

# India's Leading International Residential School

**About :** The client is a **47 year old**, premier, fully residential, international boarding school that attracts students and teachers from across India, and expats from APAC, Middle East Asia, North America and the UK. It has a capacity of 700 full time students with a feature rich **150 acre campus**.

**Objectives :**

To grow the school strength to almost double its current size over the next five years, with 30% of students being admitted from outside India with the focus on **South East Asia & Middle East Asia**.

## Solution

- Conducted deep dive discovery to develop a strategy, transformation & execution roadmap.
- Bootstrapped a branding & lead generation program with paid media, SEO & social media as key drivers.
- Established a governance and project management structure to ensure marketing strategy is aligned to business objectives.

## Outcomes



**1,200 admissions**  
enquiries per year



**15,000+ followers**  
on Social Media



**275% increase**  
in website traffic



**10% conversion rate**  
for campaigns

The **digital presence** of the school is amongst the best within its peer group, when measured for **branding, traffic and engagement**.

The marketing program continues to be the primary driver of school's admissions & recruitment functions, with an **increasing percentage of admissions from outside India**.