



College Objectives:

1. **Awareness** (Aware students for all courses we offer and facilities)
2. **Branding** (Brand all facilities, placements and Life @ PSIT, alums)
3. **Enquiry** (Get enquiry details in the form of email, mobile no., comment, call, message)
4. **Engagement** (Engage interested students and get max prospectus downloads)
5. **Website Traffic/Page Traffic** (Increase website traffic and Page traffic, Likes Posts)
6. **Inspiration** (Inspire existing students and upcoming by reflect our culture, leadership, enthusiasms and excitement)

Awareness

Branding

Enquiry

Convert Lead



Campaign Structure:

Campaign Type	Search Ads	Display Ads	Video Ads
Awareness	<ul style="list-style-type: none"> For all courses* 	For all courses (Set to dynamic remarketing)	After this month
Branding	<ul style="list-style-type: none"> Placement 	<ul style="list-style-type: none"> Placements Lifestyle Alumnus Media coverage Eminent personalities Industrial visits 	Selected 2 ads of 20 seconds for Kanpur
Enquiries	Call and Search	<p>Only to those who came from above 2 campaigns</p> <p>Download PSIT special prospectus/tips</p>	
Engagement		<p>MCQs ads</p> <p>Selection ads</p> <p>Webinar</p>	
Website Traffic		Display ads	
Inspiration		<p>Reflect culture, leadership, excitement, welcome student</p> <p>Our functions</p>	Classroom
Remarketing		<p>Website visitors</p> <p>Facebook engaged</p> <p>Awareness engaged</p>	

Campaigns objectives:

1. High CTR, Low CPC, Strong Conversions
2. Use all AdWords features in wide varieties
3. Target very specific audience
4. Attractive adcopy
5. Engaging landing page
6. High optimization and deep analysis of data

Reporting:

1. Daily basic reporting
2. Advance reporting in every 4 days
3. Audit campaigns and strategy every week
4. Competitors' analysis in every 5 days

Budget Distribution:

Campaign	Budget	ROI		
		Impressions	Clicks	Conversions
Branding	Rs. 15000	2.5 lacks+	12000	600 (5%)
Awareness	Rs. 7000	1.1 lacks+	8000	400
Enquiry	Rs. 3000	40,000	3200	160
Website Traffic	Rs. 2000	20,000	-	-
Engagement	Rs. 1000	20,000	1600	80
Inspiration	Rs. 1000	20,000	-	-
Remarketing	Rs. 1000	20,000	-	80
TOTAL	Rs. 40000	7.5 lacks+	24,800	1320

Courses:

- B.tech (All branches)
- M.tech (All branches)
- B.pharm
- M.pharm

- BBA
- BCA
- MCA
- MBA

Facilities:

- Infrastructure (LABs, Auditorium, AC Classroom)
- E-cell
- Clubs
- Awards of students/college
- Research and Development
- Personality Development

Placements:

- 2018 placement
- Best placements ever
- Companies which comes
- Placements over year