

A Strategic Marketing Proposal for SMS HEG's Expansion in the Indian Market

Table of Contents

1. SITUATIONAL ANALYSIS

- Overview and Objectives
- Indian Market Overview
- Competitor Analysis
- Customer Persona
- Brand Positioning

2. OBJECTIVES

3. STRATEGY

- SMS HEG Unique Selling Point (USP)

4. TACTICS & ACTIONS

- Above the Line Marketing
- Below the Line Marketing
- Digital Ads
- Budget Allocation
- Campaign Execution
- Monitoring and Evaluation

5. CONCLUSION

6. REFERENCES

SITUATIONAL ANALYSIS

OVERVIEW & OBJECTIVES

Provides education consultancy services in UK

Helps in entire process for admissions abroad including:

- universities
- applications
- Loan process
- Visa Process
- pre and post departure support

Objectives of Presentation

Strategies Target the Indian Market

Best Marketing Strategy and Tactics for:

- Brand Awareness among potential students
- marketing channels
- Strategies and Tactics for Marketing

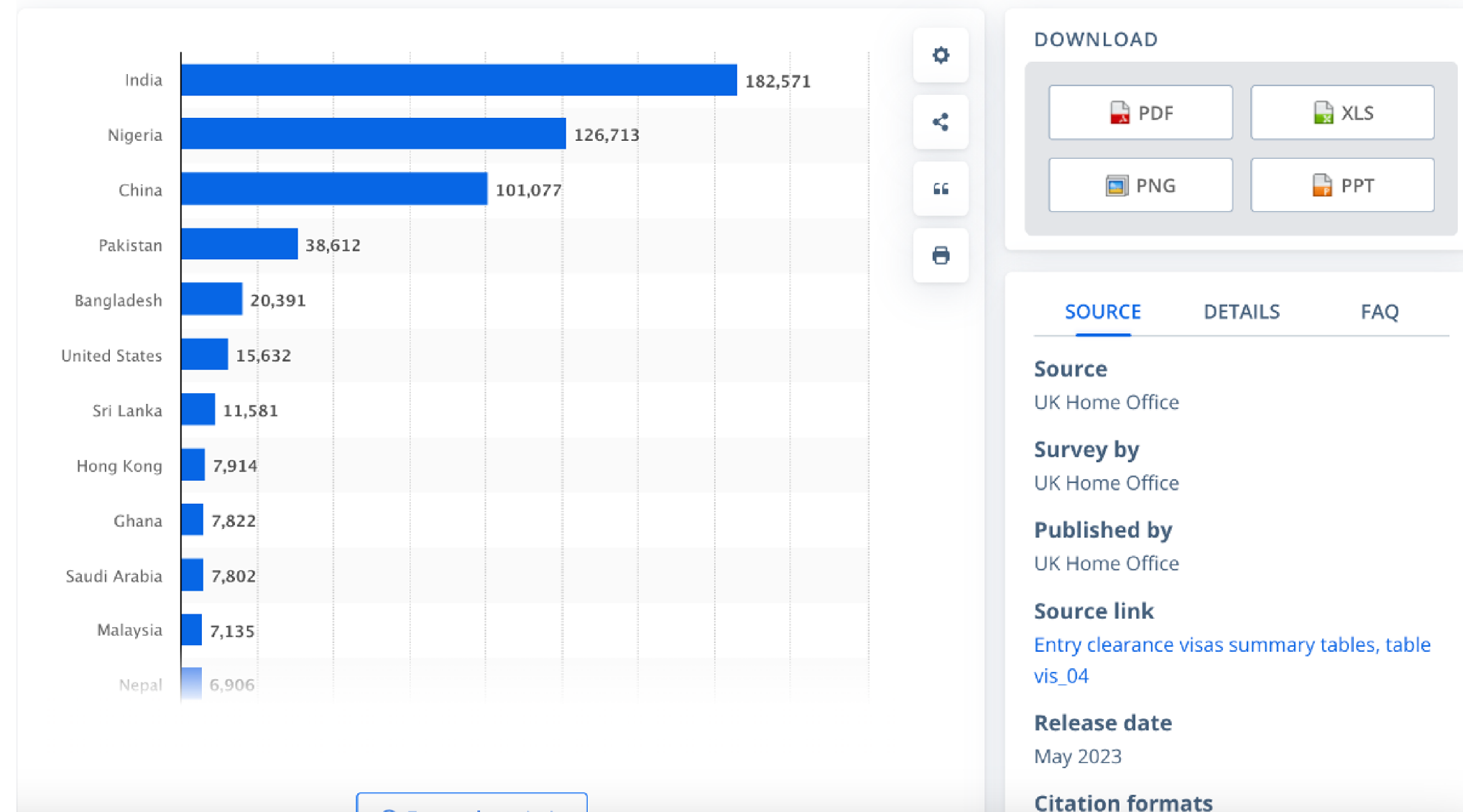


SMS HEG

INDIAN MARKET OVERVIEW & WHY UK?

- In 2022, 1,40,000 went to UK
- 70% students come to UK for postgraduate studies
- value for money - 1 year postgrad degree
- Indian have English as 2nd language
- cultural diversity
- Preferred by Indian students due to 2-year PSW Visa

Number of study visas granted in the United Kingdom in 2022/23, by leading nationalities



CUSTOMER **PERSONA**



Name : Rahul

Age: 24

Location: Delhi, India

Occupation	Student	Social Media Channels	Instagram, Facebook, YouTube
Education	Completed bachelors/12th recently	Interests	Instagram, YouTube, Facebook
Annual Income	-	Requirement s	Needs help to look for budget-friendly universities in the UK and help in the entire process
Motivation	Study abroad and get a high paying job	Purchasing Habits	Looks for budget-friendly options
Challenges	Issues in finding affordable universities in UK		

COMPETITOR ANALYSIS

	IDP	LEAP SCHOLAR	LEVERAGE EDU
Universities targeted	Tier 1, 2 and 3	Tier 1, 2 and 3	Tier 2 and 3
Assistance with university and course selection	Yes	Yes	AI university and course finder on website
Counselling charges	No	No	-
Supports with Loan procedure	Yes	No	Partners with loan providers
Test Preparation	No	IELTS only	TOEFL, IELTS, GMAT, GRE
Support with LOR/SOP	Yes	Yes	Yes
Personalised Mentorship	Yes	Yes	Yes
Visa Support	Yes	No	Yes
Connect with university representatives	Yes	No	Yes

IDP

Strengths: Trust, One-to-One counseling, zero consultation fees, loan application support, SOP Support

Weaknesses: errors and delays in filling application form, no support for post-departure

Marketing strategy: testimonial from students on Social Media Platform, webinars and informational content

Leap Scholar

Strengths: One-to-One counseling, zero consultation fees, SOP Support

Weaknesses: no support with loan application, no post-departure support

Marketing strategy: meme and informational content on Social Media Platform

Leverage EDU

Strengths: One-to-One counseling, AI based university and course finder on website, SOP support

Weaknesses: errors and delays in filling application form, no support for post-departure

Marketing strategy: mostly informational content and few meme content on social media platform

SI UK

Strengths: One-to-One counseling, zero consultation fees, SOP Support

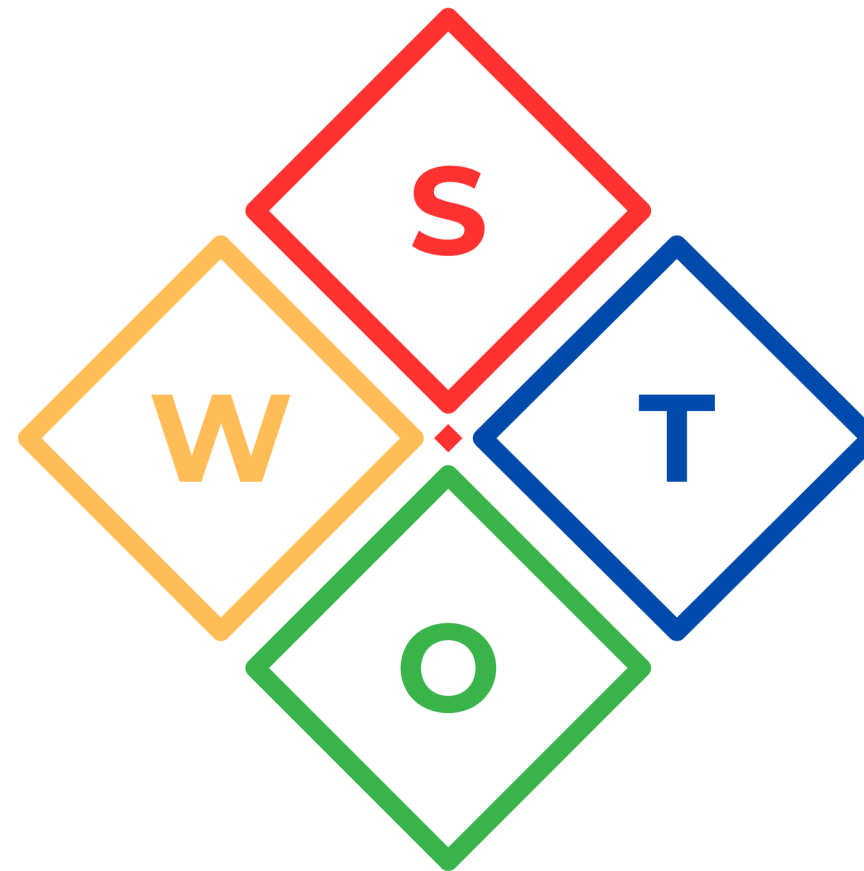
Weaknesses: no support with loan application, no post-departure support

Marketing strategy: informational and gamified content on Social Media Platform

SWOT ANALYSIS

- offers free services
- good understanding of the requirements of Indian students

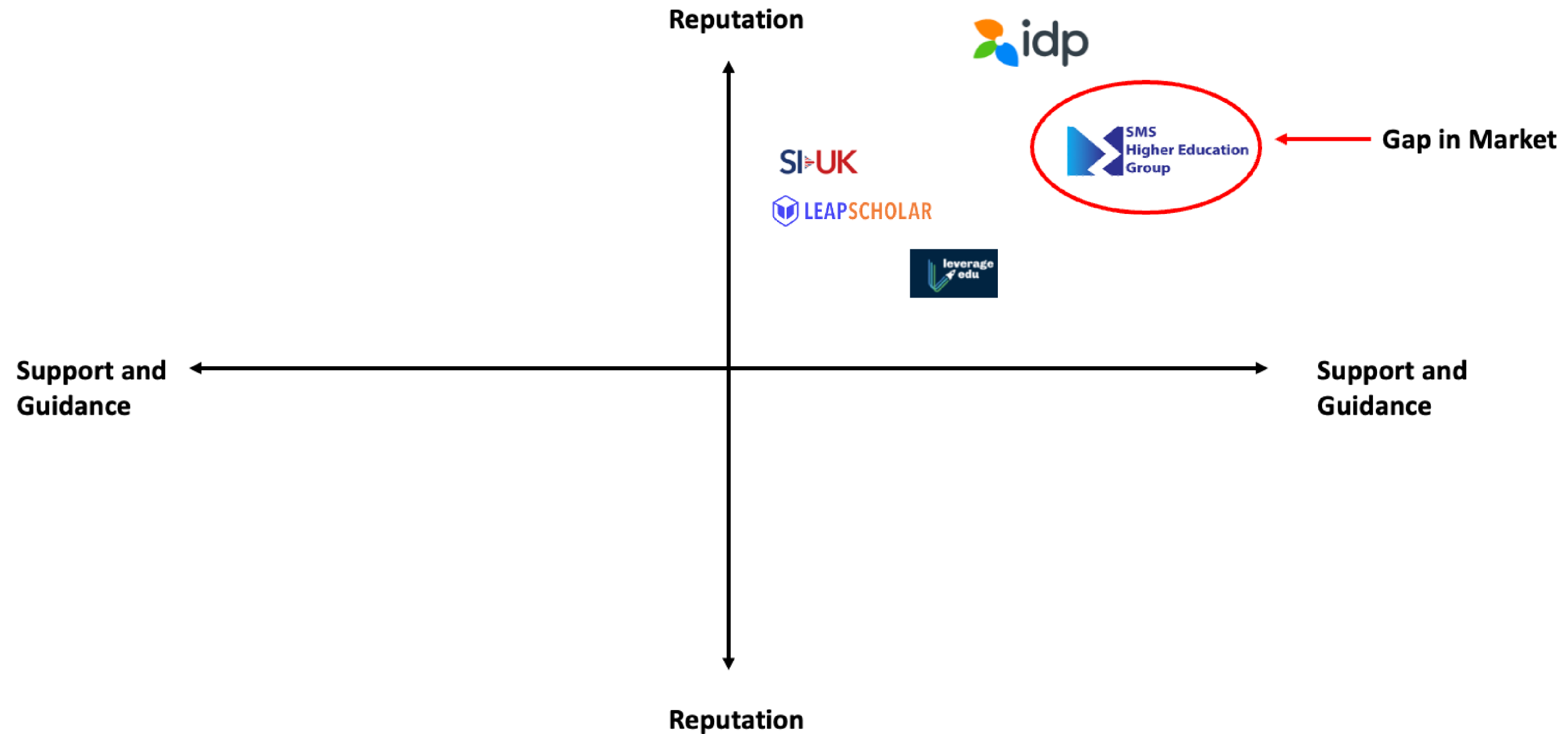
- no local presence
- limited Brand Awareness



- intense competition with other education consultancies

- rising demand for education in UK
- partnership with universities and schools which will enhance credibility

Brand Positioning



OBJECTIVES

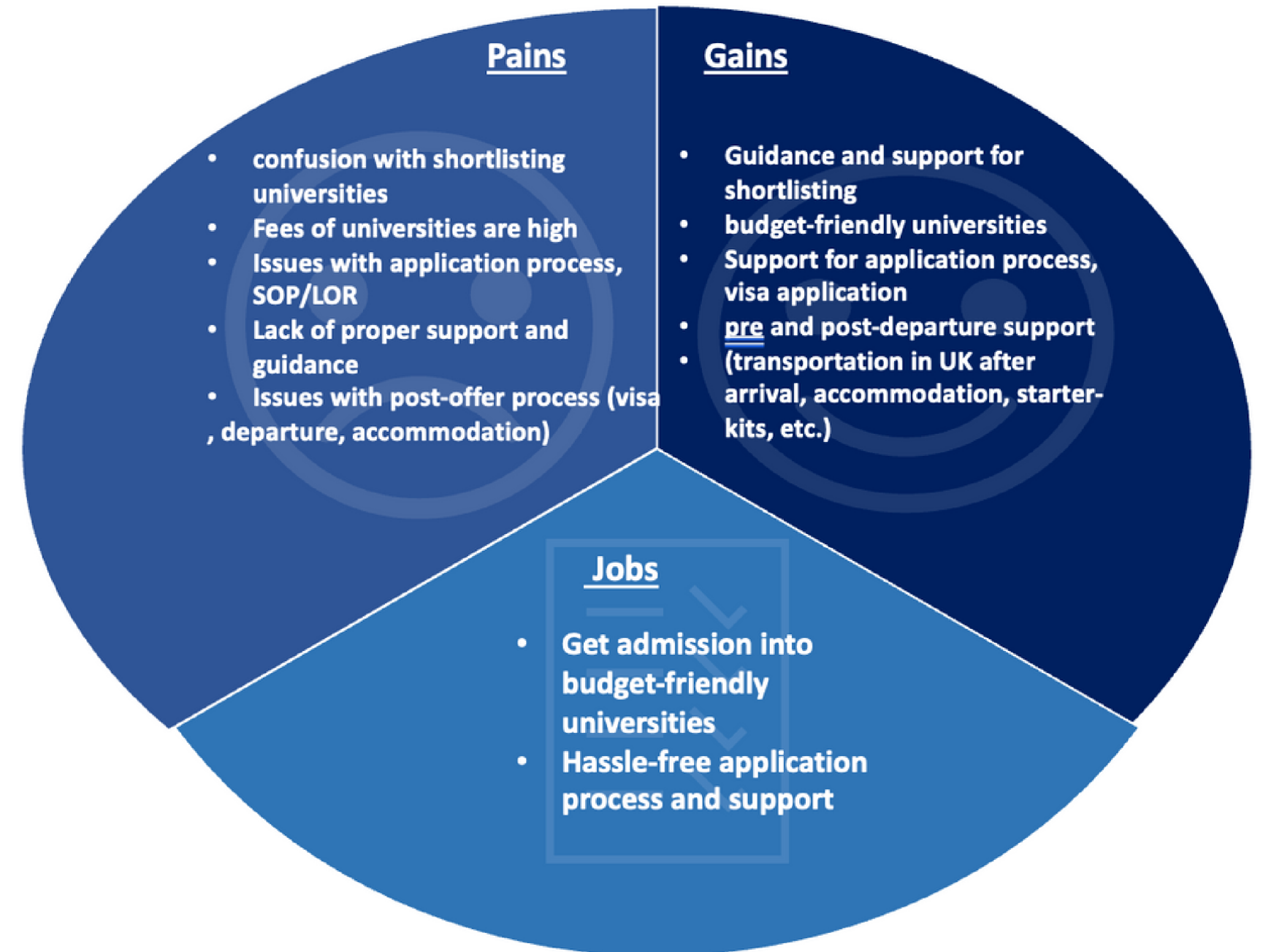
Achieve 50% Brand Awareness in the Indian Market between Potential Students and Parents within 3 months

Receive approximately 30% consultation requests from students within 6 months

STRATEGY

UNIQUE VALUE PROPOSITION

- **Local Language Support**
- **24x7 chat/call support**
- **Alumni Network**



TACTICS & ACTIONS

ABOVE THE LINE MARKETING (ATL)

Television Commercials

- Ads on USPs provided by SMS HEG

Outdoor Advertising

- informative brochures, display billboard ads displaying services offered by SMS with contact information

Print Media

- targeting sections in newspapers, magazines and distributing pamphlets content related to the services offered, its USP, contact information, etc.

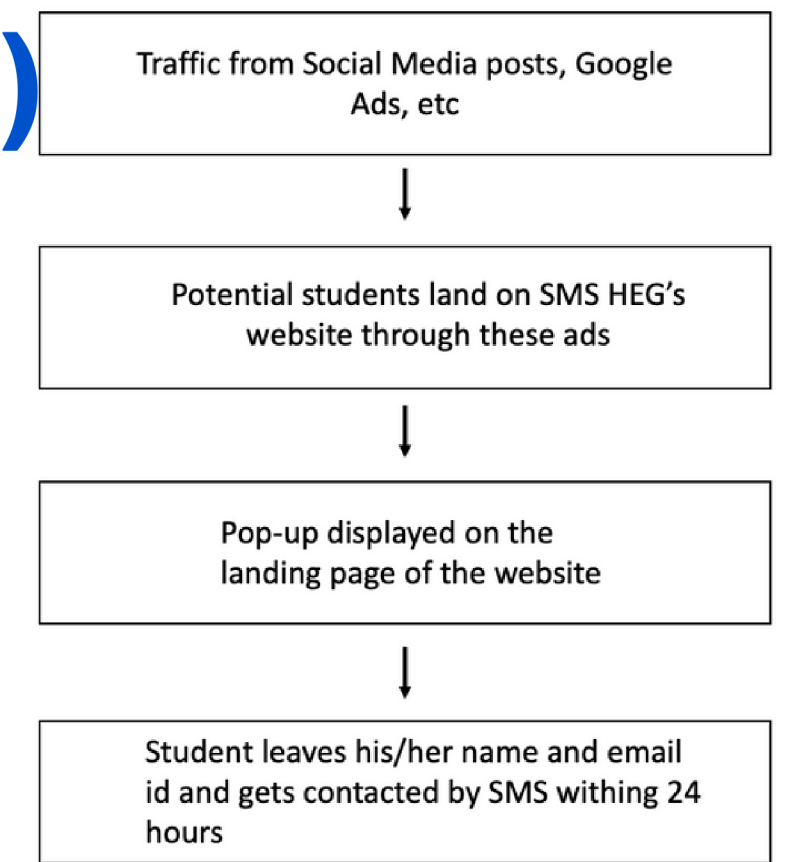
Example: content on SMS HEG's commitment to excellence in education, highlighting SMS's experienced counsellors, services offered, etc and a CTA (eg: for expert guidance, Call Today!). CTAs will create urgency

These will help increase brand awareness and gain trust of parents and students

BELOW THE LINE MARKETING (BTL)

Personalised Email Campaigns

- get potential students email id from the website's popup
- Include content related to success stories, services offered, and study abroad programs
- Each email is tailored as per the requirements of every student



Want To Get Expert Guidance For Your Educational Journey?

Sign up today and get personalized assistance from our best counsellors to get into your dream university!

WE WILL GET BACK TO YOU WITHIN 24 Hours!

Name

Email

BELOW THE LINE MARKETING (BTL)

Campus Outreach

- partner with schools and universities in India
- conduct informational sessions
- Outline the benefits on why should they prefer SMS HEG
- have a one-to-one interaction with students to understand their requirements
 - Answer their queries
 - collect their personal information to contact them

Student Ambassadors

Select students who had applied via SMS HEG for studying abroad

Ask them to share their experiences

Promotion through word-of-mouth

DIGITAL ADS

**CALLING ALL
INDIAN STUDENTS!!**



**SMS HIGHER
EDUCATION
GROUP**



SCAN ME



FREE COST OF SERVICE

Absolutely zero charge for all of our services. We are highly committed and adaptable to the demands of the student. Can you believe it?

GUIDANCE FROM FIELD EXPERTS

Our experts put the students first. With an excellent team who have first-hand experience in international education, we're the best at what we provide.

ACCOMODATION SOLUTIONS

Might get overwhelmed just after landing? We're here for you. We not only provide free boarding and lodging services but also 1 week of free accommodation.



SMS HEG

Q&A

Join our Instagram Live session to talk to our experts.



Every Wednesday @5PM



← sms_heg_india

100 Posts 10k Followers 10 Following

SMS Higher Education Group | Study Abroad Educational Consultant
Study at your dream university

Following Message



OUR SUCCESS STORIES

“

A trustworthy student recruitment agency with connections to the top UK universities. The diverse staff offers an easy and accessible gateway into further education for new students.

”

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”

Search Facebook

CALLING ALL INDIAN STUDENTS!!

Get admission into your dream college in the UK with the best of the consultants. Book your free consultation now.

SMS HIGHER EDUCATION GROUP
No. 1 UK-based education consultancy group

SCAN ME

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Absolutely zero charge for all of our services. We are highly committed and adaptable to the demands of the student. Can you believe it?

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ACCOMMODATION SOLUTIONS
Might get overwhelmed just after landing? We're here for you. We not only provide free boarding and lodging services but also 1 week of free accommodation.

SMS Higher Education Group UK
18K likes · 18K followers

Message Like Search

Posts About Mentions Reviews Services Followers More

Intro
Starting your "Study in UK" journey? We help you with admission process for major UK universities.

Posts
Filters

BUDGET ALLOCATION

ACTIVITIES	BUDGET
SEO	INR 20,000
Instagram Advertising	INR 20,000
Facebook Advertising	INR 15,000
Content Marketing	INR 20,000
Google Ads	INR 20,000
Email Advertising	INR 5,000
TOTAL	INR 1,00,000

CAMPAIGN EXECUTION

MARKETING CHANNELS

	SEE	THINK	DO	CARE
GOAL	Create Brand Awareness for SMS HEG in India	To look for the Eco Cadence	Book a one-to-one consultation	Pre-departure and post-arrival assistance
TARGET AUDIENCE	Students, 23-30 years, looking for affordable universities in the UK	Some intent to connect SMS HEG for consultation and queries	Consulted, got admission in the university and looking for assistance for completing the rest of the procedures	Students/parents who have received their visa, arrived in the UK
HOW TO ACHIEVE THE GOAL	Drive awareness via campaigns	Educate them about the brand via social media posts and blogs	Students have consulted, received unconditional offer and paid the deposit; assist with visa process, accommodation, etc	Feedback form, personalised emails, 24x7 support via chat/call for help after arrival
KPI	Google Analytics, Instagram and Facebook Analytics, traffic source, impression, engagement rate	CTR, Impression, Cost per acquisition, number of followers, likes and comments on the social media posts, blog traffic	Number of students who have consulted with SMS HEG and have paid the initial deposit for the university	Students who have given a positive feedback on the website/feedback form sent via email

Email Marketing

Content Marketing

Website, SEO (Paid and Organic), PPC

Instagram, Facebook

CAMPAIGN EXECUTION

Phases for Campaign and Duration	Timeline	Milestones
Phase 1: Pre-Launch Preparation (1 month)	Week 1	Defining Campaign objectives and goals
		Market research and competitor analysis
		Setting up social media accounts (Instagram and Facebook)
		Design a content marketing strategy for blogs on website
	Week 2-3	Create website's landing page to capture leads, add attractive banners. Provide all the information related to SMS HEG
		Set up PPC campaigns for Google Ads
		Device an e-mail marketing plan

Phases for Campaign and Duration	Timeline	Milestones
	Week 4	Begin content marketing on website – blog posts, infographics, videos, testimonials of previous students
Phase 2: Launch and initial Brand awareness (2 months)	Month 1	Launch Instagram and Facebook Ads targeting the audience
		Continue sharing valuable content on Social Media Platforms
	Month 2	Monitor and optimize the campaigns for better performance based on analytics. Keyword targeting is essential
		Continue sharing valuable content on Social Media Platforms
		Start email marketing efforts once the students' emails have been received. Create personalised emails
		Analyse campaign data and metrics to assess the effectiveness for various marketing channels

CAMPAIGN EXECUTION

Phases for Campaign and Duration	Timeline	Milestones
Phase 3: Refining and expansion (3 months)	Month 3	Identification of successful campaigns and content essential for scaling
		Continue optimizing PPC campaigns using keyword targeting
		Conduct A/B testing for landing pages and email marketing campaigns
	Month 4	Expand the reach for Instagram and Facebook ads
		Enhance content marketing efforts through webinars
	Month 5	More personalized email marketing campaigns on user behavior
		Launch remarketing campaigns to re-engage with the visitors on the website and leads

Phases for Campaign and Duration	Timeline	Milestones
		Analysis and refining the campaign strategy focusing on the insights gained from the data collected
	Month 6	Evaluation of the overall campaign performance and re-tailor strategies
		Continue providing informative educational content

MONITORING & EVALUATION

Helps in Tracking Performance

- track performance based on objectives
- determine if campaigns are delivering desired results

Optimisation Opportunities

- monitoring the campaigns and metrics helps identify improvement areas
- Identification of underperforming channels and ads
- refines targeting strategies
- aids for reallocating budget to more effective tactics

MONITORING & EVALUATION

Monitor cost efficiency

- aids in identification of campaigns/channels that generate most conversions at lower cost
- helps redefine ROI

Insights on Audience

- leads to identification preferences, behaviours, patterns, etc
- better understanding of target audience, refine target strategies, helps tailor messages that resonates with the audience

Decision Making

- provides insights for informed decision making
- helps assess the effectiveness of campaigns/channels, strategies etc that is helpful for designing future campaigns/strategies

MONITORING & EVALUATION - KPIs & TOOLS

KPIs

Conversion Rate, CTR (Click-through-rate, ROI, Email open rate, Email CTR, Cost per conversion, Cost per Conversion Social Media Enagagement, SERPs, ranking, Organic traffic, dwell-time on website

TOOLS

Google Anaytics, Google Search Console, Google Keyword Planner, Facebook , Ads Manager, Instagram Analytics, Hotjar, Moz, SEMrush, Screaming Frog, Mailchimp



CONCLUSION

- Proposes a comprehensive marketing strategy for promoting SMS HEG
- Key Differentiators: Providing budget friendly options to students
- By showcasing affordability, and value, SMS HEG will attract students who prioritize cost-effectiveness without compromising on educational excellence.
- This marketing proposal will enable us to build a strong brand presence, generate qualified leads, and ultimately convert them into satisfied clients. We will closely monitor campaign performance, analyze key metrics, and make data-driven optimizations to ensure maximum return on investment.

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Thank You