

NEXT ADMISSION SEASON

— IS JUST —

4

MONTHS AWAY.

ARE YOU READY?

Most colleges will start preparing in December. The ones that fill every seat started in August.

“The colleges that win admissions in January are the ones that **started working in August.**”



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Why August Is
The Most Critical
Month For
Admissions

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5 Learnings
Every College
Must Act On
Right Now

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Countdown Plan:
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Admissions at
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Join The
Mediagarh
Podcast As A
Guest

FOUNDER'S PERSPECTIVE

The Best Time to Prepare Isn't Tomorrow.
It's Today.

Every successful admission season begins long before applications open. The institutions that lead are the ones that invest early in visibility, trust, and strategy.

August isn't the end of one admission cycle—it's the beginning of the next. The decisions you make over the next four months will influence your institution's growth for years to come.

I hope this edition inspires you to prepare earlier, think bigger, and build a stronger, future-ready institution.

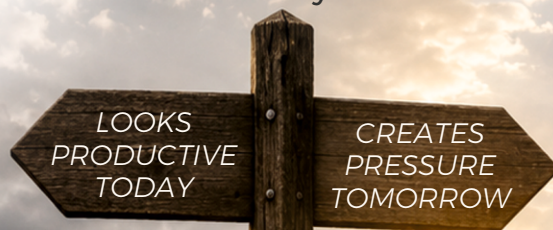


Wishing You A
Successful Season Ahead.

Pankaj Budhwani
Pankaj Budhwani
Founder & CEO
MEDI GARH

EVERY COLLEGE IS **ACTIVE IN AUGUST**

The Difference Is What They Choose to Work On.



✗ WHAT MOST COLLEGES FOCUS ON

- ✗ Celebrating the previous admission season
- ✗ Slowing down admission and marketing activities
- ✗ Posting on social media only occasionally
- ✗ Forgetting students who didn't convert
- ✗ Delaying admission planning and budgets
- ✗ Leaving websites and digital profiles unchanged

Looks productive today.
Creates pressure tomorrow.

✓ WHAT HIGH-GROWTH COLLEGES FOCUS ON

- ✓ Reviewing why enquiries didn't convert
- ✓ Planning campaigns before the competition
- ✓ Building a consistent content presence
- ✓ Re-engaging warm prospects from previous
- ✓ Finalizing budgets and admission strategy early
- ✓ Strengthening every digital touchpoint

The goal isn't to work harder.
It's to prepare earlier.

THE STUDENT DECISION TIMELINE

AUGUST-SEPTEMBER

Discovery - Students begin noticing institutions.

OCTOBER-NOVEMBER

Evaluation - Colleges are compared, trust is built, and shortlists are created.

DECEMBER-JANUARY

Decision - Applications are submitted to institutions that have remained visible and credible.

**MOST COLLEGES START MARKETING WHEN ADMISSIONS BEGIN.
STUDENTS START DECIDING MONTHS BEFORE THAT.**



Be Seen Before They **Start Searching**

Meet Priya

Priya is in **Class 12**. She has decided she wants to pursue a **BCA** after school.

It's August. Admission season is still months away, so she isn't actively applying to colleges.

But every evening, she spends time on Instagram and YouTube exploring careers, student life, and campus experiences. She occasionally searches Google to understand her options.

SOMETIMES, SHE EVEN ASKS CHATGPT OR GEMINI:

"Which are the best BCA colleges in Jaipur?"

"Compare College A vs College B."

"Which college has better placements?"

Without realizing it, she keeps seeing the same college names across search results, social media, reviews, and AI-generated recommendations.

By October, those names feel familiar.

By December, when she finally starts comparing colleges seriously, she doesn't start with a blank slate.

She starts with the colleges she already knows and trusts.

THE LEARNING

Students don't discover colleges only during admission season.

They discover them every day—through Google, Instagram, YouTube, student reviews, and increasingly through AI tools like ChatGPT and Gemini.

The colleges that consistently appear across these platforms become familiar long before applications begin.

By the time students are ready to choose, visibility has already become trust.

What Your College Should Do Today

- Publish one student success story every week.
- Share authentic campus life—not just admission posts.
- Keep your website updated with outcomes and placements.
- Build strong Google reviews and search visibility.
- Create content that answers the questions students ask online—and increasingly, the questions they ask AI.

Today's visibility shapes tomorrow's shortlist—and tomorrow's admissions.

STUDENTS DON'T DISCOVER COLLEGES DURING ADMISSION SEASON. THEY REMEMBER THE COLLEGES THAT STAYED VISIBLE LONG BEFORE IT BEGAN. 04

DIGITAL TRUST

A parent Googled your college before calling. *Here's what they* found.



A PARENT HEARD ABOUT YOUR COLLEGE. BEFORE MAKING AN ENQUIRY, THEY SEARCHED ONLINE.

✗ WHAT MOST PARENTS FIND

Your College Name

All Image Map Video News | More

Your College | Admissions 2026
www.yourcollege.edu.in
Admissions Open • Courses Available • Apply Now

★★★★☆ 3.1 - 12 Reviews

"Faculty rarely responds to queries." — Parent
"Campus information is outdated." — Student

Last Instagram Post
47 days ago

Trust declines.
The search continues.

✓ WHAT THEY SHOULD FIND

Your College Name

All Image Map Video News | More

Your College | 92% Placements | Admissions 2026
www.yourcollege.edu.in
NAAC Accredited • 200+ Placements • Admissions 2026

★★★★★ 4.7 - 148 Reviews

"Excellent placement support and faculty." — Parent
"Got placed within three months." — Alumni

Latest Instagram Post
2 days ago • Campus Placement Drive

Confidence grows.
The enquiry follows.

DO THIS RIGHT NOW

Google Yourself
Search your college exactly as a parent would.

Respond to Reviews
Every review influences trust.

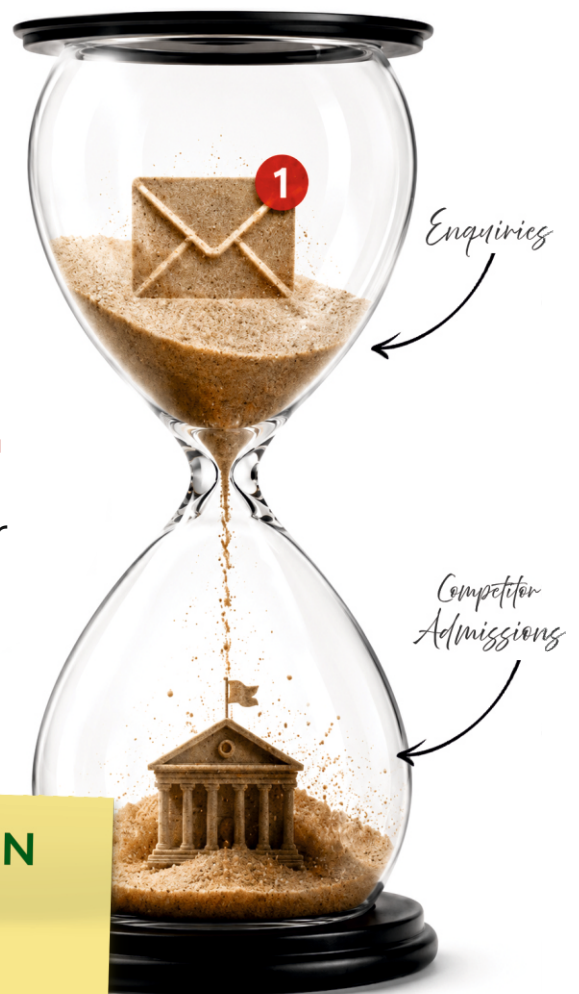
Update Your Website
Admissions, placements, achievements, and contact details should always be current.

Stay Active
Share authentic campus life, placements, events, and student success every week.

YOUR ADMISSION OFFICE ISN'T YOUR FIRST IMPRESSION.
YOUR GOOGLE SEARCH RESULTS ARE.

EVERY ENQUIRY HAS AN EXPIRY DATE

The longer you wait, the lower your chances of admission.



**TOO LATE
OPPORTUNITY**

- 8:47 AM
Student submits enquiry
- 9:02 AM
Competitor responds
- 12:30 PM
Your college calls

**TOO LATE
BIG RED STAMP**

**CONVERSATION
STARTED**

- 8:47 AM
Enquiry received
- 8:48 AM
Instant acknowledgement
- 9:15 AM
Counsellor calls
- Campus visit booked
- Admission confirmed

**CONVERSATION
STARTED**

SMALL INSIGHT

Students don't wait.
Neither should your
admission team.

DO THIS TODAY

RESPOND WITHIN 60 MINUTES → AUTOMATE THE FIRST REPLY → ASSIGN EVERY ENQUIRY TO ONE COUNSELLOR → INVITE FOR A CAMPUS VISIT QUICKLY

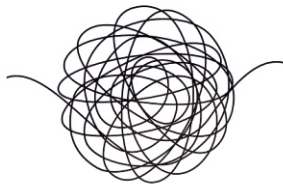
**SPEED DOESN'T CLOSE ADMISSIONS.
IT CREATES THE CHANCE TO.**

COLLEGES TALK ABOUT TODAY

STUDENTS THINK ABOUT TOMORROW.



THE MINDSET SHIFT



Stop Marketing



Start Inspiring

FOCUS HERE

SHOW THE FUTURE

Not just the campus.

SHARE THE RESULTS

Not just the facilities.

ANSWER ONE QUESTION

Why should I choose you?

TELL REAL STORIES

Not just marketing claims.

**STUDENTS DON'T CHOOSE A COLLEGE.
THEY CHOOSE THE FUTURE THEY BELIEVE IT CAN CREATE.**

From 2 Computers to a Legacy of *Impact*.

THE SHOBHIT UNIVERSITY STORY

A conversation on vision, resilience, and the power of education to transform lives.



GUEST

KUNWAR SHEKHAR VIJENDRA

Chancellor | Shobhit University

in conversation with

PANKAJ BUDHWANI

Founder, Mediagarh

ABOUT THE CONVERSATION

What does it take to build a university from a small town with limited resources?

In this Leadership Talks episode, **Kunwar Shekhar Vijendra** shares the remarkable journey of Shobhit University—from starting with just two computers to building an institution recognised for innovation, research, and academic excellence.

The conversation explores leadership, institution building, educational philosophy, rural transformation, and why purpose should always come before infrastructure.

WHAT YOU'LL DISCOVER

► THE BEGINNING

How a family legacy in education laid the foundation for Shobhit University.

► BUILDING AGAINST THE ODDS

Launching the region's first AICTE-approved business school and engineering college despite limited resources.

► EDUCATION WITH PURPOSE

Why institutions should focus on building capable human beings, not just graduates.

► INNOVATION & RESEARCH

How Shobhit transformed local ideas into nationally recognised research and patents.

► CREATING GLOBAL IMPACT

How students from small towns are now building successful careers across the world.

THE JOURNEY

— A Legacy of Excellence —



WATCH THE FULL Leadership Conversation

Scan the QR Code to watch the complete interview. Available on YouTube & Spotify



**EVERY INSTITUTION HAS A STORY.
THE ONES THAT SHARE IT INSPIRE THE NEXT GENERATION.**

NEXT ADMISSION SEASON IS 4 MONTHS AWAY.



MONTH 1 AUGUST

BUILD FOUNDATION

- Audit last season's performance
- Update website & Google Profile
- Start consistent content
- Collect placement & alumni stories

HERE IS EXACTLY WHAT TO DO.

Every month has one priority.
Don't skip a step.



MONTH 2 SEPTEMBER

BUILD AWARENESS

- Launch awareness campaigns
- Publish student success stories
- Re-engage warm leads
- Strengthen SEO & organic reach

MONTH 3 OCTOBER

BUILD TRUST

- Increase campaign visibility
- Communicate with parents
- Retarget interested students
- Train admission counsellors

MONTH 4 NOV-DEC

CONVERT & CLOSE

- Focus on conversion campaigns
- Follow up every enquiry
- Schedule campus visits
- Maintain a 60-minute response time

TIMELINE

AUG → SEP → OCT → NOV → DEC-JAN

The colleges that prepare in August
FILL SEATS IN JANUARY.

The ones that wait until December

**SPEND JANUARY WONDERING
WHAT WENT WRONG.**

START NOW

The next admission
cycle has already begun.

**FIVE MONTHS OF CONSISTENT PREPARATION BEATS THREE
WEEKS OF LAST-MINUTE PROMOTION—EVERY SINGLE TIME.**

CASE STUDY

How AIMS IBS Won 80+ ADMISSIONS in One Season

The strategy behind a stronger digital presence.

With a legacy of over two decades in management education, AIMS IBS had built a strong academic reputation. However, in a highly competitive B-school market, its digital presence wasn't fully reflecting the strength of its brand or attracting the right audience consistently.



PARTNERSHIP AT A **glance**

► Campaign Duration

One Admission Season

► Admissions

80+ New Admissions

► Business Impact

56% Increase in ROAS

70% Growth in Social Media

THE STRATEGY

Rather than focusing on ads alone, Mediagarh built a complete digital growth strategy, strengthening brand positioning, redesigning the website, creating compelling content, running performance campaigns, and nurturing prospective students across every touchpoint.

STRATEGIC PILLARS

Brand Positioning	Website Experience	Social Media Strategy	Performance Marketing	Search Engine Optimization	Lead Generation
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THE CHALLENGE

- **Highly competitive** B-school landscape
- **Limited digital** visibility
- **Inconsistent brand** communication
- **Website not aligned** with premium positioning
- **Low-performing** admission campaigns

THE IMPACT

80+
New
Admissions

56%
Higher
ROAS

70%
Growth in
Social Media



EVERY SUCCESSFUL ADMISSION STORY BEGINS WITH A
DIGITAL TRANSFORMATION.

How Ready Is Your Institution?

A QUICK SELF-CHECK.

DIGITAL PRESENCE

- ☐ Modern, mobile-friendly website
- ☐ Google Business Profile optimized
- ☐ First-page Google rankings
- ☐ Positive Google reviews (4.5+)

VISIBILITY

- ☐ Active social media presence
- ☐ Student & alumni success stories
- ☐ Consistent brand identity
- ☐ High-quality photo & video content

ADMISSIONS

- ☐ 30-minute enquiry response
- ☐ Lead tracking system (CRM)
- ☐ Counsellor follow-up process
- ☐ Admission funnel dashboard

GROWTH STRATEGY

- ☐ Annual admission roadmap
- ☐ SEO & digital marketing plan
- ☐ Monthly performance reviews
- ☐ Data-driven decision making

PARENT EXPERIENCE

- ☐ Clear value proposition
- ☐ Campus visit journey planned
- ☐ Parent testimonials available
- ☐ Placement & outcome communication

YOUR SCORE



IF YOU MISSED A FEW MEDIAGARH CAN HELP.



BUILD
Website



ATTRACT
SEO + Ads



CONVERT
CRM



GROW
Analytics

BETTER SYSTEMS. BETTER ADMISSIONS.

WHAT EVERY EDUCATION

LEADER SHOULD DO NEXT

Five actions before the next admission season.

Respond to
enquiries with
in 30 mins

Showcase
student *success*
stories

Audit your
digital
presence

Build a *120-day*
admission plan

Measure what
drives admissions

Call as a student lead or
parent lead and personally
check your *counselling system*.

TRUSTED BY EDUCATION LEADERS

150+ | 80,000+ | 10+ Years

EDUCATION BRANDS

ADMISSIONS INFLUENCED

DEDICATED TO EDUCATION GROWTH

BUILDING BRANDS. DRIVING ADMISSIONS.

[CONTACT US](#)

kartik.bdm@mediagarh.com | +91 9358934407

[BRANCHES](#)

JODHPUR | JAIPUR | BANGALORE | DELHI | DEHRADUN



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Growth Strategy
Call with Mediagarh

TEAM MEDIAGARH

