



# Digital Marketing Strategy - PGP

Takshashila Institution



# Introduction

- The digital marketing strategy for Takshashila puts the **audience at the centre** of all marketing collaterals and efforts.
- The idea is to answer questions and help your audience **gravitate naturally towards choosing Takshashila's PGP course** when they show enough interest in taking up a public policy class.
- This deck is divided into four parts - the awareness stage, consideration stage, decision stage and additional engagement.

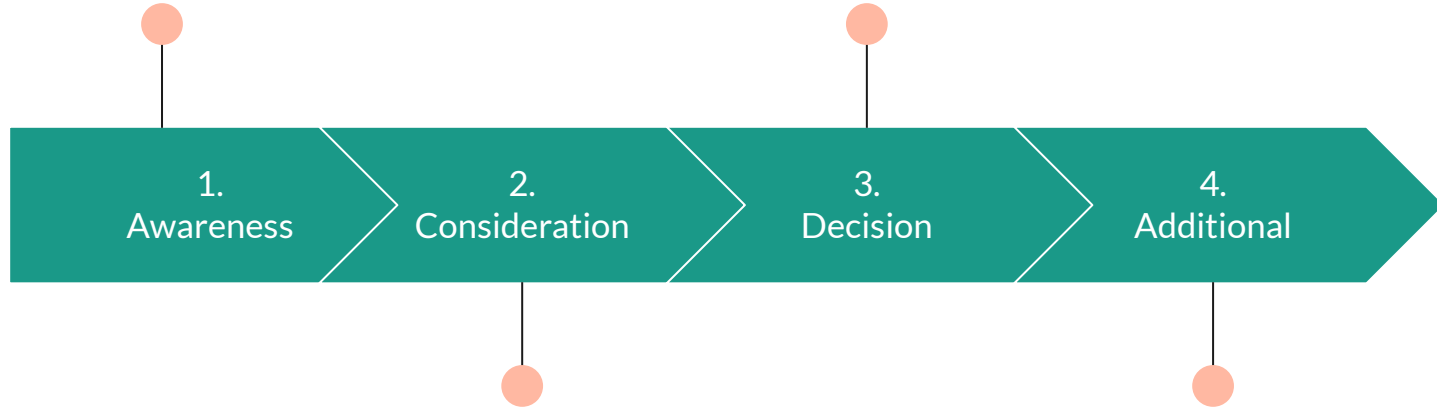


# Introduction

- The first three focus on the audience and how they would typically look for a course online.
- The marketing efforts match the audience's journey by providing **timely and relevant information** at each stage.
- The additional engagement supplements targeted outreach efforts with a more holistic and **ongoing approach to marketing** the course.

**1. Top of the funnel:** Where your audience becomes aware that they want to do a course. Includes drawing in audience through information.

**3. Bottom of the funnel:** Where your audience has gained enough information about the course and needs a final push to sign up or apply. Includes contacting directly.



**2. Middle of the funnel:** Where your audiences is aware of what Takshashila offers and knows about the course. Includes engaging audience with relevant content.

**4. Additional engagement:** This ensures that people outside of the buyer's journey are reached throughout. Includes promoting through allies and former students.



# Awareness stage

## 01

- This is typically the stage where your audience realises that they're interested in a course in public policy.
- At this stage, a majority of them will learn about courses in India through Google searches, visiting Quora, searching on Twitter and LinkedIn.
- In the awareness stage, the objective will be to bring as many people to the PGP course landing page as possible.



# Digital engagement

1

**Content:** Ads; Blog posts; Quora answers, downloadable guides, information booklets and infographics; gifs/videos; Facebook and Twitter posts promoting blog posts and web pages.

2

**Medium:** Google Search Network, blog, Twitter, Facebook, Quora, Instagram

3

**Impact:** Increased impressions and awareness on search engines and social networks.

4

**Outcome:** Increased click-throughs to the website and blog; captive audience engaging with content.



# Consideration stage

02

- A [KPMG Global Survey](#) revealed that 71% consumers make a purchase within a week of awareness. The consideration stage is crucial in keeping audiences engaged.
- At this point, they start looking at options and try to understand which course they find online best suits their needs.
- In marketing, the people who reach this stage are called qualified leads. They are genuinely interested and ready to engage with your content.



# Digital engagement

1

**Content:** Ad audience targeting, calendars, newsletters, events pages, press releases, remarketing campaigns, keyword mapping, Hotjar page analysis (to show which parts of the landing page users interact with).

2

**Medium:** Google AdWords; Facebook; MailChimp; Hotjar; PR activities; posters and banners.

3

**Impact:** Engaging content reaches an interested audience; admission information and application forms begin getting clicks through the landing page; shares increase across social media.

4

**Outcome:** Audiences read extensively on the course, what it entails and do checks on the institute's reputation. They leave their contact information on the landing page. This is now a sales ready audience.



# Decision stage

## 03

- Now, your audience has decided that they want to sign up for the course. They begin to actively look at fee structure and course schedule on the landing page.
- This is a highly engaged audience, ready to engage and converse with you. In this stage, you can expect people who are really interested to leave their contact details.
- This is the best stage to reach out to your audience and help answer any questions they may have off the top of their heads.



# Digital engagement

1

**Content:** Personalised emails and calls to people who have left their contact details; retargeting ads with stories of change; visuals with opportunities available to graduates.

2

**Medium:** Email management tools; phone calls; Facebook and Instagram ads; brochures and gifs/videos.

3

**Impact:** Audiences in the final stages of their decision zero in on the course; they feel positive about applying or signing up; they are now in a space where their queries have been answered.

4

**Outcome:** Your final pool of applicants start to apply.



# Additional engagement

## 04

- Apart from engagement online that follows the buyer's journey, there are ongoing initiatives that can help spread the word about the new course through channels other than Google searches and social media.
- This accounts for any additional events, last-minute campaigns and engagement that can come up.
- Additional engagement will be an ongoing effort alongside the main targeted campaigns aimed at getting more sign ups and applications.



# Digital engagement

1

**Content:** Endorsements from stakeholders and alumni; Gifs displaying the last date to apply; event pages and discussion boards on Facebook; influencer posts about the course.

2

**Medium:** Landing page; Google Display Network; Facebook; Twitter; Quora; LinkedIn; newsletters; emails.

3

**Impact:** Ongoing efforts will keep the buzz alive with information on the last date to apply.

4

**Outcome:** The overall campaign will maintain a general awareness of the programme and propel audiences to share information about the course with friends.



## Budgets

Final budgets will depend on how many students Takshashila is aiming to get for the course. An estimated 30% of spends will go towards marketing management tools, 40% of spends will go towards promoting content and 30% on paid engagements.



# Calendar

In a 3 month period, a certain portion of spends and efforts will go towards certain stages of the buyer's journey. Apart from the overall additional engagement, the more targeted engagement will be broken up into weeks.

Awareness stage

## 6 weeks

This gives the marketing team enough time to create awareness - the engaged audience in this phase will overlap with the next.

Consideration stage

## 4 weeks

This gives ample opportunity to reach out to already engaged customers through retargeting, ensuring they take notice of the course.

Decision stage

## 2 weeks

This is an intensive two weeks where you reach out to potential students, answer their queries and gently nudge them to apply.



**That's all, folks!**