

FINAL 15 DAYS COLLEGE ADMISSIONS MARKETING CHECKLIST (STEP-BY-STEP FOR BEGINNERS)

1. Launch a Countdown Campaign

Why: People tend to act faster when there's a deadline. A countdown helps create urgency.

How to do it:

- Put a banner on your website that says: “Only 15 Days Left to Apply!”
- Use Canva to make countdown creatives: 15 days... 10 days... 5 days... FINAL DAY!
- Post these on Facebook, Instagram, LinkedIn, and WhatsApp stories every day.
- Keep reminding people that seats are limited and time is running out.

2. Increase Social Media Posting & Storytelling

Why: Social media builds trust. If you're active, parents and students see you're genuine and involved.

How to do it:

- Share stories of existing students: Why they chose your college, their journey, or achievements.
- Ask teachers or principals to record short 30-sec videos answering common questions like:
 - “Is BBA right for my child?”
- Post fun campus life moments: fests, events, sports, hostel activities.
- Keep a fixed daily schedule (e.g., 1 post + 3 stories per day) across platforms.

3. Run Paid Advertisements (Even With Small Budgets)

Why: Organic posts don't reach everyone. Paid ads help target exactly who might be interested.

How to do it:

- Run Instagram and Google ads targeting parents and students in your city.
- Focus your message on urgency:
 - “Only 5 Days Left to Apply for XYZ Course.”
- If you have a small budget (₹3,000–₹5,000), boost your best-performing posts.

If possible, hire an expert or agency (like Maayaz Media) to manage the ads smartly.



4. Follow Up With Past Enquiries

Why: Many people show interest but delay decisions. A personal follow-up can convert them.

How to do it:

- Make a list of all people who visited, called, or filled a form in the last 3 months.
- Send them a WhatsApp message or call:
- “Hi! We noticed you were interested. Just reminding you – only 10 seats left for BCA!”
- Keep a friendly tone. Offer help, not pressure.
- If you can, offer a free campus tour or 1-on-1 session with faculty.

5. Email & SMS Series: Final Call to Action

Why: Email/SMS is still very effective when used right—especially when people are expecting updates.

How to do it:

- Send 3-4 emails/sms during this time. For example:
 - “15 Days Left to Join Our College”
 - “Only a Few Seats Left in XYZ Course – Hurry!”
 - “Final Deadline: Applications Close in 2 Days”
- Keep it short, with a link or phone number to apply.

6. Improve Your Website or Admissions Landing Page

Why: If someone clicks your ad or message, they must land on a clear and attractive page.

How to do it:

- Mention key things like:
 - Final Admission Deadline
 - Benefits of the course/college
 - Limited seats left
- Use a simple, short form: Name, Course, Phone, Email.
- Add a button that says: “Apply Now” or “Call for Counselling”

7. Involve Alumni & Local Influencers

Why: People trust recommendations from people like them.

How to do it:

- Ask your past students to post a short video or Instagram story:
 - “I studied here in 2021. Loved the hostel life & placements!”
- If you know any teachers, coaches, or influencers in the area, ask them to promote your admissions posts.
- Offer small thank-you gifts or shout-outs in return.



8. Update Google My Business (GMB)

Why: When someone searches your college name, this is what they'll see first on Google.

How to do it:

- Go to Google and type "Google My Business". Log in and:
 - Add new photos of the campus
 - Post a short update: "Final Admissions Closing on [Date]"
 - Ensure your phone number, website, and address are correct
- Respond politely to any reviews or questions.

9. Host Walk-In Sessions or Online Webinars

Why: Some parents/students want to talk to someone before deciding.

How to do it:

- Invite them for a free 1-on-1 counselling session (can be online or in person).
- You can also host a 30-min webinar like:
 - "Why Choose B.Com at XYZ College?" – with a faculty and a student/alumni
- Share the invite on WhatsApp and Facebook groups.

10. Connect With Local Agents or Schools

Why: Sometimes, people outside your direct reach can refer interested students.

How to do it:

- Contact education consultants, tuition teachers, school principals, or career counsellors.
- Give them brochures or WhatsApp posters.
- If possible, offer a token referral bonus or thank-you gift for each enrollment.

BONUS: Internal Team Daily Review

Why: Without tracking progress, leads can be lost.

How to do it:

- Every day, spend 15 mins with your admissions/marketing team:
 - How many calls were made?
 - How many leads were hot/warm?
 - Any issues faced?
- Motivate the team—celebrate every admission, no matter how small.

