



SCHOOL SaARTHI

A Dedicated School Marketing Agency

1000+
ADMISSIONS
IN SCHOOL

20000+
INQUIRIES
GENERATED

30+
UNIQUE
SCHOOL
LOGOS

WE KNOW
WHAT WORKS
IN SCHOOL
MARKETING

20+
RESPONSIVE
WEBSITES
WITH SEO

CHECK OUT
OUR IMPACT
IN NUMBERS

2000+
ENGAGING
FACEBOOK POSTS

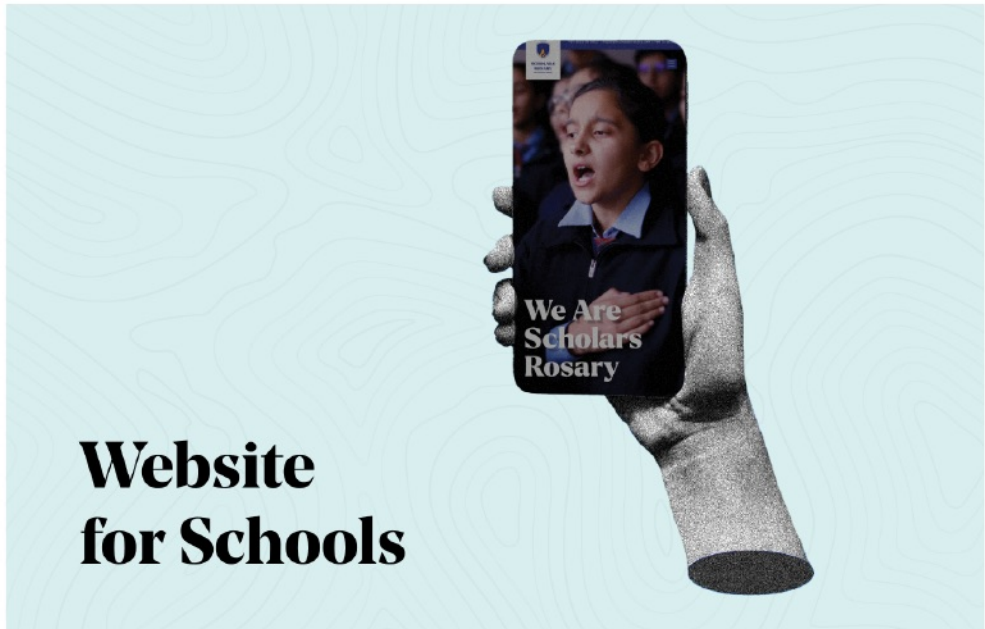
500+
INNOVATIVE
VIDEOS



Admission Marketing

- **Google Ads**
- **Meta Ads**
- **Youtube Marketing**
- **Events**
- **Email Marketing**
- **WhatsApp Marketing**

The infrastructure, and sports amenities, of your school, are aesthetically appealing and functional. Also, your institution can show all top faculties in the local area and excel in offering a diverse curriculum enriched with extra-curricular activities. While possessing these exceptional attributes is essential, the true potential is harnessed when there are student enrollments. To achieve this, your admission counselor requires a consistent stream of potential parent leads, which can be effectively converted into actual enrollments through strategic marketing initiatives. Most leads are generated via digital channels, prominently Meta Ads, representing a crucial source of lead acquisition for educational institutions.



Website for Schools

- **WordPress**
- **PHP/HTML**
- **UI/UX**
- **Responsive**
- **SEO**
- **Mobile-First Approach**

In the digital era, prospective parents' journey starts long before they arrive at the school. Through your website, prospective students and parents may explore the world of your institution with only a few clicks and get a sneak peek at the carefully designed educational ecosystem through this virtual gateway, which includes a comprehensive curriculum that develops young brains and a dynamic campus life. The website of your institution is the first place people make impressions, form opinions, and start their journey. Thus, having a website that is optimized up to the mark, and made with a mobile-first approach to attract prospective parents, who can choose your school to visit.



Branding for Schools

- **Logo Design**
- **Website**
- **Space Designing**
- **Social Media**
- **Print Collaterals**
- **Newsletters**

Everyone is aware that the first goal of any school is to enroll a large number of students; yet, building a strong brand for the institution must be the immediate second top priority for any school. Staff and student retention, school franchising, and expansion can all be very beneficial to your school's strong brand presence.

The most significant benefit is that it allows your school to be passed down from one generation to the next, maybe with much greater sophistication and inclusivity and with more new generational members. Thus, the school is little more than a commodity if it has a compelling and powerful brand presence in the marketplace.

SEO

Training+ Workshops

Events

Customized Photoshoot

Print Services

Social Media Management

CLIENTS



SARASWATI
GLOBAL SCHOOL



VEGA



GRAND COLUMBUS
INTERNATIONAL
SCHOOL



BUKMUU



Sportyze



REAL CODERZ



SCHOLARS
ROSARY



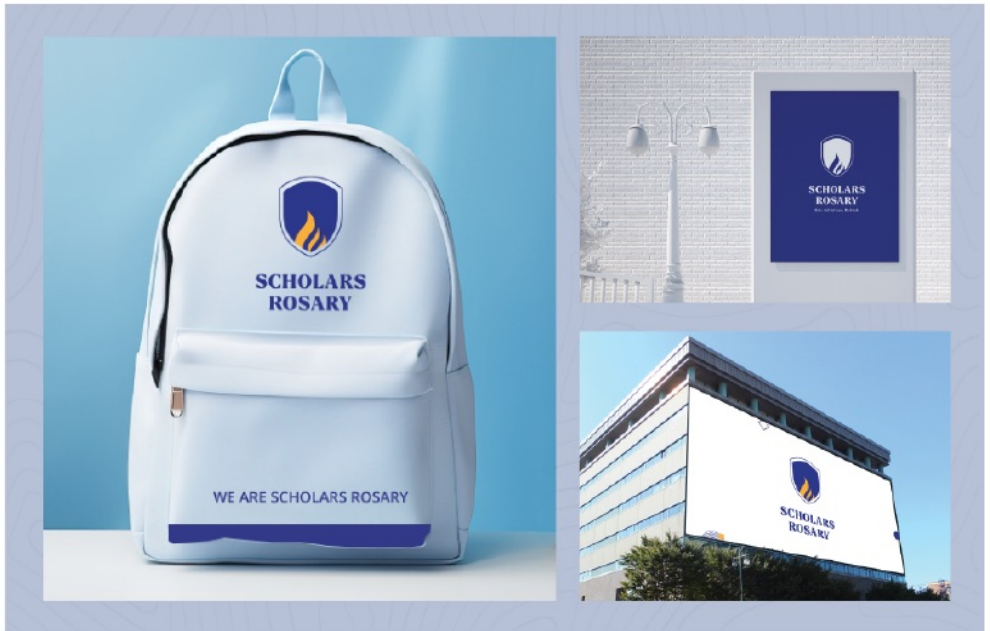
KUK
DU
KOO
LIT FEST

**SCHOOL
YEARS**



CASE STUDY

Scholars Rosary



Scholars Rosary, Rohtak, Haryana, stands as the foremost school in the city, outshining its competitors with a total enrollment of around 5,000 students across its four schools: Senior wing, Junior wing, Imperial, and Blossoms. Despite an already positive reputation in the city, the school sought enhanced branding, a challenge our team was prepared to tackle. Our approach involved understanding the school's deep-rooted values and culture, retaining elements like the flame symbol and the school's traditional colors of royal blue and yellow in a modernized logo.

A successful branding campaign was run by Saarthi, including billboards and social media promotions, and the unveiling of a new logo on the school's 20th-anniversary celebration. Truly appreciated by the Scholars Rosary community.

CASE STUDY

Kudukoo Lit Fest



The KukDuKoo Literature Festival, was inaugurated in 2019 with a distinctive focus on children as its core audience.

One of the festival's founders had been impressed by our previous work for the Gurgaon Literature Festival at Vega Schools, the challenge we voluntarily embraced was to coin a name. "NCLF" felt too generic and lacked the captivating appeal they desired. Saarthi's team embarked on a brainstorming journey to conjure a name that resonated with the language, expressions, and imaginative world of children. Amidst several compelling options, "KukDuKoo" ultimately won over the team's confidence.

The name "KukDuKoo" acted as a magnet, creating a lasting impression and strong brand recognition. Making it memorable and engaging for all age groups, from children to adults.

CASE STUDY

Little Columbus Branding



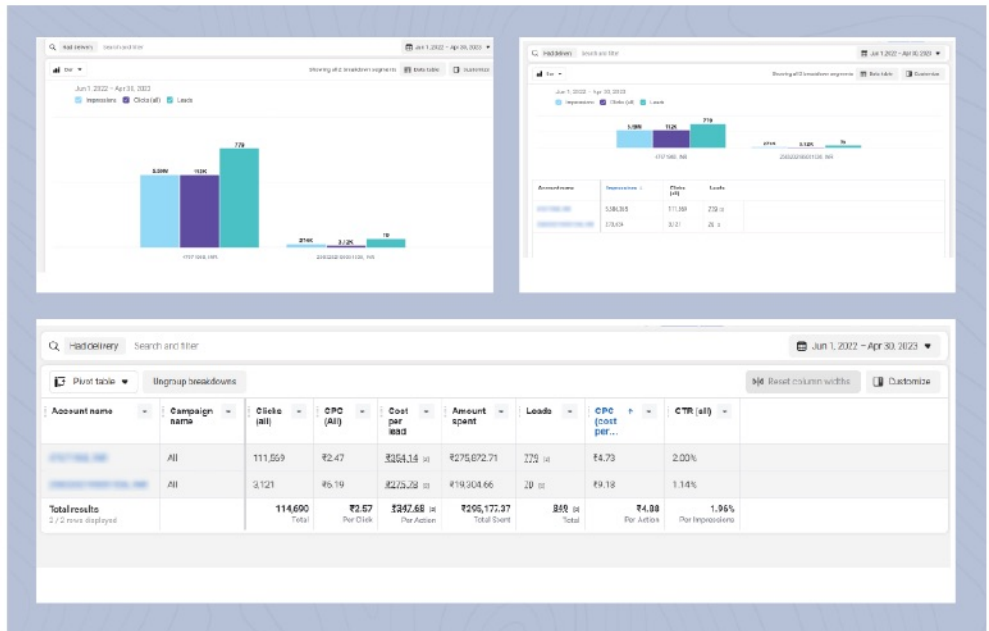
Little Columbus, a preschool by Grand Columbus International School in Faridabad, faced the challenge of branding alignment. This required matching the branding prowess of Grand Columbus while preserving the unique essence of a preschool.

The solution involved the soft and playful design. So, Saarthi created the logo that incorporated shapes with rounded corners, and soft colours with a pinch of warm color that is orange to sustain the contrast. Also, while making the website, a gentle and mellow outlook was created and showcased the school's values; Home Away From Home, Healthy Kids, Happy Kids, and Life Skills.

The results, although not immediately evident due to the lockdown, eventually led to increased enrollments, inquiries, and the establishment of Little Columbus as a strong, independent brand.

CASE STUDY

Saraswati Global School



Saraswati Global School, situated at Sec-105 Tigaon Road, in Faridabad is operated by Maheshwari Shiksha Samiti from the last 40 years. When the school reopened offline in 2021-22 after the pandemic lockdown, SGS aimed to attract new admissions. Despite facing challenges from the school's suburban location and budget concerns due to the pandemic's uncertainty, demanded 200 admissions. Saarthi aimed to draw suburban and urban parents through online marketing within a 3 lakh rupees budget. Initially, the Cost Per Lead was approx. Rs. 700-800, but gradually, it reduced to Rs. 200-250 per lead. Our efforts generated 1200+ leads for the school admission counselor. These marketing activities successfully brought in 180 students from the desired areas, with about 10-15% of admissions originating offline.

WHY WE ARE DIFFERENT?

Exclusivity

School Saarthi has been in the industry for 10 years but is known for its exclusivity as we are dedicated to school marketing.

Innovation

It is not just a value but a driving force that propels School Saarthi to push boundaries and deliver exceptional results for our clients.

Detailing

God lies in details. From a bird's view to a worm view, School Saarthi maintains detailed quality at every level of School marketing.

Honesty

Saarthi adheres to honesty and lives by it, yet found in situations when we are reluctant but motivated enough, to be honest on that part as well.

Design

We are known for distinctive designs, innovative concepts, and promising ideas, setting a standard for creativity and uniqueness in our work.



SCHOOL SaARTHI

Scan and Check
Our Portfolio



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