

A Dedicated School Marketing Agency



**SCHOOL
SaARTHI**

Marketing and branding, exclusively for schools.

«

We Know What Works In School Marketing.

*We do not sell shirts,
shoes or soaps.
Only schools.*



About **Saarthi**



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 that had 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.



A Good School Can Still Remain Unnoticed.

Admissions targets may remain unachieved even after running campaigns. Enquiries may come, but not from the right parents. The website may look outdated, social media may fail to reflect the real quality of the school, and marketing activities may continue without a clear strategy.

In many cases, the real challenge is not the lack of effort. It is not knowing what needs to be fixed first.

Is it the school's positioning?

Its communication?

Its digital presence?

Its advertising?

Or the way enquiries are being handled?

At School Saarthi, we begin by identifying the real challenge— before recommending the solution.





A Dedicated School Marketing Agency

14+

Years of experience

20,000+

Admission enquiries generated

60+

Schools worked with

30+

Branding projects

Pan-India

Experience across diverse school markets



How **Schools Became Our Specialisation**

It Started Naturally

Many of our earliest clients came from the school and education sector. With every new project, we gained a deeper understanding of school marketing, parent expectations and admission-related challenges. Over time, we began to recognise this sector as one of our strongest areas.

We Saw An Opportunity To Do Better

School communication often appeared predictable and lacked the creativity commonly seen in mainstream advertising. We believed schools deserved stronger ideas, better design and more innovative communication. This motivated us to bring professional advertising practices into the education sector.

We Chose to Follow Our Own Advice

While consulting businesses, we often advised them to focus on a niche and build deeper expertise. Eventually, we asked ourselves the same question. If specialisation was helping our clients grow, why should we remain generalists? That decision led us to become a school-only marketing agency.



What **We Do**

Admissions Growth

- Enquiry generation
- Meta advertising
- Google advertising
- Landing pages
- WhatsApp campaigns
- Campaign strategy and optimisation

Brand Development

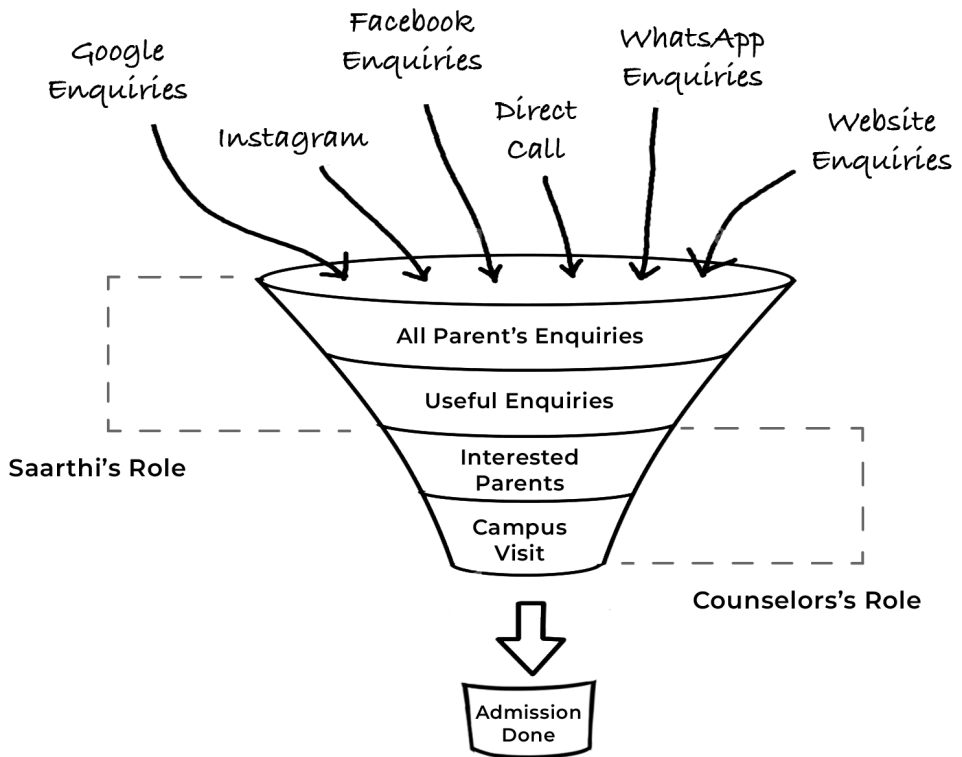
- Logo design
- Brand guidelines
- Print and space communication
- Transport and signage branding

Digital Brand Building

- Social media branding
- Content strategy
- Photography
- Videography
- Seo | ChatGPT Answers
- Website development
- Online reputation



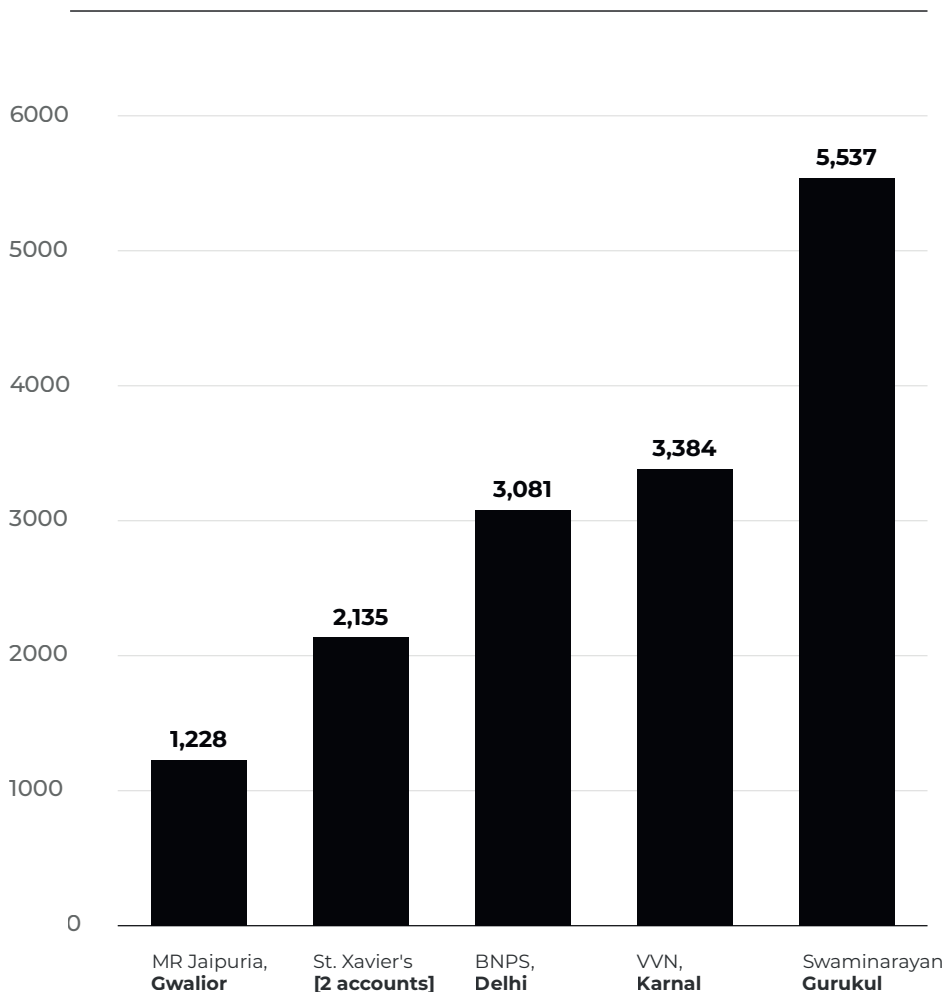
From Parent Enquiry To Enrolment





THE SCOREBOARD

Form leads delivered — five flagship school accounts [all-time]

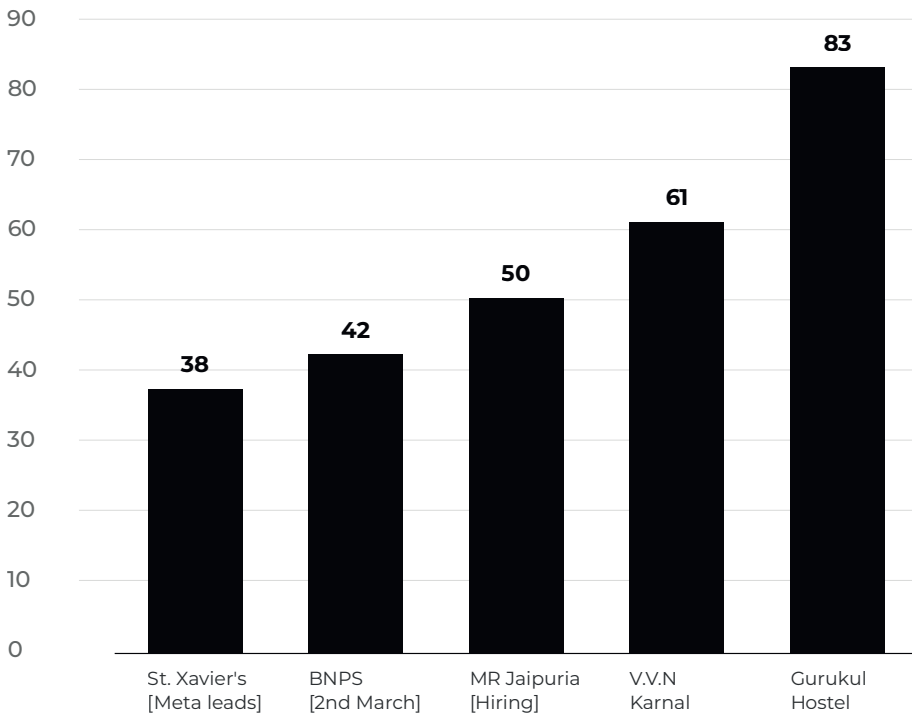


15,365 admission and enquiry leads —
counted from the live dashboards shown on the following slides.



EFFICIENCY

Cost-per-lead highlight [₹] and awareness scale



17.4M

people reached -
one Gurukul awareness
campaign @ ₹4.31 per 1,000

4.2M

reach for BNPS awareness
@ ₹5.25 per 1,000

₹0.02

per post engagement
[MR Jaipuria social]

*Admission leads when it is season. Awareness at pennies when it is not.
Both, measured.*



How **School Saarthi** Works

1

Understanding The School

Understanding the school, leadership, strengths, weaknesses, competition and admissions geography.

2

Whitepaper & Strategy

Creating a shared strategic understanding before communication begins.

3

Campaign & Content Planning

Deciding message, audience, platforms and creative direction.

4

Creation & Execution

Content, designs, videos, landing pages and campaigns.

5

Measure, Review & Improve

Reports, performance review and continuous optimisation.



Success Story

Shree Swaminarayan Gurukul International School | Gurgaon – Delhi NCR

Campaigns

Google

Duplicate

Ads

Advert

More

Columns: Performance and clicks

Breakdown

Groups

Nov 1, 2025 - Apr 10, 2026

Off/On	Campaigns	Delivery	Actions	Attribution setting	Results	Reach	Frequency	Cost per result	Budget	Amount spent
Off	SS For Gurukul Day Boarding Leads Campaign 2nd 27	Active	7-day click on ...	All conversions	1,813	771,042	3.67	₹82.25	Using ad sent be ...	₹143,75
Off	SS For Gurukul Hostel Leads Campaign 2nd 27	Off	7-day click on ...	All conversions	2,004	721,089	3.26	₹75.75	Using ad sent be ...	₹143,75
Off	SS For Lead Gen Campaign Saarthi_2025_27	Off	7-day click on ...	All conversions	---	835,352	2.07	---	Using ad sent be ...	₹14,71
Off	SS For Gurukul Leads Campaign 1st Nov 2025	Off	7-day click on ...	All conversions	138	121,795	1.59	₹81.26	Using ad sent be ...	₹16,09
Off	SS For Gurukul Awareness Campaign 6th Oct	Off	7-day click on ...	All conversions	14,048,478	14,048,478	1.70	₹6.23	Using ad sent be ...	₹16,36
Active	Gurugram hostel leads campaign - Copy	Active	7-day click on ...	All conversions	---	---	---	---	Using ad sent be ...	---
Active	Gurugram hostel leads campaign	Active	7-day click on ...	All conversions	---	---	---	---	Using ad sent be ...	---
Active	HYD Hostel Leads campaign	Active	7-day click on ...	All conversions	2,955	848,875	3.27	₹53.47	Using ad sent be ...	₹156,0
Active	HYD Day School Leads campaign	Active	7-day click on ...	All conversions	---	---	---	---	Using ad sent be ...	---
Off	Skill Education Co-Ordinator BLR campaign	Off	7-day click on ...	All conversions	---	---	---	---	Using ad sent be ...	---

Shree Swaminarayan Gurukul International School Gurugram



Swaminarayan Gurukul is part of an established education group with around 20 schools across India. However, its Delhi NCR campus represented an important challenge—it was the group's first major presence in North India. While the Gurukul model had already proved successful in other parts of the country, the same communication and marketing approach was not connecting as strongly with parents in the Delhi NCR market.

The challenge was not simply to generate more leads. It was first to make the school's philosophy easier for local parents to understand and relate to. The school traditionally communicated its educational approach through **Vidya, Sadvidya and Brahma vidya**. School Saarthi simplified this deeper philosophy into a more immediate and parent-friendly proposition: **"Shiksha + Sanskar."** It retained the essence of the Gurukul philosophy while communicating it in a language that resonated naturally with the market.

From there, we developed separate campaigns for **day boarding and hostel admissions**, supported by multiple creatives and videos. The initial communication focused on building awareness and familiarity, followed by performance campaigns designed to generate enquiries.

Between **1 Nov 2025 and 10 April 2026**, ₹3.09 lakh in lead-generation spend generated **4,015 enquiries**, at an average cost of approximately **₹77 per lead**. The awareness campaign additionally reached over **1.4 crore unique people**, while **47% of the enquiries were classified as relevant leads**. The campaign ultimately contributed to **76 admissions**, helping the school strengthen its presence and acceptance in the Delhi NCR market.



Success Story

The Badhani School | Pathankot, Punjab

Ad sets										
Aug 1, 2025 - Mar 31, 2026										
Columns Breakdown Groups										
Delivery	Actions	Attribution setting	Results T1	Reach T1	Frequency T1	Cost per result	T1	Budget T1	Amount spent	Ends T1
enjab 6 Ladakh 128th a...	● Active	(1) 3 recommendations	7-day click or ...	—	—	—	—	—	₹0.00	Ongoing
			All conversions	Lead (Form)			Per Lead (Form)	Not shared		
pe classrooms of Badha...	● Active	(1) 1 recommendation	7-day click or ...	61,462	1,059,786	1.91	₹0.48	₹150.00	₹23,681.15	Ongoing
			All conversions	Link clicks			Per Link Click	Daily		
(Day Scholars) 7th march	● Off	—	7-day click or ...	32	82,604	2.99	₹243.22	Using ad set ba...	₹7,953.97	Ongoing
			All conversions	Lead (Form)			Per Lead (Form)	Not shared		
ampaign 10th Jan 26	● Off	—	7-day click or ...	33	10,190	4.29	₹146.30	Using ad set ba...	₹24,624.70	Ongoing
			All conversions	Lead (Form)			Per Lead (Form)	Not shared		
ship 12th Dec	● Off	—	7-day click or ...	64	212,730	3.11	₹376.91	Using ad set ba...	₹24,522.44	Ongoing
			All conversions	Lead (Form)			Per Lead (Form)	Not shared		
en (ROI) 1st Nov 2025	● Off	—	7-day click or ...	1,237	913,158	3.23	₹134.41	Using ad set ba...	₹166,265.94	Ongoing
			All conversions	Lead (Form)			Per Lead (Form)	Not shared		
n/Ladakh Lead Gen 24L...	● Off	—	7-day click or ...	138	248,917	3.48	₹232.91	Using ad set ba...	₹32,342.08	Ongoing
			All conversions	Lead (Form)			Per Lead (Form)	Not shared		
ess Campaign 27/07/25	● Off	—	7-day click or ...	6,723,509	6,723,509	2.01	₹5.56	Using ad set ba...	₹23,908.40	Ongoing
			All conversions	Reach			Per 1,000 People Rea...	Not shared		



The Badhani School

Badhani, Pathankot 145001 Punjab

The Badhani School, Pathankot, is a boarding school serving both day scholars and hostel students. For nearly five to six years, the school had been struggling to generate enough enquiries for its boarding facilities. Our approach began not with lead-generation ads, but with strengthening the school's perception in the market. We enriched its social media communication with stories around boarding life, infrastructure, school culture, sports, life skills and the overall experience students receive while living on campus. The objective was to first give parents enough reasons to understand, trust and consider the school.

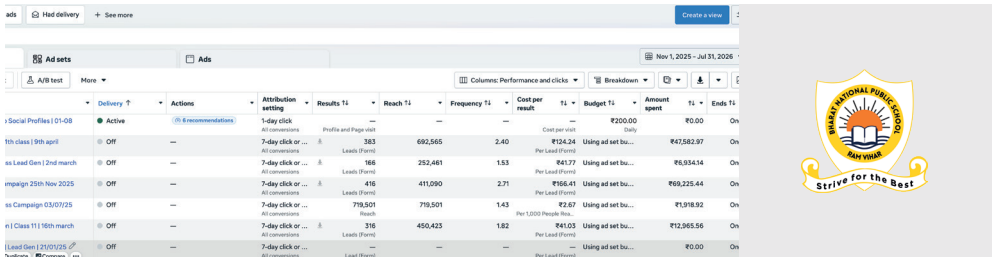
Once this communication foundation was established, we launched targeted admission campaigns across Delhi NCR, Chandigarh, Jammu & Kashmir and Leh-Ladakh. Scholarship campaigns were also introduced to attract academically strong students and widen the school's reach. The success of the domestic campaigns later encouraged the school to expand its admission marketing to the UAE and Dubai market as well.

Between **1 August 2025 and 31 March 2026**, the primary campaigns generated **1,237 leads from ₹1.66 lakh in ad spend**. Dedicated J&K and Leh-Ladakh campaigns generated another **138 leads**, scholarship campaigns generated **64 leads**, and UAE/Dubai campaigns brought **33 international enquiries**. The awareness campaign reached over **67 lakh unique people**, while **42% of all enquiries were classified as relevant leads**. The campaigns ultimately contributed to **48 admissions**, helping the school rebuild momentum for its boarding programme and expand its admission reach beyond its traditional market.



Success Story

Bharat National Public School, Delhi



Adsets	Delivery	Actions	Attribution setting	Results	Reach	Frequency	Cost per result	Budget	Amount spent	Ends
Social Profiles 01-08	Active	Recommendations	1-day click	Profile and Page view	383	692,565	2.40	₹124.24	₹200.00	On
1th class 9th april	Off	---	7-day click or ...	Leads (Phone)	168	252,481	1.53	₹41.77	Using ad set bo...	On
ss Lead Gen 2nd march	Off	---	7-day click or ...	Leads (Phone)	416	411,090	2.71	₹66.41	Using ad set bo...	On
mpaign 25th Nov 2025	Off	---	7-day click or ...	Leads (Phone)	719,501	719,501	1.43	₹2.67	Using ad set bo...	On
ss Campaign 03/07/25	Off	---	7-day click or ...	Leads (Phone)	450,423	450,423	1.82	₹41.03	Using ad set bo...	On
ri Class 11 18th march	Off	---	7-day click or ...	Leads (Phone)	---	---	---	---	Using ad set bo...	On
Lead Gen 21/07/26	Off	---	7-day click or ...	Leads (Phone)	---	---	---	---	Using ad set bo...	On



BNPS Ram Vihar, is a long-established East Delhi school known for its academics and curriculum. For years, admissions had come naturally without any significant marketing. However, the situation changed after the pandemic. Enrolments declined, some seats remained vacant for two to three consecutive years, and a newer school with impressive infrastructure nearby began attracting a larger share of parent attention.

School Saarthi's first objective was therefore not simply to generate leads, but to **bring BNPS back into active consideration among East Delhi parents**. We began with a focused brand-awareness campaign across the surrounding 7–8 km market, reinforcing the school's established academic value and expanding its visibility. We then created two distinct admission funnels—one for **Nursery to Class VIII** and another specifically for **Class XI**, allowing the communication and targeting to reflect the different priorities of each parent segment.

Between **1 November 2025 and 31 July 2026**, the Nursery–VIII campaign generated **416 leads from ₹69,225 in ad spend**, while the Class XI campaigns generated **865 leads from ₹67,483**. Across the campaigns, **57% of enquiries were classified as relevant leads**.

The result was **160 enrolments from Nursery to VIII and approximately 40–45 enrolments in Class XI**, enabling the school to achieve its admission target and regain momentum in an increasingly competitive local market.



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.



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.



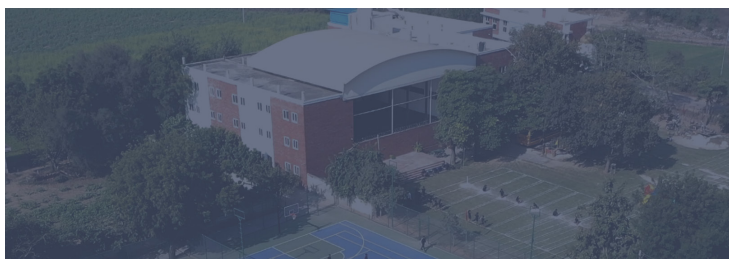
The 360-degree marketing strategy by School Saarthi gave us over 150 enrollments in record time. Their innovative content and multi-channel approach were exactly what we needed to establish our brand.

”



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.



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.





Brands **We Have Created**



Srjan



The Magic Tree

Decoder



Bukmuk



Scholars Rosary



Saraswati Global School

Reading Torch



BNPS jr.





Brands **We Have Created**



Real
Coderz



Grand Columbus
**International
School**

The Moksh
**International
School**

THE **MOKSH**
INTERNATIONAL SCHOOL

Little
Columbus



KUK
Du
Koo



Sportyze

School
Years



Bridge
Education





Brands **We Have Created**



Vivekanand
Vidya Niketan



Della
Junior

Incredible
Kids Of India



Peacock
Scholarship



PRANA
A Handbook for Parents & The Kids
August 2020

Prana



Victoria
**Public Sr. Sec.
School**

Goonj



DIY
Fest



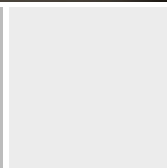
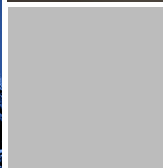
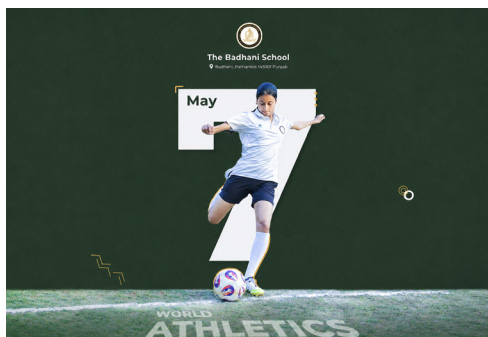


Soical **Stories We've Told**



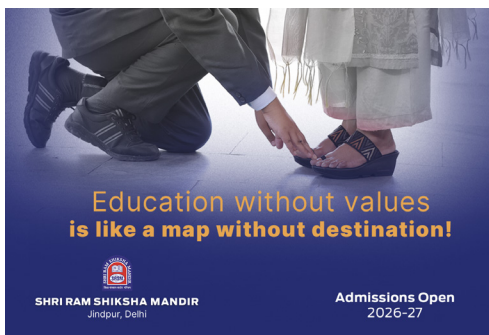


Soical Stories We've Told





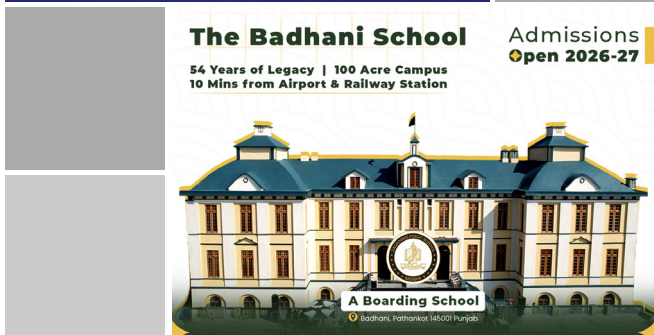
Ads Campaigns We've Created



Education without values
is like a map without destination!


SHRI RAM SHIKSHA MANDIR
Jindpur, Delhi

Admissions Open
2026-27



The Badhani School

54 Years of Legacy | 100 Acre Campus
10 Mins from Airport & Railway Station

Admissions
Open 2026-27

A Boarding School

Badhani, Pathankot 145001 Punjab



WHERE EVERY
LESSON SHAPES
A FUTURE

Well-designed curriculum -
Well-trained, caring teachers -
Active parent-teacher -
partnership






IB Candidate School

Esaki Vidyaashram IB Candidate School
Admissions Open [2025-2026]
Nursery To Grade V

+91 999 454 2999 | www.esakividyaashramib.com
10, Dr Natesan Salai, Ashok Nagar, Chennai, Tamil Nadu



Confidence
Begins with
Communication!


Admissions
Open 2026-27
Humanities
& Commerce



Unleash Your
Potential With
11+ Sports At MIS!

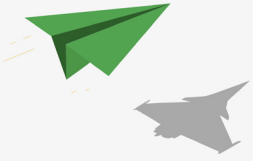
Admissions
Open [2026 - 27]

INTERNATIONAL SCHOOL



Ads Campaigns We've Created

ADMISSIONS OPEN [2025-26]
Nursery To Grade V
Esaki Vidyashram IB Candidate School



Nurturing learners from the very beginning.

SHRI RAJENDRA SINGH INTERNATIONAL SCHOOL

ADMISSIONS OPEN
2026-27



The Badhani School
Badhani, Pathankot 145001 Punjab

Sharpen your ability with
Creativity & confidence

Admissions Open 2026-27



SAVITRI TREE School

Admissions OPEN
2024-25



+91 9818 32 1969
TECHZONE VII, HS-5 Greater Noida,
201307, U.P.

JAIPURIA SCHOOL

15:1
Student-Teacher
Ratio for
Personalised
Attention

Admissions
Open 26-27
+91-9685 09 6250/51/52



Befitting Sukhiti Tower,
Near Hospital Garden, Sachin, Yamdular Mang, City Centre, Greater

SRS INTERNATIONAL SCHOOL
CLASSIC • CLASS • LEADERS

Grooming the Next Generation of Leaders!

- Up to 100% Scholarship
- CUET Learning Programme
- Highly Qualified Educators

Admissions Open
Class 11th
Non-medical | Commerce

Inquire Now

Near Amrita Chowk, Sector-05, Greater Faridabad-121002
+91 8826000008 | +91 8826910076





Our Clients

Apeejay School,
Navi Mumbai

Seth MR Jaipuria,
Gwalior

Vibgyor School,
Mumbai

Billabong High School,
Pune

Ryan International,
Mumbai

Bnps,
Delhi

Kukdukoo Lit Fest,
Noida

Pratap Sports School,
Sonipat

Moksh International School,
Gurgaon

Happy English School,
Delhi

Kunskappskolan,
Bangalore

Gurukul The School,
Ghaziabad

Salvation Tree, Greater
Noida

Shiv Jyoti Convent School,
Kota

Grand Columbus,
Faridabad

Saraswati Global School,
Faridabad

Euro School,
Pune

St. Xaviers World School,
Ghaziabad

Kidzee,
Hyderabad

Thakur Public School,
Mumbai

Scholars Rosary,
Rohtak

Imperial Campus,
Rohtak

Little Columbus,
Faridabad

Vega Schools,
Gurgaon

KC Overseas,
Noida

Symbiosis International School,
Pune

Hsv Global School,
Gurgaon

Tree House International,
Mumbai

Orchid International School,
Mumbai

GD Goenka,
Greater Noida



Testimonials



“Changing a 30-year-old brand is always a risk. School Saarthi supported us immensely in renaming and creating our new visual identity, then managed it so seamlessly that within a couple of years, the new brand already felt well established.”

- Mrs. Moksha Yadav, MIS-Gurgaon.

“School Saarthi always comes up with fresh and innovative ideas, no matter what challenge we throw at them. Their creative output has consistently been impressive, and I would comfortably rate their creativity an eight or nine out of ten.”

- Mr. Amrit Khungar, BNPS International, New Delhi.



“Following Seth M.R. Jaipuria's strict brand guidelines had been difficult for agencies we worked with earlier. School Saarthi handled the brand beautifully, while also generating quality admission leads that helped us achieve our target in the very first season.”

- Mr. Amit Dubey, Seth MR Jaipuria, Gwalior.



What **Makes** **School Saarthi Different**

● **Exclusively Focused on Schools**

We work only with schools and education institutions. This focused experience helps us understand admission cycles, parent expectations, school management concerns and the communication challenges that are unique to the education sector.

● **Learning Across Different Schools and Markets**

Every school, city and parent community teaches us something new. Our experience across different locations and school categories enables us to apply relevant insights, avoid common mistakes and develop strategies suited to each market.

● **Customised, Not Copied**

We do not use the same strategy, campaign or communication for every school. We first understand the school's strengths, challenges, positioning, competition and admission goals, and then build the right mix of branding and marketing solutions around them.

F A Q

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.



The **People Behind the Work**

Creative Leads



Vicky Moral



Anuj Moral



Gulshan Yadav

Ads & Projects



Jatin Jain



Lisa Singh



Tarang Nagar

The Torch-Bearers



Priyanka B Kasana



Kasana



Good Schools Deserve Good Marketing

Running a good school without effective marketing is like telling a powerful story in a room where no one can hear it.

Good marketing does not make a school appear better than it is. It helps the right parents understand what already makes it valuable.

At School Saarthi, we believe meaningful education deserves thoughtful communication—because when a good school is seen, understood and trusted, more families get the opportunity to become part of its journey.

**Let's Understand Where Your School's
Next Growth Opportunity Lies.**

Book a discovery conversation

+91 8744 88 7733

**We Don't Market
Real Estate, Fashion, Food Or Anything Else.**

We work only with schools—and we know how to
make the right parents notice, understand and choose them.



**SCHOOL
SAARTHI**

schoolsarthi.com
hello@schoolsarthi.com | +91 8744 88 7733