

Disclaimer:
*For privacy and confidentiality reasons, the
client's/ institution's name has been intentionally blurred.*

White Paper
[ School
[Gurugram]

This whitepaper represents our understanding & recommendation for the school, which we have acquired over several meetings. It will be shared with other members of our team so that everyone has the same understanding of the school. We are sharing this whitepaper so that you can give feedback and cross-check that have we correctly perceived everything or not. Please let us know if we have any understandings that are inaccurate. We will make the necessary changes and re-share it again.

OUR UNDERSTANDING

_____ School is situated in Gurgaon, _____ road. The school's primary identity is _____. _____ primarily target the children of East Asia, i.e. Japanese & Korean along with other students.

The school wants to market in a way that acts like a magnet, drawing potential parents to the school and stimulating them to make inquiries in response. The school believes in Passive or Pull marketing where they target east Asian parents primarily through word-of-mouth or influencer marketing. They have influencers in different international clubs and events that attract east Asian parents to the school and they need to follow this approach throughout the year. The institution does not want direct advertising strategies like calling potential candidates through admissions counselors or offering lucrative incentives.

It is commonly known that Japan and Korea do not have good ties, and having them together in one place is difficult for the school. The school aspires to enroll more Indian students but currently, we are unable to recruit more since we seem to be a little expensive to the parents. In the near future, the school wants to have 50:50 student composition, i.e. 50 Korean and Japanese students and 50 Indian students. Team Saarthi believes that the best ratio should be 70:30 for the following reasons.

- The proposition will be unique if 70% of the students are from East Asia.
- We hope that once the school is successful in Gurgaon, the market will expand as more and more East Asian companies have started establishing their bases in nearby cities. Accordingly, in East Asia, it will be well established that _____ is the only school for their kids in India. If the composition is 50:50, the unique proposition will be compromised.

- When the parents see we have 70% east Asian students. Maintaining high-end fees for Indian students will be easier.

RECOMMENDATIONS

Since we have decided to use passive, pull, or magnet marketing. Then our basic aesthetic must be in place.

Website with clear messaging

There should be clarity in messaging on our website. Currently, our website needs to convey our [REDACTED] adequately. We are talking less about the east asian target audience on our website. We should capture the emotion of [REDACTED] through our visuals.

Why is a Website important in passive marketing?

The website act as a portfolio for us. Since we have decided to avoid reaching our target audience through calling and admission councellor. The only way they can reach us is through our website. Therefore it's important that our clear identity is reflected through our website.

By Statistica - 82% of influencers' factors are designing on the website. On our website, there is scope for design enhancement. Since we are inclined toward passive marketing It's essential that we make our website strong.

Marketing strategy

For us, SEO is really crucial. We learned from the school, that they are doing a lot of SEO for East Asian target audiences but for Indian target audiences, the SEO is relatively less. We recommend performing a full-fledged SEO campaign for our Indian target audience. Since SEO is a user-driven process where the target audience searches about the school themselves on google and as it's coming via our website, it's important that we focus on our SEO.

Social media for branding

We need to discuss our Indian, Japanese, and Korean cultures on our social media platforms. Through our creatives & visuals, we should also discuss their countries' relationship with each other. We can also have a photoshoot to show the children's bond with each other. We will eventually position ourselves to be better knowledgeable about these nations. It would also be a deciding factor for them to join us because they would believe that we know far more than other schools. We have made a few videos on embassies, so we should forward them on our social media too.

Talk about our people

In this section, we should discuss our owner, staff, and East Asian staff. We would showcase that our team in the schools knows about Japanese & Korean cultures. Accordingly, we can also build a story connection between our staff with east Asian people. made a few videos on embassies, so we should forward them on our social media too.

Branding is the only activity [redacted] should do

As a form of pull marketing, branding serves as a marketing activity. Although we don't reach our target audience directly, we strengthen our position through branding which gives you enough reasons to buy the product from the stakeholders. Over a period of time, you are able to position yourself through branding. Like how we say affordable pizza to Domino's, 30 minutes pizza delivery to Domino's, and innovative technology to Apple, etc. Similarly, we want a synonym for east Asian students. If they are in India the only school for them is [redacted]. That is why it's important to have branding and clear-cut positioning of the brand.

Branding Practices

Talk about school

We must engage in several branding efforts all year round. We won't engage in sales and marketing, but we should talk about our school consistently. We should publish information about our school in journals, blogs, and East Asian publications as well.

Visual Identity

Since we are a [REDACTED] school and according to Statistica - On the website, 82% of influencers' factor designs, we should strengthen our visual identity.

Last time also we suggested changing the school's logo, but the management declined our suggestion. Similarly this time also we are recommending that there is a lot of scope for improvement in logo design. Our target audience is global; thus, the visual identity should align with their preferences.

Events

We may hold events that blend Indian, Korean, and Japanese traditions. We can do some storytelling events like Rakugo, Bharatnatyam, P'ansori, etc. We should invite everyone around Gurgaon to these events and serve Indian, Korean, and Japanese cuisine.

This Whitepaper is School Saarthi's understanding of the school. We request you not to share it with other marketing agencies.

Submitted by:



**SCHOOL
SAAATHI**

www.schoolsaarthi.com
+91 8826 2211 99