

Campaign Options				
	Under-graduate	Post-graduate and MBA	Scholarships	Brand management
Facebook	Reach: 10,000 to 58,000 spread over 2 posts One boosted post per institution every alternative week (2 posts in total per institution). The posts may include promotion of: <ul style="list-style-type: none"> - Specific courses (UG/PG) - New courses - Niche courses - Scholarship promotion - Specific scholarship promotions (UG/PG) The post will carry a link to the relevant landing page on institution's website (to be provided by the institution)			Reach: 20,000 to 1,16,000 spread over 4 posts One boosted post per institution per week (4 posts in total per institution). The posts may include promotion of: <ul style="list-style-type: none"> - Highlights of the University - Courses offered The post will carry a link to the relevant landing page on institution's website (to be provided by the institution)
Email	One e-mail shot to database of 8563 prospective students who have visited our events and have shown an interest to study in the UK.	One e-mail shot to database of 25494 prospective students who have visited our events and who have shown an interest to study in the UK.	One e-mail shot to 33,165 database of prospective students who have visited our events and who have shown an interest in to study in the UK.	Two E-mail shots to database of up to 33,165 prospective students who have visited our events and have shown a keen interest in the UK universities.
Third Party	Google Adwords - 2000 Clicks and 34000 impressions. A combination of keywords which is relevant to the target audience of the institution (Clicks from the ads will be diverted to a landing page to be given by the institution)			Digital Advertisement (Facebook, audience network and Instagram) -10800 clicks and 5,70,000 impressions Google Adwords -3100 clicks and 63,000. A combination of keywords which is relevant to the target audience of the institution (Clicks from the ads will be diverted to a landing page to be given by the institution)
Webinar	N/A			We will provide the institution an opportunity to e-meet students interested across India and get to interact with them and give them in-depth knowledge of the institution. For this digital activity promotion <ul style="list-style-type: none"> - 2 time slots will be provided - 40 students in both time slots combined.
Duration	2 months	2 months	2 months	4 months
Dates	October 2018 to March 2019			
Cost	2564 GBP +VAT	3748 GBP +VAT	4361 GBP + VAT	8155 GBP + VAT