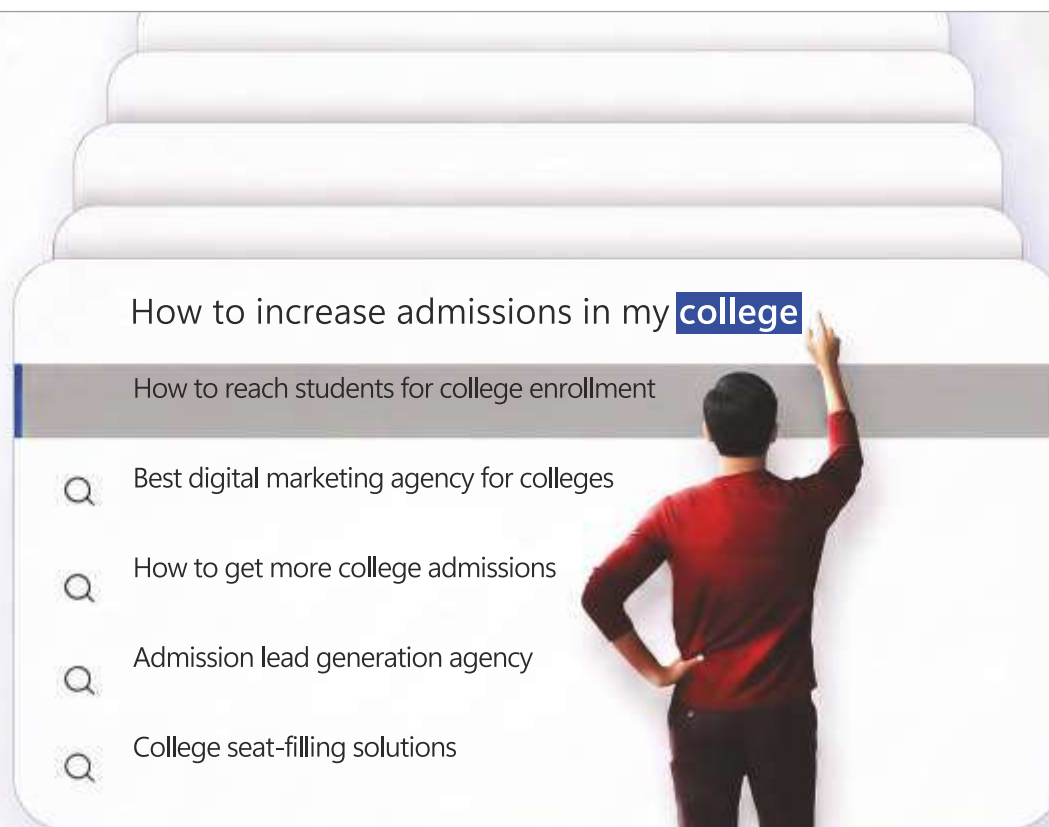




YOU HAVE 90 DAYS

SEPTEMBER IS NOT A WAITING MONTH.
IT IS A WINNING MONTH.

What your college does in the next 90 days can shape your visibility, reputation and the next admission season.

**INSIDE
THIS EDITION**

The Student's
September

The 7-Second
Rule

What Students
Actually Search

Leadership
Spotlight

EduVoice: From ₹3,000
to Building a University

THE INSTITUTIONS THAT PREPARE EARLY ARE THE ONES STUDENTS REMEMBER WHEN IT'S TIME TO CHOOSE.

WE TALK ABOUT
**FILLING
SEATS.**

BUT ARE WE

**GIVING STUDENTS A
REASON TO CHOOSE?**



A MESSAGE FROM THE FOUNDER

Every institution wants stronger admissions.

But the real challenge is not just **getting applications**.

It is giving the right students enough reasons to **notice, consider and choose** your institution.

Today, students look beyond the course.
They look for **outcomes, credibility, experience and opportunity**.

Pankaj Budhwani

Founder & CEO, Mediagarh

THE NEXT **90-DAYS**

**ARE YOUR WINDOW TO
BUILD THAT REASON.**

**THE QUESTION
FOR EDUCATION
LEADERS**

**ARE YOU ONLY
PROMOTING YOUR
COURSES OR GIVING
STUDENTS A REASON
TO CHOOSE YOU?**



SEPTEMBER IS WHEN THE MARKET STARTS MOVING.

WHAT YOUR COLLEGE DOES NOW SHOWS UP LATER.

The admission season may still feel months away. But September is when colleges can start building the things that take time to create:

VISIBILITY

More people begin noticing your institution.

TRUST

Your content starts giving students and parents reasons to believe you.

RECALL

Your college becomes familiar before students actively enquire.

DEMAND

Repeated visibility creates interest before the admission push begins.

THE 90-DAY BUILD-UP



THE MISTAKE COLLEGES MAKE

They treat September like:
"ADMISSIONS ARE STILL FAR AWAY."

The smarter approach is:
"WE HAVE TIME TO BUILD BEFORE WE NEED RESULTS."

**DON'T WAIT FOR DEMAND.
BUILD THE CONDITIONS FOR IT.**

**SEPTEMBER IS
THE BUILDING MONTH.**

THE 7-SECOND TEST



How quickly can a student understand your college?

WHAT DO YOU OFFER? Course & programme clarity Can a student immediately understand what they can study?	✓
WHY SHOULD I BELIEVE YOU? Credibility & proof Rankings. Outcomes. Faculty. Student stories.	✓
WHY SHOULD I CHOOSE YOU? Your differentiator What makes your institution worth choosing over the alternatives?	✓
WHAT DO I DO NEXT? Clear next steps Apply. Enquire. Visit. Talk to a counsellor.	✓





WHAT STUDENTS ACTUALLY SEARCH



OUTCOMES



Where can this course take me?

- *Placements & packages*
- *Career opportunities*
- *Alumni success*

EXPERIENCE



What is student life like?

- *Campus & culture*
- *Events & activities*
- *Hostel & facilities*

FIT



Is this college right for me?

- *Course details*
- *Eligibility & fees*
- *Location & convenience*

OPPORTUNITY



What happens after I graduate?

- *Higher studies*
- *Internships*
- *Global opportunities*

PROOF



Can I trust what they're saying?

- *Rankings & accreditations*
- *Reviews & testimonials*
- *Faculty credentials*

IMPORTANT TO KNOW

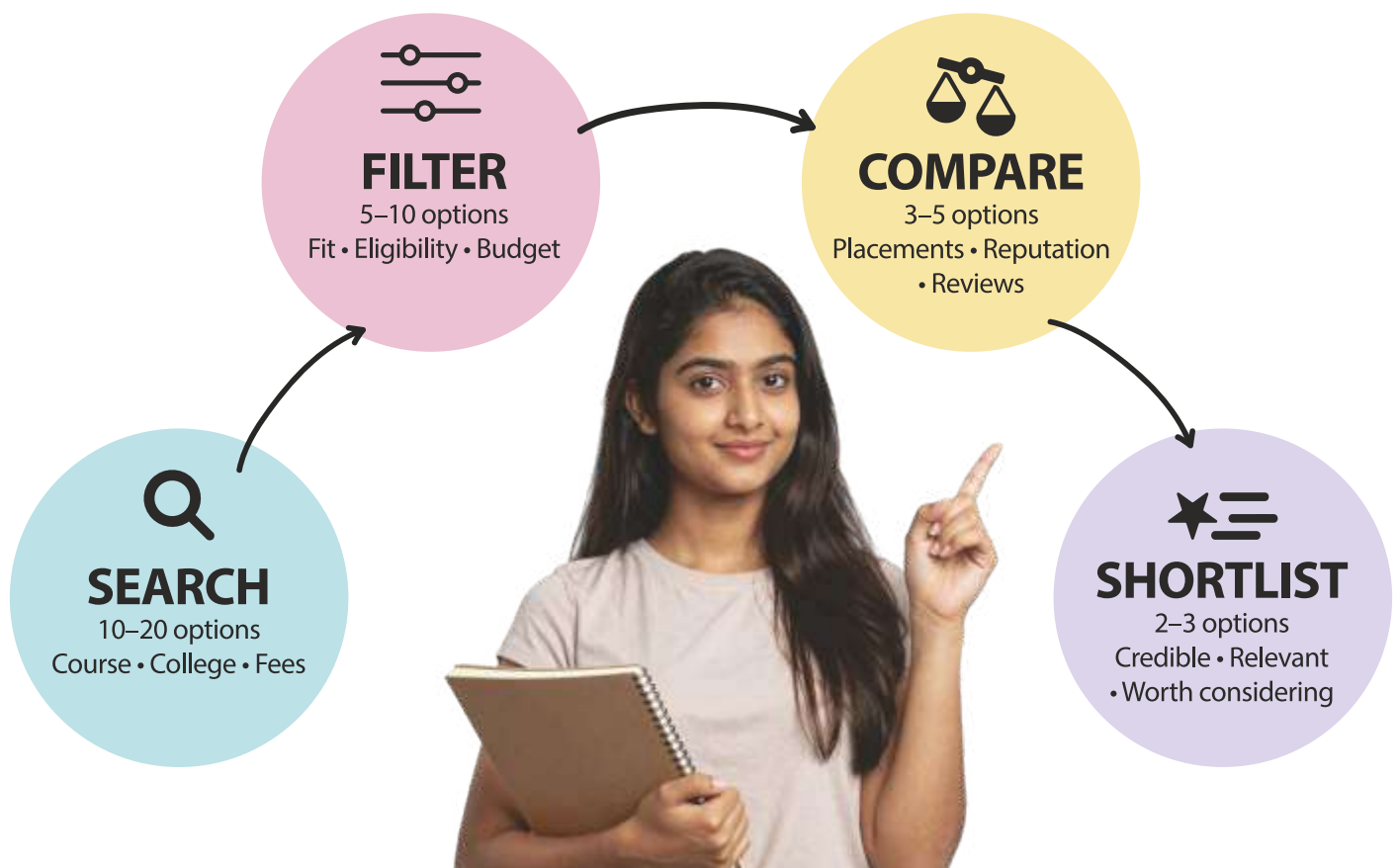
If your digital presence doesn't answer these questions clearly, students will find the answers somewhere else.

 *The right answers build trust and shape the final choice.* 

THE SHORTLIST GETS SMALLER.

Students don't choose from everything they find. They eliminate.

THE DECISION JOURNEY



THE REAL QUESTION
WOULD YOU SHORTLIST YOUR OWN COLLEGE?



YOU?
TRUST YOU?
NOW?

KEY TAKEAWAY

VISIBILITY



RELEVANCE



PROOF

That's what gets you shortlisted.

EDUCATION NEWS

YOUR WEEKLY DOSE OF WHAT'S SHAPING HIGHER EDUCATION

AI READINESS IS NOW A KEY FACTOR IN UNIVERSITY CHOICE

AI readiness is becoming an important benchmark for students, parents, employers, and industry when evaluating universities.



WHAT THE AI-READY UNIVERSITY INDEX LOOKS AT

CURRICULUM

Is AI integrated into relevant programmes and learning outcomes?

FACULTY

Are educators equipped to teach and apply AI?

INFRASTRUCTURE

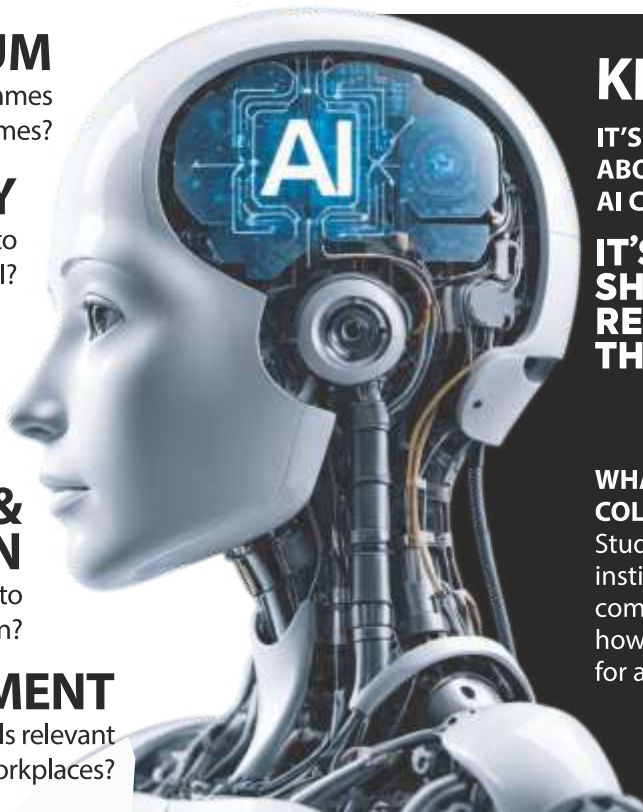
Do students have access to the right technology and tools?

RESEARCH & INNOVATION

Is the institution using AI to drive research and innovation?

INDUSTRY ALIGNMENT

Are students gaining skills relevant to AI-driven workplaces?



KEY INSIGHT

IT'S NO LONGER JUST ABOUT OFFERING AN AI COURSE.

IT'S ABOUT SHOWING AI READINESS ACROSS THE INSTITUTION.

WHAT THIS MEANS FOR COLLEGE LEADERS

Students are evaluating institutions differently. Your communication needs to show how your institution is preparing for an AI-driven future.

DON'T JUST CLAIM AI READINESS. SHOW THE EVIDENCE.



CURRICULUM



FACULTY



INFRASTRUCTURE



RESEARCH



INDUSTRY EXPOSURE

If students are evaluating you differently, your communication needs to evolve too.

The Economic Times | AI Insights

“THE AI-READY UNIVERSITY INDEX: WHAT DEFINES READINESS IN HIGHER EDUCATION TODAY?”

11 August 2026

SOURCE: The Economic Times | AI Insights

SEPTEMBER QUESTION

If a student asked an AI tool about your college today, what would it find?

CASE STUDY



WHEN A STRONG UNIVERSITY NEEDS A STRONGER DIGITAL PRESENCE.

BUILDING VISIBILITY THAT COULD SUPPORT ADMISSIONS.

Shobhit University already had academic credibility.

The challenge was making that credibility visible, relevant and easy to discover online by students looking for the right programmes.

With weak social media visibility, low student lead volume and limited digital presence around key academic programmes, the university needed more than another round of advertising.

THE REAL CHALLENGE

How do you turn an existing academic reputation into a digital presence that students can actually discover and trust?

THE STRATEGIC SHIFT

FROM

"RUN CAMPAIGNS FOR ADMISSIONS."

TO

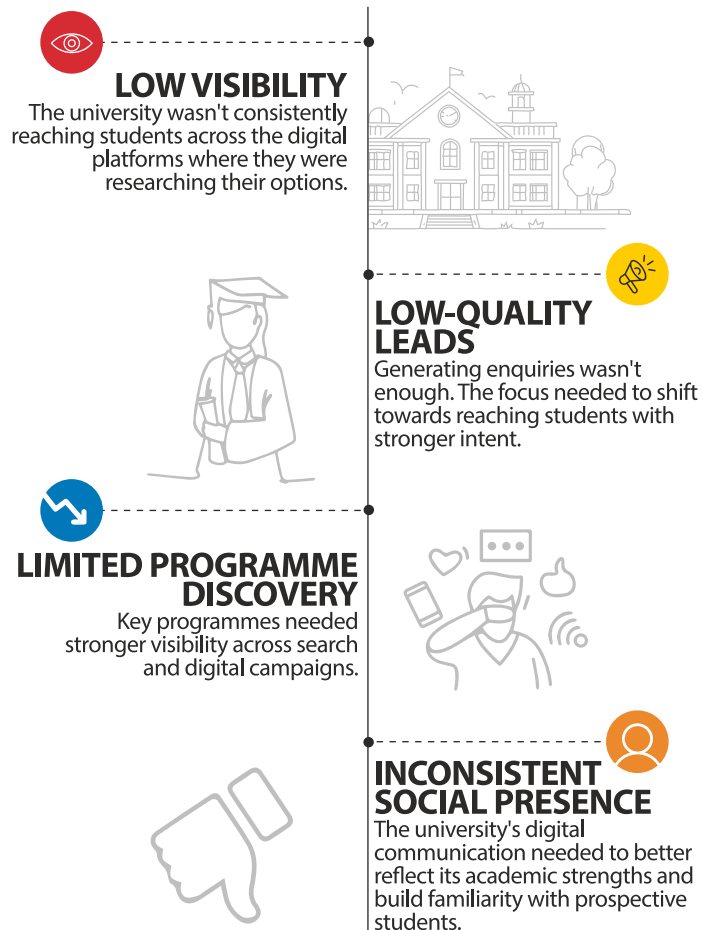
"BUILD A DIGITAL JOURNEY STUDENTS CAN DISCOVER, UNDERSTAND AND TRUST."

That meant bringing together **content, search, paid campaigns, landing pages, SEO and social media**

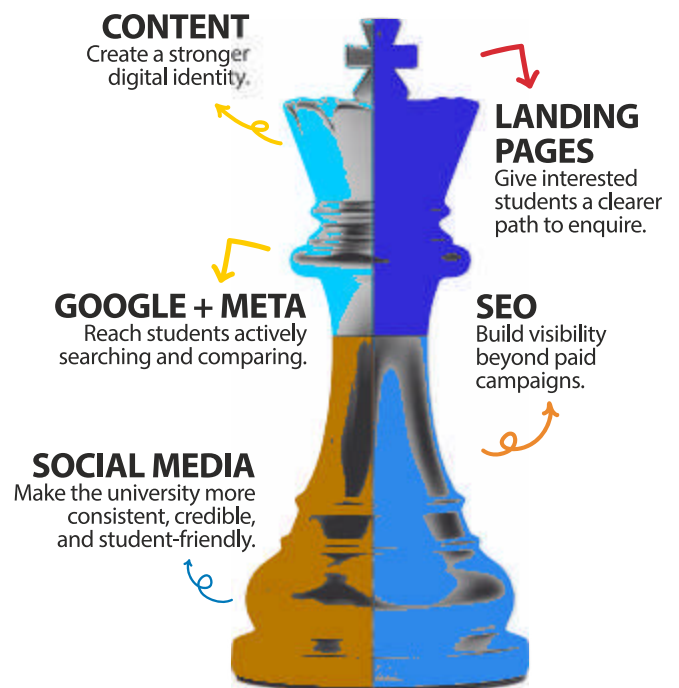
instead of treating each channel as a separate activity.



WHERE THE GAP WAS



THE SYSTEM WE BUILT



**THE GOAL WASN'T JUST MORE VISIBILITY.
IT WAS BETTER VISIBILITY.**

TURN THE PAGE TO SEE WHAT CHANGED.



CASE STUDY




FROM DIGITAL VISIBILITY TO MEASURABLE GROWTH.

THE STRATEGY WORKED ACROSS THE JOURNEY NOT JUST INSIDE THE AD ACCOUNT.

WHAT WE CHANGED

01

LANDING PAGES THAT CONVERT

Admission-focused landing pages were created to give prospective students clearer programme information and stronger next steps.

Better intent. Better journey. Better conversion opportunity.

03

META FOR STUDENT & PARENT OUTREACH

Performance-focused Meta campaigns helped maintain a consistent flow of relevant audiences and leads.

05

A SOCIAL MEDIA MAKEOVER

Academic storytelling, engaging content and consistent communication helped create a more credible and student-friendly digital identity.

02

HIGH-INTENT GOOGLE CAMPAIGNS

Google Ads focused on students actively searching for programmes such as **MBA, Engineering and Online Programmes.**

04

SEO FOR LONG-TERM DISCOVERY

On-page and content improvements helped key homepage keywords reach first-page visibility.

THE RESULTS

159.2%

INCREASE IN INSTAGRAM CONTENT INTERACTIONS

271.1%

GROWTH IN FACEBOOK PERFORMANCE & REACH

6+

HOMEPAGE KEYWORDS RANKING ON SEARCH ENGINES

THE BIGGER IMPACT

STRONGER VISIBILITY



BETTER DIGITAL ENGAGEMENT



MORE RELEVANT STUDENT INTEREST



STRONGER LEAD FLOW



ADMISSION SUPPORT

WHAT THIS CASE STUDY TELLS US

Shobhit University didn't need to become a different institution.

IT NEEDED ITS DIGITAL PRESENCE TO BETTER REFLECT THE INSTITUTION IT ALREADY WAS.

The work wasn't limited to ads.

It connected **search, social media, content, SEO, landing pages and performance marketing** into one digital growth system.

THE TAKEAWAY

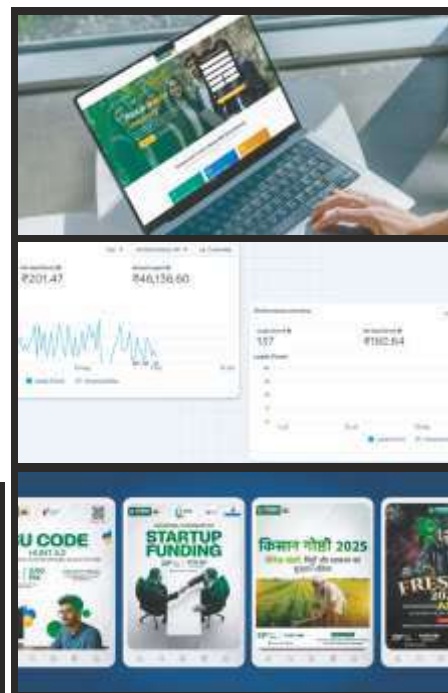
VISIBILITY GETS YOU DISCOVERED.
RELEVANCE GETS YOU CONSIDERED.
TRUST HELPS MOVE STUDENTS FORWARD.

AND A CONNECTED DIGITAL JOURNEY

GIVES ADMISSIONS A BETTER CHANCE TO HAPPEN.

SHOBHIT UNIVERSITY × MEDIAGARH
STRATEGY WITH PURPOSE.
DIGITAL PRESENCE WITH A JOB TO DO.

Case study



FROM ₹3,000 TO BUILDING A UNIVERSITY

Dr. Vinay Agarwal's journey from a 19-year-old entrepreneur to Chancellor of ISBM University.

THE JOURNEY IN 5 MOMENTS

₹3,000

FIRST INCOME AT 19
It all began with motorcycle trading.

01



02

MOTORCYCLES

THE FIRST BUSINESS

His first step into entrepreneurship.



22 CITIES

EXPANDING ACROSS INDIA

ISBM grew from Bombay to 22 cities.

03



04

₹30 CRORE

THE BIG BET

An investment to build a university in remote Chhattisgarh.



LONDON

TAKING THE VISION GLOBAL

After earlier attempts abroad, ISBM reached London.

05



WHAT HE THINKS ABOUT EDUCATION TODAY

MARKETING WORKS BEYOND ADMISSIONS

"It should work even when you're sleeping."

Consistent visibility and brand recall matter year-round.

ONLINE GETS YOU SHORTLISTED

Students may discover you online, but campus visits and counselling influence the final decision.

AI IS CHANGING DISCOVERY

Students are increasingly using AI to research institutions, making accurate and useful content more important than ever.

FEATURED QUOTE

“

Marketing can make a bad college look good and a good college look bad.

”

The difference is how well an institution presents itself digitally.



WATCH THE FULL CONVERSATION



EduVoice with
Dr. Vinay Agarwal
YouTube | Spotify

ABOUT EDUVOICE

Real conversations with education leaders shaping the future of higher education in India and beyond.

BY MEDIAGARH

This is shorter, cleaner, and more suitable for a list-reader newsletter format.

15 POINT MARKETING CHECK

HOW READY IS

YOUR COLLEGE

FOR THE NEXT ADMISSION SEASON?

✓ Give yourself 1 point for every "YES".



VISIBILITY

- 01 Can students find your college easily on Google?
- 02 Are your key programmes visible in search?
- 03 Is your website current, clear and admission-focused?



ADMISSION JOURNEY

- 07 Are your Meta and Google campaigns built around clear objectives?
- 08 Are you reaching the right student and parent audiences?
- 09 Do your campaigns lead to relevant landing pages?
- 10 Can a prospective student enquire without unnecessary friction?



TRUST & CONVERSION

- 11 Can students easily find genuine reviews and student experiences?
- 12 Are career outcomes, placements or opportunities clearly visible?
- 13 Do you re-engage prospective students who showed interest?
- 14 Is there a defined process for enquiry follow-up?
- 15 Do you know which channels and campaigns are contributing to admissions?



CONTENT & BRAND

- 04 Does your content go beyond admission announcements?
- 05 Are your strongest academic differentiators clearly communicated?
- 06 Do you regularly show students, faculty, campus and outcomes?

6–10

CONNECT THE GAPS

You are doing marketing, but the journey isn't working as one system.

11–13

OPTIMISE CONVERSION

Your foundation is strong. Focus on turning interest into action.

0–5

VISIBILITY NEEDS WORK

Your academic strengths may not be reaching enough prospective students.

14–15

READY TO SCALE

Your digital foundation is strong. Focus on consistency, efficiency, and growth.

YOUR SCORE

? ONE FINAL QUESTION:
WHAT DID YOUR SCORE REVEAL?

DRIVING **ADMISSIONS.**

The right digital strategy helps educational institutions become easier to find, trust and choose.

TRUSTED BY EDUCATION LEADERS

150+ | **80,000+** | **10+ Years**

EDUCATION BRANDS

ADMISSIONS INFLUENCED

DEDICATED TO EDUCATION GROWTH

CONTACT US

kartik.bdm@mediagarh.com | +91 9358934407

BRANCHES

JODHPUR | JAIPUR | BENGALURU | DELHI | DEHRADUN



Scan to book a
Growth Strategy
Call with Mediagarh

TEAM MEDIAGARH

