



Marketing Solutions for Colleges

Boost Applications • Strengthen
Online Image • Build Course
Awareness

Why Colleges Need a Digital Edge

- - Students & parents research heavily before applying
- - Rankings & peer reviews influence decisions
- - You need visibility beyond your city
- - Generic social media isn't enough — targeted messaging is key

What Maayaz Media Offers Colleges

- -  Course-Focused Campaign Planning
- -  Instagram + YouTube Strategy for Teens
- -  Performance-Based Paid Ads
- -  Student Lead Forms + Counselling
Follow-ups
- -  Testimonial + Campus Culture Content

College Marketing Framework

- 1. Awareness – Multi-platform branding
- 2. Consideration – Retargeting + Course-based content
- 3. Decision – Automated follow-ups + Counsellor touchpoints

What Success Looks Like

- - Better quality student enquiries
- - Increase in direct online applications
- - Distinct online identity in competitive sectors

Why Choose Maayaz Media

- - Our team understands admission cycle pressures
- - Customised content for different UG/PG programs
- - Practical plans: no vague branding, only results
- - One team. One plan. One admissions goal.

What You Can Do Next

- - Book a 20-minute call to discuss campaign ideas
- - Ask us to build a starter funnel for you
- 👉 Let's Talk