



**SCHOOL  
SaARTHI**

A Dedicated School Marketing Agency

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**We  
Know What  
Works In  
School  
Marketing.**



## Real Stories of **School Branding and Growth**



- Once upon a time, a school nestled on the city's outskirts approached us with a challenge—how to attract urban parents who wouldn't typically consider sending their children so far. The distance seemed like a mountain too high to climb, but with a bit of ingenuity and a lot of strategy, we managed to create a narrative that not only bridged the gap between the city and the school but made it a desirable destination for families looking for peace, space, and quality education away from the bustling noise of the city.
- In another instance, a rare sports school came to us with a challenge you wouldn't expect—they needed us to sell the unique combination

of their sports program and their livestock and dairy farm. We had to find a way to blend education, sports, and the charm of farm life into a package that appealed to both students and parents. It was an unusual task, but we embraced the uniqueness and turned it into a story of character-building, discipline, and hands-on learning.

- Then there was a school with a bold request—they wanted to achieve their three-year enrollment target in just one year. It seemed impossible, but through a blend of targeted marketing, community engagement, and a compelling school narrative, we helped them achieve their ambitious goal.
- One of our more challenging moments came when the third generation of a school's founding family wanted us to break the long-established identity of a three-decade-old institution. It required us to balance respect for tradition with the need for a fresh, modern approach.
- Over the years, we've faced countless such unique challenges. As an exclusive school and education marketing agency, we've worked with over 60 institutions, from play schools to universities, and after 10 years of experience, we can proudly say, **We Know What Works in School Marketing.**



## Our **Clients**



GRAND COLUMBUS  
INTERNATIONAL  
SCHOOL



SCHOLARS  
ROSARY



SARASWATI  
GLOBAL SCHOOL



VEGA



Sportyze

SCHOOL  
YEARS

THE **MOKSH**  
INTERNATIONAL SCHOOL



BRIDGE  
EDUCATION



REAL **CODERZ**





## Testimonials

Our client testimonials highlight the trust we've built and the results we've delivered, showcasing our dedication to driving growth, strengthening brand presence, and fostering lasting partnerships with schools across India.



**Moksha Yadav,**  
Founder

**Moksh International School,  
Gurgaon**

"This is my third year with the Saarthi team, and I never feel they are outsiders. The entire team works so closely that we find them to be one of us. Rebranding a three-decade-old institution was an uphill task, but these people did it effortlessly, and the quality is top-notch."



**Anubhav Maheshwari,**  
Founder

**Saraswati Global School,  
Greater Faridabad**

"In 2019, I visited an acquaintance's institution and was impressed with the quality of the branding and marketing work. After five years, the School Saarthi team did justice to our school brand. Be it admission enquiries, website design, or offline campaigns, they have been the best."



**Deepika Sharma,**  
Principal

**Grand Columbus International  
School, Faridabad**

"The School Saarthi team is incredibly passionate and talented. They guided us in brand repackaging, website design, and enrolment strategy. In our inter-school event, the 'Goonj' team Saarthi made up the whole premises engaging and lively through space design."



## Core **Services**



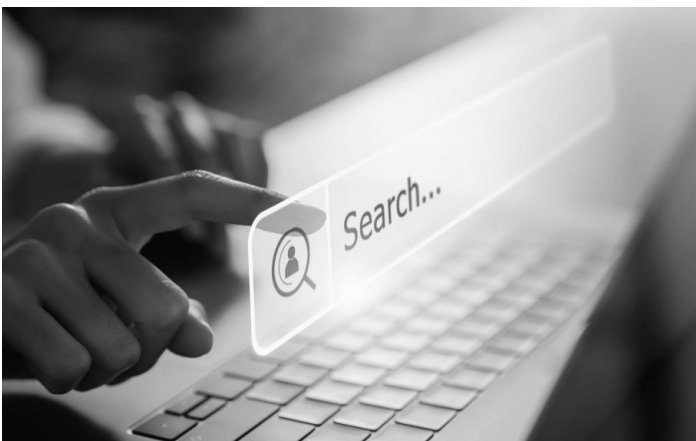
### **Admissions Marketing**

We provide daily admission inquiries from the exact locations the school wishes to target.

We ensure your message reaches the right audience by running highly focused ads on Google, Facebook, and Instagram. Additionally, we craft stunning designs and edit videos, which help you to hit your enrollment targets.

### **School Branding**

Rise above the rest! This is the only mantra in the school marketing. Whether it's a fresh logo, a new website, an engaging Instagram presence, or an innovative campaign, we craft strategies that make your school shine. We do everything to set your institution apart.



### **Website + Seo**

We understand that before parents step foot on your school grounds, they'll visit your website first. That's why we ensure your school ranks on the first page of Google. More than just a digital presence, we turn your website into a virtual admission counsellor, converting visitors into enrolled students.



## More **Services**



### **Photo & Videography**

We bring emotion, drama, and swag by capturing your school's activities, infrastructure, and culture with flair. From scriptwriting to props and direction, we handle every detail to deliver a standout production.



### **Social Media Post**

New-age parents, on their mobiles, are exploring your school's activities, life, and culture on Instagram and Facebook. Our content strategy, eye-catching social media posts, and captivating videos are the real thumb-stoppers.



### **Print Services**

Though the world is going digital, print still has a role in school marketing. Prospectuses, almanacs, flexes, banners, billboards, standees, newspaper ads—you name it, and we do it. Do we need to say more?





## Case **Study**

### **Read, How St. Xavier's World School Achieved 120 Enrollments Post-Pandemic?**



St. Xavier's World School faced a challenging situation when it launched shortly after the pandemic. Competing against established, big-brand schools in the area made it difficult for them to gain visibility and attract attention from parents. We first conducted an exclusive photoshoot to address this, capturing the school's best aspects to enhance its enrollment marketing efforts. With these high-quality visuals in place, we launched targeted ad campaigns on Google and Meta, focusing on the specific demographics of prospective parents. We could lower the cost per lead by continuously optimising the campaigns and improving ad relevancy. Our strategy included micro-targeting to ensure the right audience was reached. This approach generated approximately 650 high-quality leads, ultimately converting into 120 enrollments. The success of this campaign highlighted how impactful tailored visuals and targeted advertising can be, even in a highly competitive educational market.



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School Saarthi's targeted approach transformed our enrollment numbers, securing 120 new students post-pandemic. Their eye for visuals and ad strategy helped us stand out in a competitive market.

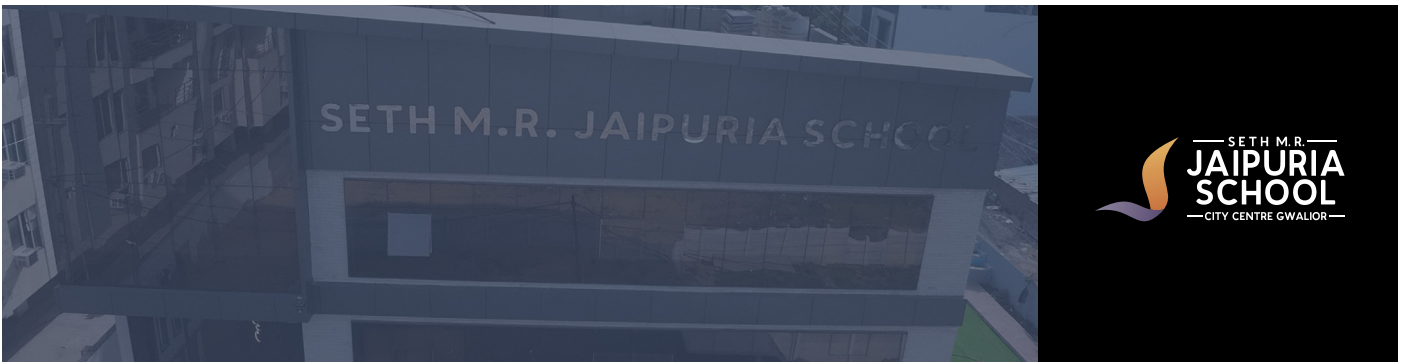






## Case Study

### **Achieving 150+ Enrollments in Just 3 Months Through Innovative Marketing Strategies”**



Seth MR Jaipuria School, Gwalior, set ambitious goals in its first year, aiming to establish itself quickly within the high-income demographic of a posh area. The challenge was to generate a substantial number of leads within a short 3-month period. While the school aggressively pursued outdoor media marketing, we needed to complement this with a robust digital presence. We produced engaging videos and reels to create a rich, luxurious visual experience, showcasing the school's premium offerings. However, with limited students available for the content, we creatively sourced children from outside the school to maintain the visual appeal. Through a well-coordinated 360-degree marketing approach that integrated both digital and traditional methods, we met the school's aggressive targets, securing over 150 enrollments in 3-4 months. This campaign highlighted the effectiveness of innovative content strategies and multi-channel visibility in a competitive, high-end market.



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The 360-degree marketing strategy by School Saarthi gave us over 150 enrollments in record time. Their innovative content and multi-channel approach were exactly what we needed to establish our brand.





## Case **Study**

### **“Transforming a 30-Year Legacy: A Seamless Rebranding for Moksh International”**



This 30-year-old school approached us with the challenge of completely rebranding its identity, including the school name, logo, and colour scheme. It was a delicate task, as we were working with a legacy built over three decades, which made it essential to strike the right balance between tradition and modern appeal. Our approach went beyond just redesigning the visual aspects of the brand; we also developed a marketing strategy that honoured the school's heritage while introducing a fresh, updated look. We incorporated celestial elements into the new logo to symbolise this evolution, capturing the institution's timeless values and forward-thinking vision. Throughout the branding campaign, we consistently highlighted the school's established legacy, presenting it with a modern twist. As a result, this transition, while initially seen as risky, became seamless, generating excitement and buzz across the city.



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Rebranding a 30-year legacy felt daunting, but School Saarthi handled it with precision and respect for our heritage. The new identity was a perfect blend of tradition and modern appeal.





## LOGO + **Branding**



Real  
**Coderz**



Grand Columbus  
**International  
School**

The Moksh  
**International  
School**

THE **MOKSH**  
INTERNATIONAL SCHOOL

Little  
**Columbus**



KUK  
Du  
Koo



**Sportyze**

School  
**Years**

**SCHOOL  
YEARS**

Bridge  
**Education**

  
**BRIDGE  
EDUCATION**



## LOGO + **Branding**



Srjan



The  
Magic  
**Tree**

Decoder

**DECODR**  
zyoti arey | co-founder | zyoti@decodr.in

Bukmuk



Scholars  
**Rosary**



Saraswati  
**Global  
School**

Reading  
**Torch**



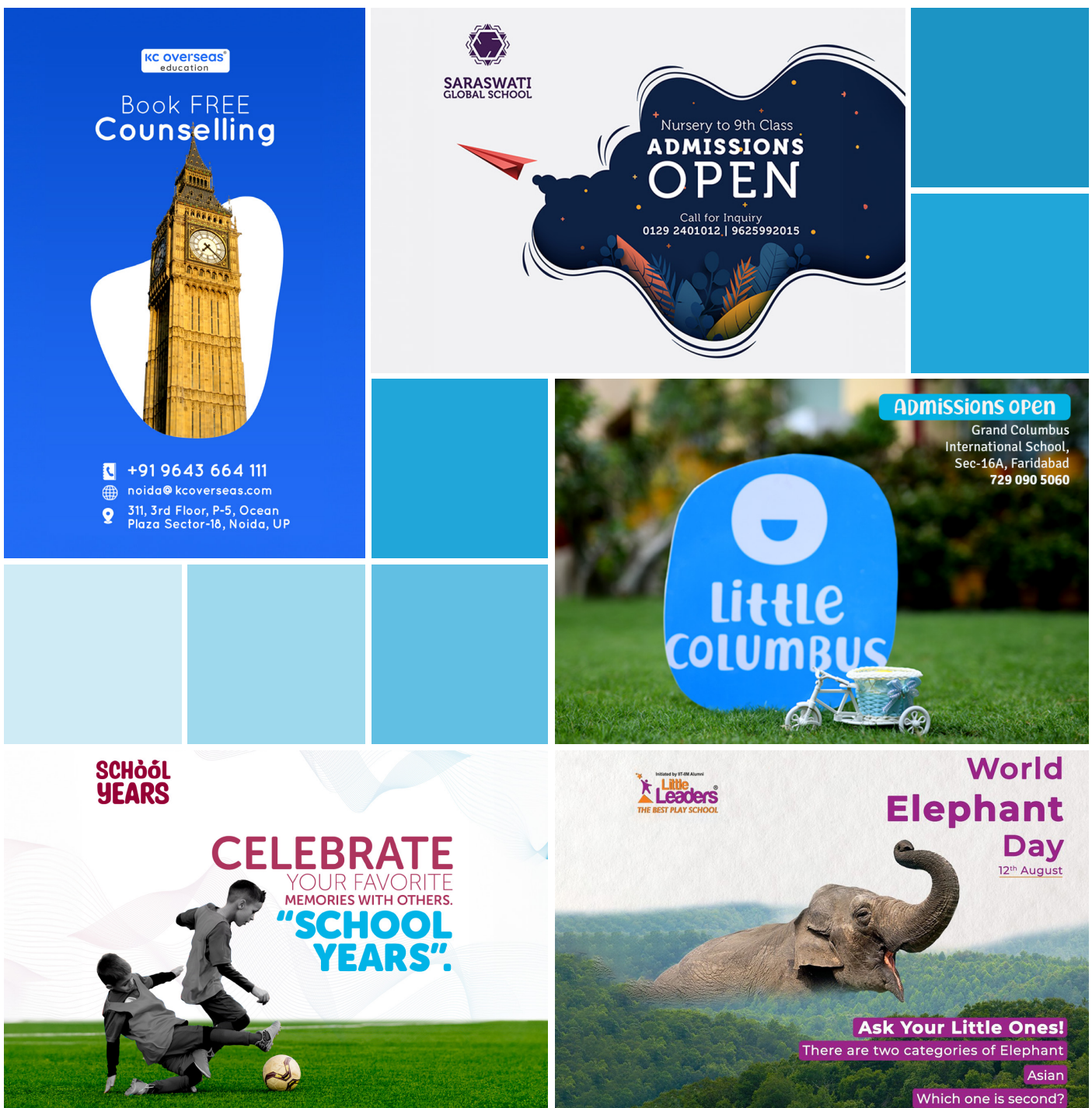
BNPS  
**jr.**







## Soical Media Post



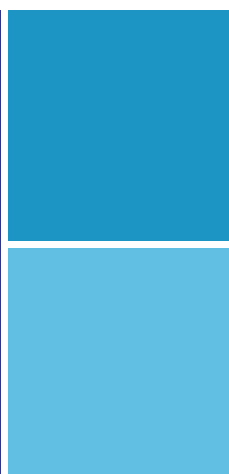


# Soical Media Post

**SCHOLARS ROSARY**  
INTERNATIONAL SCHOOL

**ADMISSIONS OPEN**  
SESSION 2023-24

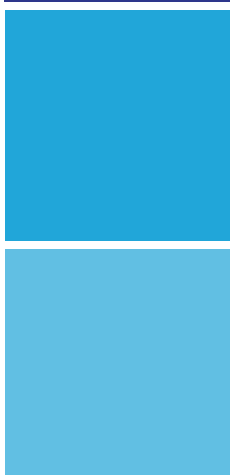
+91 8930 12 2222  
6 KM STONE, VILLAGE BOHAR, SONIPAT ROAD, ROHTAK - 124001 (HARYANA)



**IF ONLY I HAD 10 HEADS**

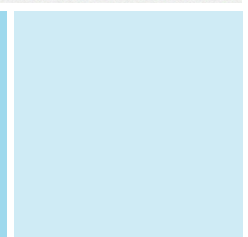
Wish you all Happy Dussehra

**KUK DU KOO LIT FEST**  
7-8 DEC 2019



**THE MOKSH**  
INTERNATIONAL SCHOOL  
Formerly Jhankar Sr. Sec. School

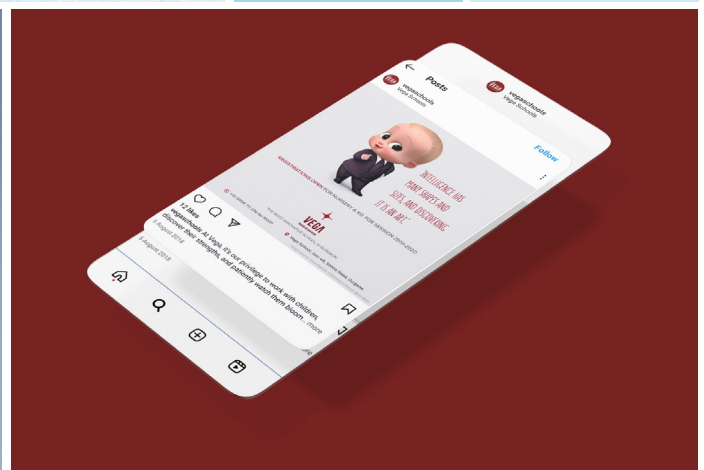
**Happy MENTAL HEALTH DAY**  
10th OCT  
Students practice yoga, meditation, read books, and take care of their mental health.



**Type of Food**

**Store in Fridge?**

Type of Food	Store in Fridge?
Bananas	No
Lemons	Yes
Onions	No
Eggs	Yes
Bread	No



# Frequently Asked Questions

**Q Will you market our school in residential areas like societies and apartments? Do you offer offline marketing?**

**A** No, we specialise in online and digital marketing through platforms like Google, Facebook, Instagram, WhatsApp, and more.

**Q Your office is far from our school. How will you handle marketing in our area?**

**A** Distance isn't an issue since we focus on digital marketing. We run targeted school ads on mobile devices and laptops, so your location won't affect the campaign's reach.

**Q How many admissions can you guarantee for our school?**

**A** We don't guarantee admissions, but we generate valuable inquiries, which your admission counsellor can convert into enrollments.

**Q We already advertise in newspapers and distributed flyers. Why should we invest in digital marketing?**

**A** Print ads are costly and offer limited control. Digital marketing lets you target parents by age, location, and specific interests, ensuring your school reaches the right audience and generates more relevant leads.

**Q Why should we hire School Saarthi when there are so many ad agencies?**

**A** Unlike other agencies that cater to various industries like clothing, real estate, and travel, we focus exclusively on schools. With over 10 years of experience in education marketing, we've mastered the specific strategies and insights needed for effective school branding and admissions.



“You can’t read  
the label from inside  
the jar.”

**You need help  
from the outside.**

Ready To Talk?

**When Your  
Challenges Are  
Unique**

Although your school may seem similar to other schools, you know its challenges are unique, and you need a customized growth strategy.

1

**WHEN DO  
YOU NEED  
CONSULTING**

**To Rise Above  
The Rest**

You want to escape the competition. Your team has to fight for enrollments every year. Either spend lakhs on advertising or give heavy discounts.

2

**If You’re A New  
School**

A new institution faces many challenges, and often, educationists and stakeholders need more marketing expertise with a long-term strategy right for their budgets.

3



## Why **Saarthi**

We do not sell Shirts, Shoes, Sweets, Soaps etc. We only know education marketing, and that is our strength. Know what makes us different.

**We exclusively  
Work With  
Schools**

**01**

**We provide  
customised  
Solutions to  
Schools**

**02**

**Complete  
Marketing  
Solution**

**03**



Why **Saarthi**

**10 Years of  
Experience**

**04**

**Innovative &  
Unique Solution**

**05**



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