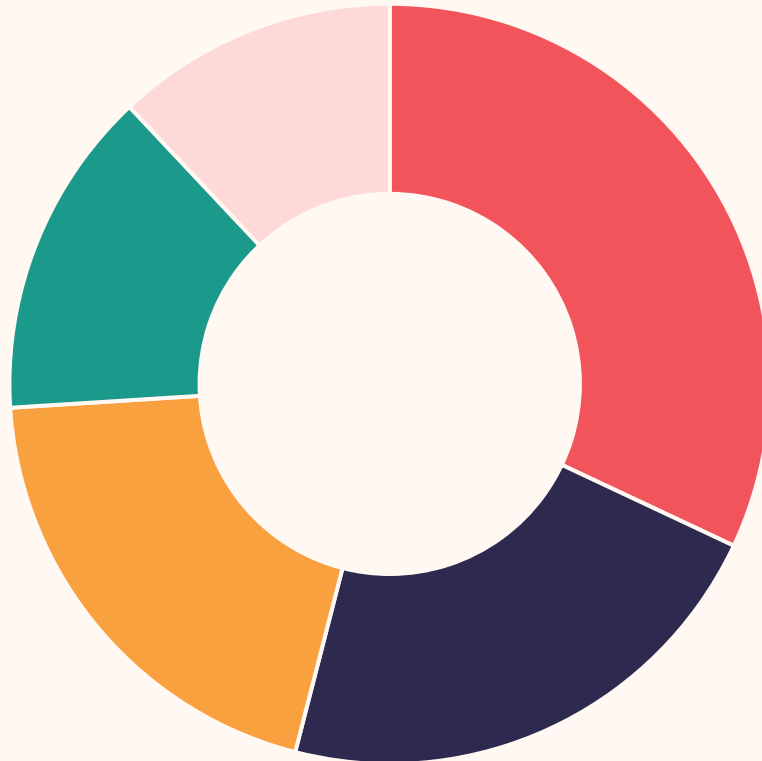
300 campus tours.



Reputation

4.6★ parent reviews.

Channel mix



Sample data for illustration.

Campaign calendar

Month 1

Teaser

Build curiosity with short videos



Month 2

Launch

Hero campaign and influencer drop



Month 3

Sustain

UGC contest and retargeting



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

BUDGET

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

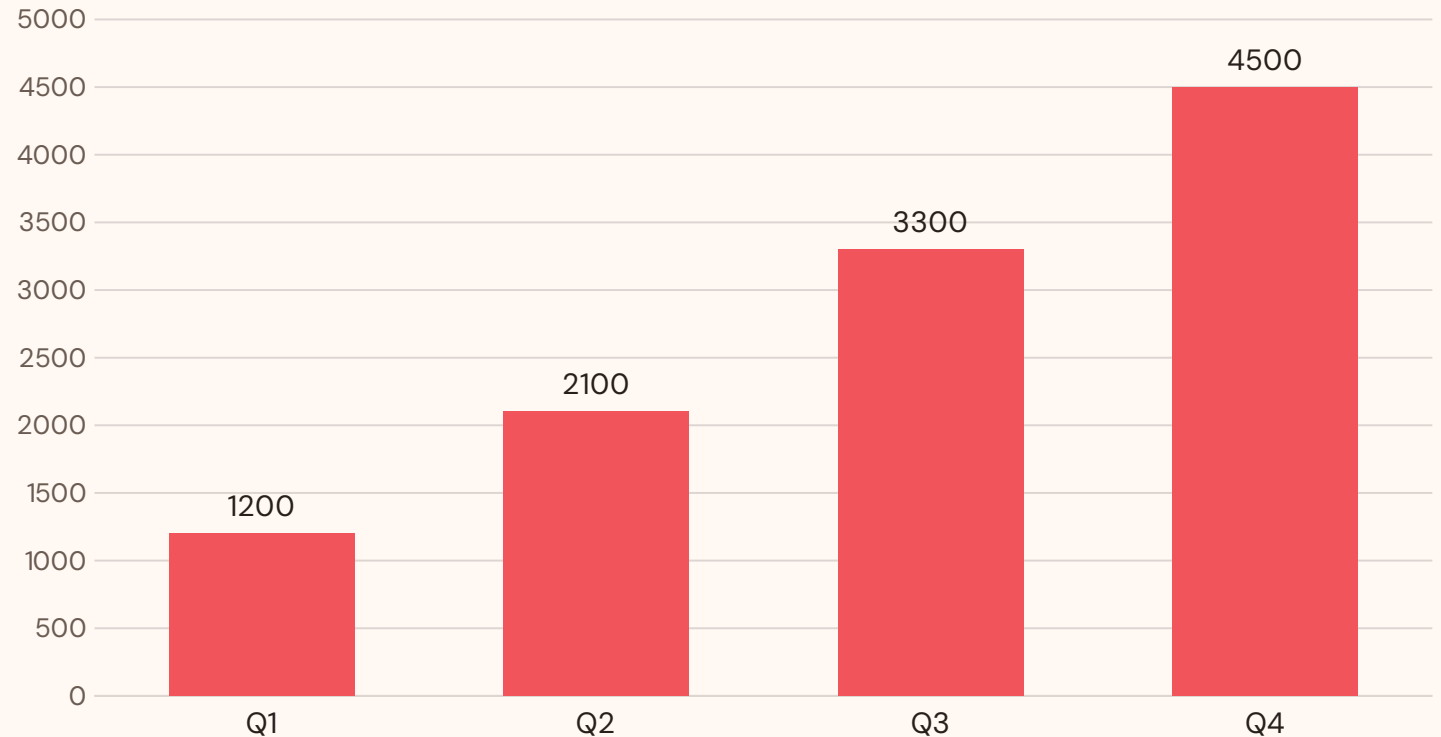
2.5%

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

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