

THE NEXT **5** MONTHS AREN'T A WAITING PERIOD. THEY'RE YOUR PREPARATION WINDOW.



Will your school use them well?



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365+ Admissions in 2 Years



PREPARE TODAY. GROW TOMORROW.

EDITOR'S NOTE

The School Visit Is No Longer a Formality. It's Your Strongest Admission Strategy.

Dear School Leaders,

Every admission journey begins long before an application form is submitted. Today, parents arrive at your campus with information already in hand. They have explored your website, read reviews, watched videos, and compared schools online.

What they seek during a campus visit isn't more information—it's reassurance.

They are quietly asking themselves:

"Can I trust this school with my child's future?"

That answer is rarely found in a presentation or brochure. It is shaped by the atmosphere they experience, the people they meet, the conversations they have, and the confidence they feel while walking through your campus.

Schools that consistently convert enquiries into admissions understand one important truth: **every interaction is part of the admission process.**

This edition explores how the campus experience influences perception, trust, and ultimately, admission decisions. Our goal is to help school leaders identify the moments that matter most and transform them into lasting competitive advantages.

Because in today's education landscape, **it's not just about bringing parents to your campus—it's about giving them every reason to choose it.**

Pankaj Budhwani

Pankaj Budhwani

Founder & CEO

MEDIGARH



EVERY PARENT ARRIVES WITH **TWO CHECKLISTS**

WELCOME
TO OUR
CAMPUS

We build futures
with care and
purpose.

THE VISIBLE CHECKLIST

These are the questions parents openly ask
during the campus visit.

- ✓ Curriculum & Board
- ✓ Fee Structure
- ✓ Transport
- ✓ Sports & Activities
- ✓ Academic Results
- ✓ Safety Measures
- ✓ Teacher Quality

V/S

THE INVISIBLE CHECKLIST

These questions are rarely spoken—but
almost always answered.

- ✓ Does this school feel welcoming?
- ✓ Will my child be happy here?
- ✓ Do I trust the people in this school?
- ✓ Do I trust the leadership behind this school?
- ✓ Can I picture my child growing here?
- ✓ Does this environment justify the investment?
- ✓ Will my child truly belong here?

THE DIFFERENCE

SCHOOLS PREPARE FOR
THE QUESTIONS PARENTS ASK.

GREAT SCHOOLS PREPARE FOR
THE QUESTIONS PARENTS NEVER ASK.

THE TRUST EQUATION

INFORMATION → EXPERIENCE → EMOTION = DECISION

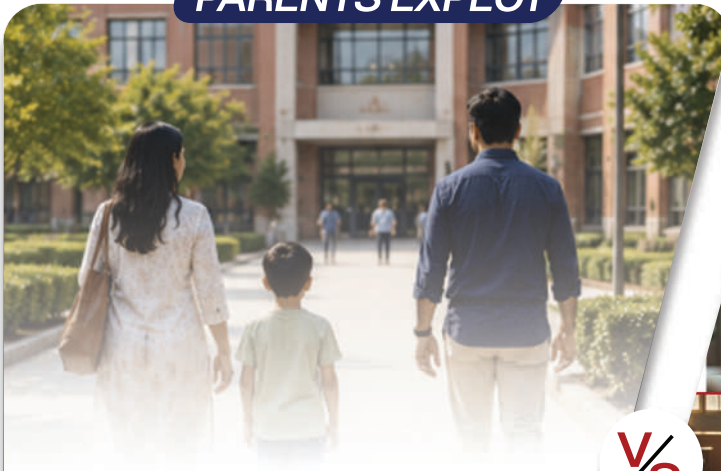
PARENTS MAY COMPARE SCHOOLS USING FACTS.
BUT THEY CHOOSE SCHOOLS BASED ON HOW THOSE FACTS MAKE THEM FEEL.

THE EXPERIENCE GAP

What Parents **Expect** vs. What They Actually **Experience**

“Every advertisement creates an expectation. Every campus visit either strengthens it—or breaks it.”

PARENTS EXPECT



- A Warm Welcome
- Confident, friendly staff who greet & guide
- Happy, Engaged Students
- A Vibrant Learning Environment
- Personal Attention

V/S

PARENTS EXPERIENCE



Long Waiting Time



Unclear communication



Empty or Silent Classrooms



A Routine Campus tour



A Generic Admission Process

THE REALITY

- Most schools focus on attracting more enquiries.
- The best schools focus on delivering an experience that matches their promise.

THE IMPACT

Expectation + Consistent Experience

TRUST

Expectation – Experience

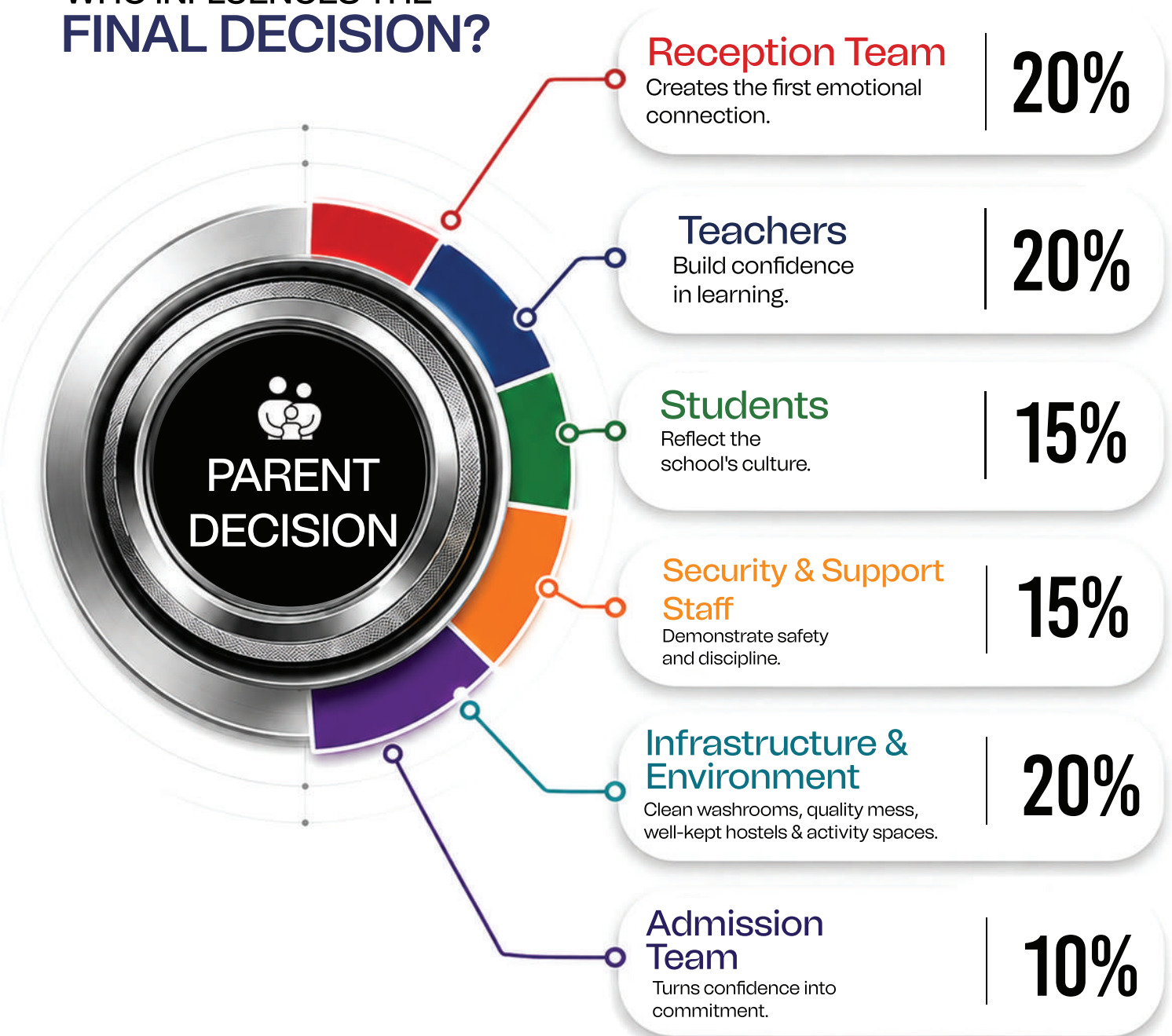
DOUBT

PARENTS DON'T COMPARE WHAT SCHOOLS PROMISE.
THEY COMPARE WHETHER THE EXPERIENCE LIVES UP TO THE PROMISE.

THE DECISION ISN'T MADE IN THE PRINCIPAL'S OFFICE.

It's influenced by everyone parents meet on your campus.

WHO INFLUENCES THE FINAL DECISION?



ADMISSIONS AREN'T WON BY ONE DEPARTMENT.
THEY'RE EARNED BY ONE CONNECTED EXPERIENCE.



THE TIMES OF INDIA

CBSE Introduces Parenting Calendar 2026-27

A new framework encouraging stronger parent engagement throughout the academic year.

NEW DELHI

CBSE has launched the Parenting Calendar 2026-27, encouraging schools to strengthen parent engagement through workshops, interactive sessions and collaborative activities.

The initiative encourages schools to make parent engagement more consistent and meaningful throughout the academic year.

Source: CBSE · Parenting Calendar 2026-27



MEDIAGARH INSIGHT

Admissions begin
before the
admission
form is filled.

CBSE's latest initiative sends
a clear message:

1

Parent Engagement
Builds Trust.

2

Trust Influences
Decisions.

3

Strong Relationships
Create Stronger
Admissions.

WHAT THIS MEANS FOR YOUR SCHOOL

Engage
parents early

Make every
interaction meaningful

Build trust before
admissions

PARENT ENGAGEMENT ISN'T A ONE-TIME EVENT.
IT'S A YEAR-LONG TRUST-BUILDING PROCESS.

FROM 7 STUDENTS TO 2,700

How vision turned a temporary shed into a future-ready school.



FEATURED LEADER

Dr. Niyati Chitkara

Director & Vice President
Chitkara International School

In this EduVoice conversation, Dr. Chitkara shares how the school grew from just 7 students in 2005 into an institution built around innovation, real-world learning and future-ready education.

THE JOURNEY

Started in 2005 with just 7 students in a temporary shed.

- **7 → 2,700+** Students
- **20** Patents filed by students & teachers
- Future-Ready Learning Spaces
- Recognised for Innovation in School Education



HER JOURNEY

AMRITSAR

Born and raised in a family that valued learning.

TEACHER AT HEART

Started teaching younger students while still in school.

LIFELONG LEARNER

Commerce, B.Ed., M.Ed., PhD
A commitment to continuous learning.

GLOBAL EXPOSURE

Of 10 people globally selected for a Gates programme in 2014.

EDUCATION AS A FAMILY

Her husband and children supported her journey of continued learning.

3 IDEAS

THAT DEFINE *HER APPROACH*

① LEARNING NEVER STOPS

Education + skills + experience
= wisdom.

② EXPERIENCE MATTERS

Learning should connect with the real world, not stay inside textbooks.

③ PEOPLE BUILD SCHOOLS

Infrastructure helps—but teachers, teams and parents make the difference.



FROM THE CONVERSATION

Gen Z & Gen Alpha

Understanding the learners schools are preparing for.

Future Readiness

Why education must go beyond marks and focus on employability and skills.

Beyond Classrooms

Creating learning experiences that connect students with the real world.

WATCH THE FULL CONVERSATION
EduVoice by Mediagarh
From 7 Students to 2,700



2 YEARS 365+ ADMISSIONS

ONE GROWTH STORY

The strategy behind admission growth.



How Bodhi International School turned stronger digital positioning into year-on-year admission growth.

Bodhi International School already had a strong academic reputation and quality offerings. The gap wasn't the school—it was how effectively that strength was being seen, communicated and converted digitally.

When Mediagarh came on board, the goal went beyond running admission campaigns. The focus was to build a digital ecosystem that could strengthen the brand, reach the right parents and deliver sustainable growth across consecutive admission seasons.

WHERE WE STARTED

A strong school that wasn't getting enough digital visibility. The key gaps were

- **Low Search Visibility**
Relevant searches weren't consistently bringing Bodhi in front of parents.
- **Inconsistent Social Presence**
School life, achievements and events weren't being communicated with enough consistency or impact.
- **Underperforming Campaigns**
Google and Meta campaigns weren't generating the quality of enquiries the school needed.
- **Untapped School Stories**
Events and everyday school experiences had strong storytelling potential—but weren't being fully leveraged.

THE GROWTH ROADMAP

POSITION → ENGAGE → ATTRACT → CONVERT → SCALE

01. POSITION

Strengthen how Bodhi is presented digitally.

02. ENGAGE

Turn school life into consistent social and video storytelling.

03. ATTRACT

Improve SEO and reach high-intent parents through Google & Meta.

04. CONVERT

Create stronger creatives and a focused admission landing page.

05. SCALE

Optimise what worked and carry the learning into the next admission season.

YEAR 1

165+ ADMISSIONS

The first season established the growth foundation.

THE OBJECTIVE WASN'T ONE SUCCESSFUL CAMPAIGN.
IT WAS TO BUILD A SYSTEM THAT COULD GROW AGAIN.

FROM 165+ TO 200+

HOW THE SECOND YEAR RAISED THE BENCHMARK.

Instead of starting over in Year 2, Mediagarh built on the brand visibility, content system, audience insights and campaign learnings created during the first season.

The result: **200+ admissions in Year 2**, taking the two-season total to **365+ admissions**.



WHAT WE DID DIFFERENTLY

SOCIAL MEDIA REVAMP

A structured content calendar, reels, stories, student moments and behind-the-scenes content made Bodhi's digital presence more consistent and alive.

STORY-LED VIDEO

Sports, graduation and school experiences became authentic visual stories that helped parents experience the brand before visiting the campus.

PERFORMANCE MARKETING

Google and Meta campaigns focused on high-intent parent audiences, stronger lead quality and ongoing optimisation.

SEARCH ENGINE OPTIMIZATION

Search optimisation around relevant terms such as "best international school in Jodhpur" strengthened organic discoverability.

CONVERSION-FOCUSED LANDING PAGE

School USPs, testimonials and simplified enquiry forms created a clearer journey from advertisement to enquiry.

THE TWO-YEAR IMPACT

365+ | **1,000%** | **563%**

Admissions
Across Two
Seasons

Increase in
Instagram
Reach

Increase in
Social
Engagement

20K+ | **500+**

Organic
YouTube
Views

Families Engaged
Through Offline
Events

YEAR 1



YEAR 2



TOTAL

165+ → 200+ → 365+
ADMISSIONS

THE REAL RESULT

Bodhi didn't just generate more admissions.
It built a stronger, more visible and more consistent school brand.

The partnership moved from fixing individual digital gaps to creating a connected growth system across content, search, advertising, storytelling and conversion.

YOUR NEXT **5 MONTHS** DON'T WAIT FOR THE NEXT **ADMISSION** SEASON



BUILD FOR IT.

FIVE MONTHS. FIVE PRIORITIES.
ONE STRONGER ADMISSION SEASON.

MONTH 01— AUDIT

FIX WHAT PARENTS SEE FIRST

Review your website, Google presence, social media, reviews and admission journey.

Ask: Does our digital presence reflect the school we actually are?

MONTH 02— BUILD

STRENGTHEN YOUR SCHOOL STORY

Define what makes your school different and start communicating it consistently.

Focus: Student stories · Teachers · Leadership
· Campus life

MONTH 03— GET VISIBLE

BE WHERE PARENTS ARE LOOKING

Strengthen SEO, social content, videos and targeted campaigns before active enquiries begin.

Goal: Build familiarity before parents start comparing.



MONTH 04— FIX THE EXPERIENCE

TEST YOUR ADMISSION JOURNEY

Call your own school as a parent. Submit an enquiry. Visit the campus.

Check: Response time · Counselling · Follow-up
· Campus experience

MONTH 05— GET ADMISSION-READY

TURN EVERYTHING INTO ONE SYSTEM

Align marketing, counsellors, leadership and follow-ups around one clear admission plan.

Track: Enquiries → Visits → Follow-ups → Applications
→ Admissions

**BEFORE THE SEASON HITS,
MAKE SURE YOU CAN ANSWER YES**

Are we visible?
Are we trusted?
Is our experience seamless?
Is our team prepared?
Are we ready to convert?

**PREPARE TODAY.
LEAD TOMORROW.**

GREAT SCHOOLS ARE BUILT ONE THOUGHTFUL DECISION AT A TIME.
CONSISTENCY—NOT COMPLEXITY—IS THE FOUNDATION OF LASTING SUCCESS.

IS YOUR SCHOOL READY FOR THE NEXT ADMISSION SEASON?

15 QUESTIONS. 15 POINTS. FIND OUT WHERE YOU STAND.

GIVE YOURSELF *1 POINT FOR EVERY YES.*

DIGITAL VISIBILITY

- ☐ Can parents easily find your school on Google?
- ☐ Does your website clearly communicate what makes your school different?
- ☐ Does your school rank for important local searches?
- ☐ Are your Google profile, photos and information up to date?

BRAND & TRUST

- ☐ Does your social media reflect the real quality of your school?
- ☐ Are student achievements and success stories shared consistently?
- ☐ Do your Google reviews build parent confidence?
- ☐ Is your leadership visible and communicating with parents?

PARENT EXPERIENCE

- ☐ Are enquiries answered quickly?
- ☐ Does every parent receive proper follow-up?
- ☐ Do counsellors communicate confidently and consistently?
- ☐ Does your campus visit experience match your online promise?

ADMISSION GROWTH

- ☐ Do you know where your best enquiries come from?
- ☐ Are you tracking enquiries → visits → applications → admissions?
- ☐ Do you have a clear marketing and admission plan for the next 5 months?

CHECK YOUR SCORE

12-15

READY TO SCALE

Your foundation is strong.
Now turn it into greater admission growth.

7-11

GROWTH GAPS

Some parts are working, but important gaps
may be costing you parents and enquiries.

0-6

ACTION NEEDED

Your next admission season needs
preparation now, not when enquiries begin.

YOU KNOW WHAT PARENTS ARE LOOKING FOR.
**NOW MAKE SURE THEY FIND
IT IN YOUR SCHOOL.**

WITH MEDIAGARH, YOU CAN

The strongest schools don't wait for admission season to start communicating their value.

They build
visibility early.

They create
trust consistently.

They strengthen
every parent touchpoint.

And when enquiries begin,
they're already prepared.

WITH MEDIAGARH, BUILD

A Brand Parents Remember

Clear positioning that gives families
a reason to choose you.

A Digital Presence They Trust

Website · Social Media · SEO
· Reviews · Content

Campaigns That Reach the Right Parents

Google Ads · Meta Ads
· Lead Generation

An Admission Journey That Converts

Landing Pages · Lead Tracking · Follow-ups
· Counselling Strategy

TRUSTED BY EDUCATION LEADERS

150+

EDUCATION BRANDS

80,000+

ADMISSIONS INFLUENCED

10+ YEARS

DEDICATED TO EDUCATION GROWTH

BUILDING BRANDS. DRIVING ADMISSIONS.

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BRANCHES

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Growth Strategy
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MEDIAGARH**

