

BILLABONG VISTA

Admission Drive Programme Marketing Methodology

1 GEO CONNECT:



Any marketing, branding, promotion and advertisement should not exceed 3 to 5 km from the school because the conversion ratio would be high from the people who reside within the km limit.



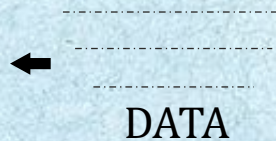
2 DIRECT STATEMENT:

The Marketing tag line such as any specification or speciality of which, the school is best at, has to be advertised directly. At any cost, it should never be advertised indirectly. (The Best School in Medavakkam is Billabong).



3 DIGITAL CONNECT:

Social media (Face book) maintained at the school must keep uploading and updating the information that the school is keep growing and achieving many things in all phases in all the 365 days.



4 HOUSE WIVES:



House wives, working women and in general women community are the major decision maker when it comes to children's admission. So, the advertisement made is to be aimed at them majorly.



5 RIGHT TARGET :

Collecting all the paediatrician database in and around Medavakkam, there has to be a programme organised exclusively for them, and branding activities have to be done at every individual paediatrician premises.



6 YOU TUBE :

At least 50 to 100 You tube video content have to be uploaded every year not at a stretch but periodically.



7 POWER OF PARENTS:

Every parent who get their children admitted in the school is equal to 1000 advertisements and promotions. So if we impress them in all possible ways, they themselves would bring 100 admissions to the school.

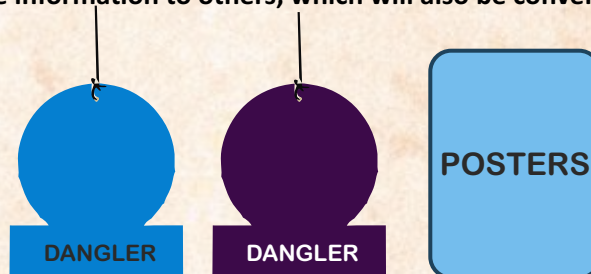


8 CROSS MARKETING EVENT :

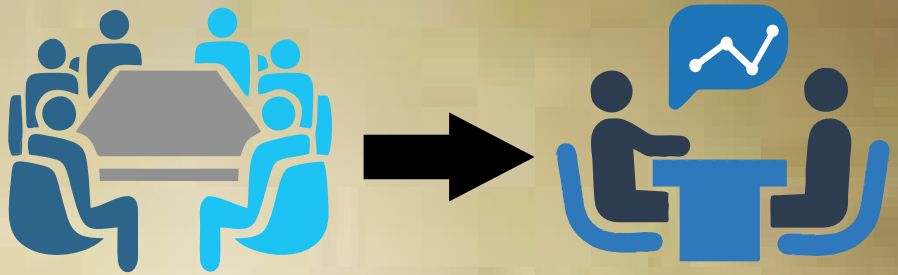
Inter-school activity or competitions have to be organised so that students of other schools would get involved. So by impressing them through these healthy competitions we can easily impress them. Not only they will get impressed by the school activities but also they will help spreading the information to others, which will also be converted into admission too.

9 THEMATIC TACTICS:

Thematic event such as NASA, ISRO, MEDICINE etc., related themes have to be organised in the form of danglers , standee or posters which are to be kept at visible places for about 3 months. This information would pass in the society and this would increase the brand value.

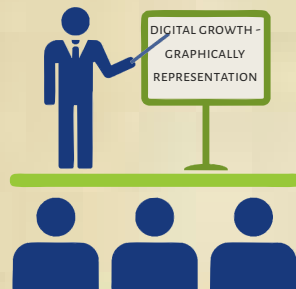


10 STRATEGIC PARAMETER:



All the Activities and Event Plan have to be organised in such a way to bring new parents to visit the premises. It should always create a special conversion feel when they feel the ambience and interaction with the people. So events and promotions have to be planned and designed with strong walk-ins and engagement methods.

11 DIGITAL GROWTH :



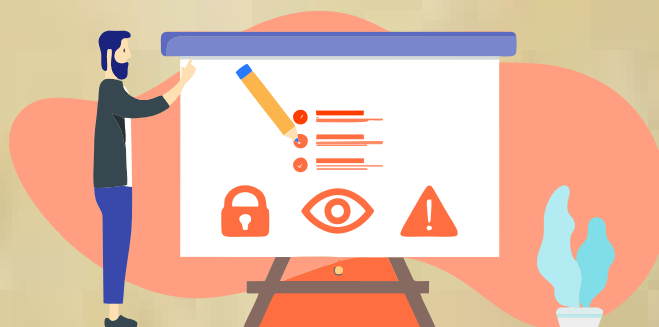
Generally, the students information such as attendance, marks statement, syllabus, course plan are being connected digitally, but if the students digital growth is represented graphically , the parents' attention would be drawn much.

12 TEACHERS TRAINING :



There must be periodical training programme to be conducted for teachers specially on academics, behavioural, discipline, dress code., which should be kept communicated to the parents that the teachers are being trained properly to see the all round development of the students.

13 SAFETY AND SECURITY AWARENESS PROGRAMS:



With reference to today's context, the school is the only initial place where the child's self-discipline is getting trained. If discipline is imparted, the rest, either it can be academics, or anything, would fall on its own way. Hence, the school has to pay much attention on training the students on self discipline, moral values, and Sex education.

Safety and Security Awareness Programs.

14 LIVELINESS :



Whatever the activity or programme is organised for promoting the school name , it should not let out the commercial reasons behind it directly , in turn, the school has to create a liveliness with whatever it does with the students .

15 CROSS MARKETING:



Flex /Hoardings/ brandings/ advertisements, apart from our school, have to be placed to all the nearby schools as the parents who would definitely go for all the school nearby either for admission all for quires . Hence ,if the these are placed at Pre Schools, Primary Schools, Matric. & Hr Sec Schools street joints, street entrance street ends , this would obviously attract the parents to have a change of mind for joining their kids in our school. So either conversion of parent to join our school or reaching right target people (parents) becomes possible in this way.



16 APARTMENT BRANDING:

Detailed branding in each and every apartment has to be made compulsory. It can be a annual branding or 3 months or 6 months branding but it has to be a long term branding so that the families and parents of the apartment would tend to see them daily.



17 APARTMENT ACTIVITY:

Apartment activity has already been done by Narayan School) . So when we do apartment activity we have to plan perfectly and do cost-effectively.

18 MEDICAL SHOPS :

A list of clinics, medical shops and hospitals has to be taken and special branding for all these has to be done solely. Display board, retails boards etc shall be given to them.



19 HOSPITALS :

By obtaining permission, tie-ups have to be made with the hospitals for executing the branding both in the inner and the outer place of all the hospitals for which exclusive theme and concept can be created for this branding.
(For e.g: Vel's University)



20 DOOR TO DOOR CAMPAIGN:

Door to Door Campaign is an effective mode of advertisement for branding and data collection which can be done effectively. Direct public interaction can be done through which admission can be improved progressively.



21 NO PARKING BOARDS :

Geographically the area nearby the school consist of apartments, flats and individual houses. Also, the place is not completely of commercial and residential, and it's a mixture of both .So placing 'No Parking Boards" can be more effective in such place.



22 DISPLAY BOARDS :

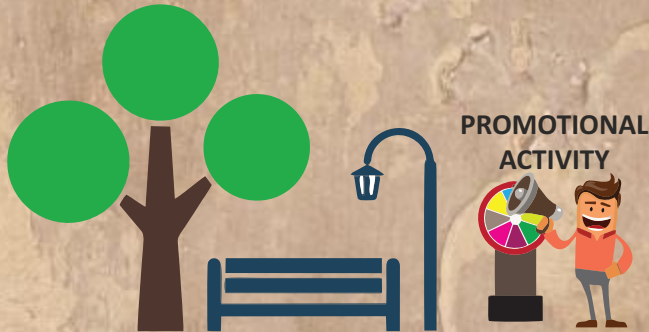


Apart from No parking boards, the other boards with important contact nos such as Ambulance No, Child Help Line, NGO's Local Corporation Office, fire service etc., can be printed with, and displays can be made. This would be an effective mode of making the product reach easily.



23 ADMISSION MANAGER :

An Admission Manager exclusively to be appointed would seek for tie-ups between school and hospital, apartments, pre-school places and possible places tie-ups so that admission process result would be stronger and more than getting from the branding. Geographically too, the brand would be keep penetrating throughout as the managers are going to interact directly with the parents.



24 PARK PROMOTIONS :

There are a lot of small parks around Medavakkam . So conducting awareness programs under the banner of Billabong would attract the crowd more to leave an excellent impression among the public. All age groups and all types of parents are to come to parks either in the weekends or week days.



25 BILLABONG VISTA SONG :

A song can be released having children for billabong brand like Horlicks confidence song. So it will have a good reach among the kids and parents.

26 MARKETING SPOTS :



Choosing religious spots such as church, mosque, temple branding can be done so that advertisement reach would be greater. Irrespective of different religions a standard crowd will always be coming there. So the reach would be greater.



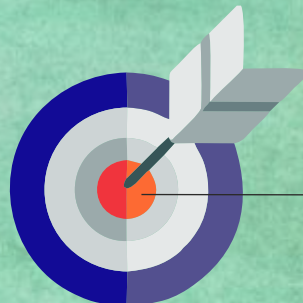
27 LIFE LESSON 50: 50 :

A person can be successful not because of the marks he obtained but because of his or her exposure and involvement of extra-curricular activities. So the school has to start its promotion, advertisement, branding and whatever they use it of advertisement have to be more connected with extra-curricular which gives them all-round development. 50% is to be given as the value of marks and the balance 50% to be given to extra and co-curricular activities.



28 FIRST ACCESS:

Whatever creative's, videos and designs the school makes, it has to go with Middle class, Upper Middle class and rich people images have to be covered. Most of the People has Fees / Pricing Fear. / Pricing Psychological Fear. They have a fear to take First Access.



Children

29 FOCUSSED TARGET GROUP:

An exclusive concept has to be created for conducting programs for children of target age groups and target category. (Medical Awareness Campaign, Memory Techniques)



30 SOCIAL CAUSE:

Monthly once, a small programme involving students for social campaign which has to be engaged with the public has to be done regularly. The campaign should be vary from time to time such as providing some healthy but cost-effective food to the public such as buttermilk, sundal and tea and some biscuits, or oral campaign for creating awareness or poster campaign or traffic campaign and so on. Doing so, we can get connected with the target group all the 365 days.



31 GOOGLE REVIEW:

Website, google reviews and search engine optimisation have to be very stronger. Everyone would go searching by using the phrase "best school in Medavakkam"



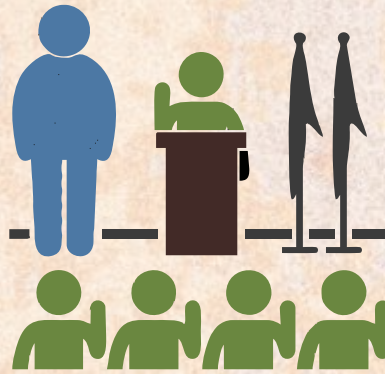
32 TAGLINE CONTENT:

The content or concept of any advertisements or Brandings have to include phrases or images underlining the values with which a student is being nurtured at Billabong. For instance, Morally, socially responsible citizen is being brought out from Billabong.



33 FEES STRUCTURE:

It would be easy if they have 3 to 4 instalments for paying fees as all classes of people are involved, plus, it would help them to choose the school as the payment method is flexible.



34 SIGNATURE EVENT:

A signature event like international cultural tour or international educational tour or international cultural festival has to be conducted connecting the target group. If not internationally it has to be organised at least regionally. Science Expo etc



35 STRONG ANALYSE OF REACH LEVEL :

Based on Crowd calculation. Potential reach, Connect Level. Target Crowd .Any advertisement or Branding can be done.



36 COMMUNICATION AND FLUENCY :

Parents mainly Expects Language. Communication Skill, Fluency Level. We should focus these type skill sets in our promos and Advertisements. Especially Middle class and upper Class people give more importance for communication Skills and it creates a Psychological Good Impression on School.



37 STORY TELLING CONCEPT:

Story telling is liked by all age groups so it will be better to convey the content of Branding in the format of telling stories.



38 NEGATIVE COMMENTS:

At any cost the school must not get any negative Testimonials from Parents which may spoils entire Branding, Efforts and Time.



39 MOST IMPORTANT :

Parents request for separate time for discipline classes to be conducted as they consider being disciplined is the hour of the need in the present critical society. More Importance is to be given for Discipline, Social Responsibility and Moral Values in Every Ads and Brandings.



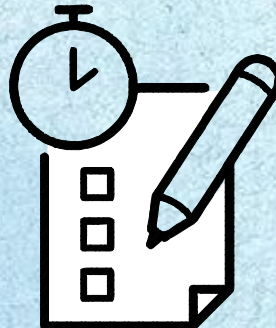
40 PARENTS COUNSELLING SESSION:

Even Educated Parents doesn't takes timely action on their Children due to their personal commitments and Ego, So it is necessary to have Parents Counselling Session



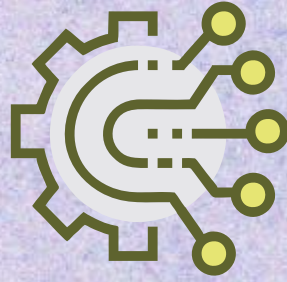
41 SOCIAL STATUS AND SOCIAL RESPECT :

Parents usually think Social Status like Good dress, Good Studies, Stylish Accessories as Social Respect and teaches the same to their Children. Each and Every Students must know the difference between Social Respect and Social Status. So it is necessary to conduct workshop on Social Respect Vs Social Status for both Parents and their Children



42 KIDS 100 POINTS :

Being 24 Hours with Children and Spending much time does not helps the parents to understand them. End of the Day Parents could not able to reveal the 100 points they understood from their Children. Every Parent must understand their children's Area of Interest and all the positive and negative points by regular interaction. Quiz Program – Workshop – Seminar and Session – Expert Speech.



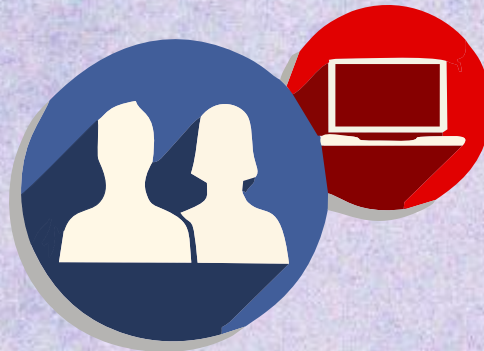
43 TECHNOLOGY:

At any cost Technology must not detach the Cultural Background/Practices/Habit. ie. Reading ,Writing, Learning



44 SCHOOLS INFRASTRUCTURE:

School Infrastructure should contain Statue/Photos/Wordings/Natural Scenery/Sports Star/ Subject Contents in a Creative way. Which Creates Silent Psychological Conversation to the students, so that they could will get motivated. It creates easy Pathway for Learning.



45 PARENTS AND FACEBOOK:

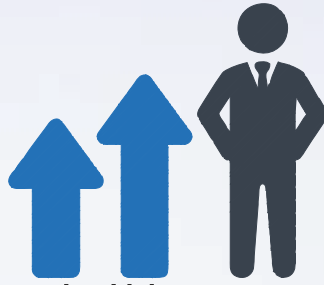
Parents of every Child must get connected in face book and Instagram So that they could get all the updation. Which is a Excellent Marketing Connect. It automatically connects with their Daily Life and Daily Marketing.



46 FINANCIAL DISCIPLINE :

Parents want to teach the Kids about financial Handlings. They really want to teach them about the savings Ideations and Handling the Money in careful Manner. Slow and Steady Financial Habits and Financial Disciplines support their life in a Big Way.

47 FACEBOOK PROMO :



Face book is very important Social Connect Tool. We should do very Aggressive Branding and Marketing in Face book Promotion. Most Important is Plan the content, Plan the Audience and Strategically Regional Reach. Contents should be Very Creative and Reachable with Parameters.



48 YOUTUBE VIDEO CONTENTS :

Video Content Promotion. The only tool to reach the audience with strong Psychological Connect is Video Content. We should do Strong Video Promo Contents.



49 RETAIL CONNECT :

Keep Branding in hot spots. Get Permission and Keep the Boards in Super Markets, Saloons – Beauty Parlours , Kids Haircuts, Garment Stores.



50 MULTICULTURAL SPOTS:

Brandings in all Dance Schools , Music Schools , Cultural Engagements Etc. Strong Connect for Parents.



51 FOOD JOINTS :

Branding and Awareness Connect in Ice Cream Parlours , Restaurants , Kids food Attractions.

52 HOSPITALS:

Pregnancy Care Hospital. Social Message and Awareness Branding Campaign.



53 CHILD CARE AND INFANT CARE HOSPITALS:

Clear and Permanent Branding Solutions. Right Target Group Reach.



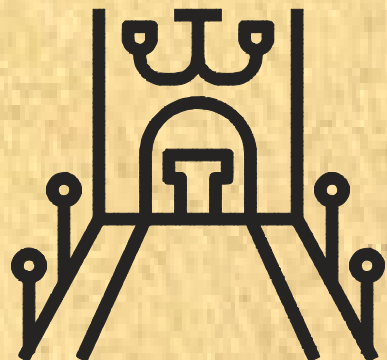
54 BORN BABY SHOPS:

Permanent Branding and Temp Branding. Gifts and Database.

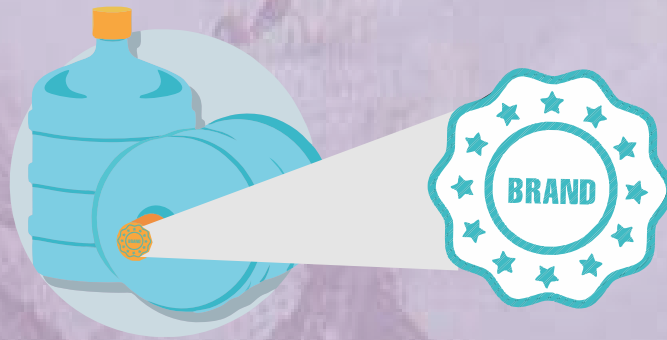


55 WEDDING HALLS AND BANQUET HALLS :

External Branding Reach. Local and Regional Crowd Reach

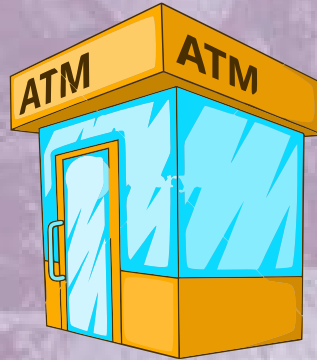


56 WATER CAN BRANDING:



Water Can Neck. Branding about Water Diseases Prevention. Clear Residential Reach. Brand goes inside the House

57 ATM CORNERS:



Frequent Users and Reminders Medium.

58 ADVERTISEMENTS TACTICS :



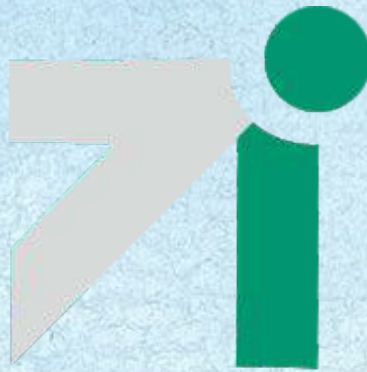
Advertisements and branding Plan can also be made in the form of creative Quiz Program. Eg: What is the name of the bomb dropped in Hiroshima and Nagasaki. Answer : Billabong Vista. What is the Red data Book : Answer – Billabong Vista. This gives a curiosity about the School.



59 WORD OF MOUTH STOOD AS THE STRONG MARKETING EVER



60 EVERY AD MUST INCLUDE A TAG LINE “NEW REVOLUTION OF DISCIPLINE”



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