

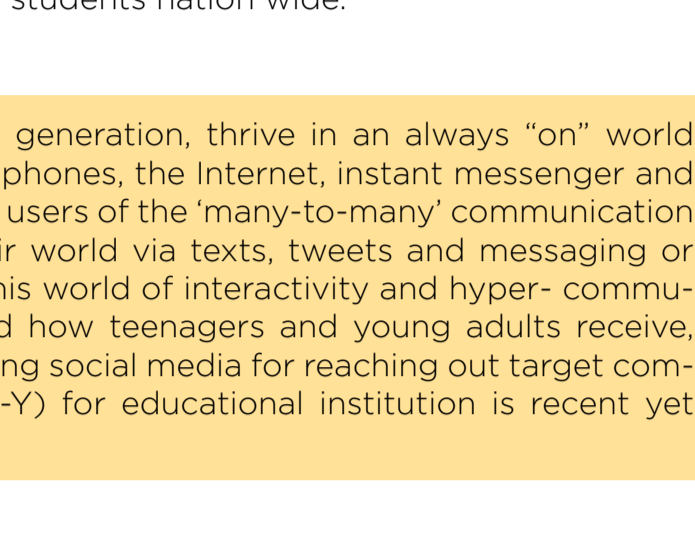
CASE STUDY

Social Media in promoting and positioning RVIT, Bijnor in order to get more leads for admission; a bird's eye view

MixORG
people and ideas

Client Profile

RVIT, Bijnor came into being in the year 2009 with a purpose of imparting quality technical education in the country. Besides this, RVIT majorly focuses on holistic approach to its students' lifestyles to teach them professional ethics from a very young age.



RVIT nurtures a student centric culture that takes students' participation in learning new things. The college also takes pride engaging and informing set of clubs. These 6 amazing clubs make students' life more interactive and help bringing out the leaders in them.

RVIT, Bijnor runs two programs, Engineering & Technology and Polytechnic. The Human Value and Professional Ethics program run by the college, after every semester play a vital role in enticing students nation wide.

Why Social Media?

The youth of today, the "Millennial" generation, thrive in an always "on" world filled with digital music devices, cell phones, the Internet, instant messenger and social media networks. They are avid users of the 'many-to-many' communication process by being in touch with their world via texts, tweets and messaging or posting on the Facebook profiles. This world of interactivity and hyper-communication has fundamentally changed how teenagers and young adults receive, process and act on information. Opting social media for reaching out target community, the young generation (Gen-Y) for educational institution is recent yet phenomenal.

Executive Summary

Until recently, RVIT programs were majorly promoted through offline channels such as print media, broadcast media, and campus visit. With the rampant growth of social media as well as the viral behavior of the digital media, RVIT wanted to embrace the new media channels to connect and engage with their target audience. Mixorg, a full service digital marketing agency, was instrumental in designing and driving the online strategy for the RVIT.



To make RVIT more tech savvy in comparison to its competitors by embracing new media technologies.

Objective

Use the global reach of social media platforms to grow the college's visibility. Create a community and connect directly with the prospective students to offer career guidance and assist them with the queries of applying to RVIT. Promote the much talked about Human Value and Professional Ethics program in order to attract more students.

To create an aspiration among the prospective students to apply for the programs offered by the college.

Platforms chosen

Platform	Handle/URL
Facebook	https://www.facebook.com/rvitbijnor

- Facebook**
 - Fastest growing social network
 - Possibility to build an online community
 - Run highly targeted digital ads
 - Build campaign apps to grow engagement
 - Listen and interact directly with fans
 - Measure effort with Facebook analytics
- Youtube**
 - Share students' life at RVIT
 - Walkthroughs of the campus
 - RVIT generic text video
- Google**
 - We gained quite a number of leads by using the Google ads. Example of keywords: polytechnic college, technical college

Approach

RVIT, Bijnor worked with Mixorg, a full service digital marketing agency, to create an online strategy and a 45 days roadmap for the brand.

During the content planning stage a bunch of themes were identified that aligned with the message that RVIT wanted to transfer to the target audience.

A community was built on Facebook consisting of alumni, students, and aspiring students.

Our creative design team packaged the content into very crispy information bytes that consisted of -Saga of Excellence

- RVIT Converge
- College Credentials
- Admission RVIT
- RVIT life
- Club RVIT
- Innovation RVIT
- FAQ RVIT
- RVIT videos
- SSC Competition

(Some of the creative as well as engaging content are mentioned in the next page)

A proactive Facebook page was developed. Students started interacting with university enquiring about the programs.

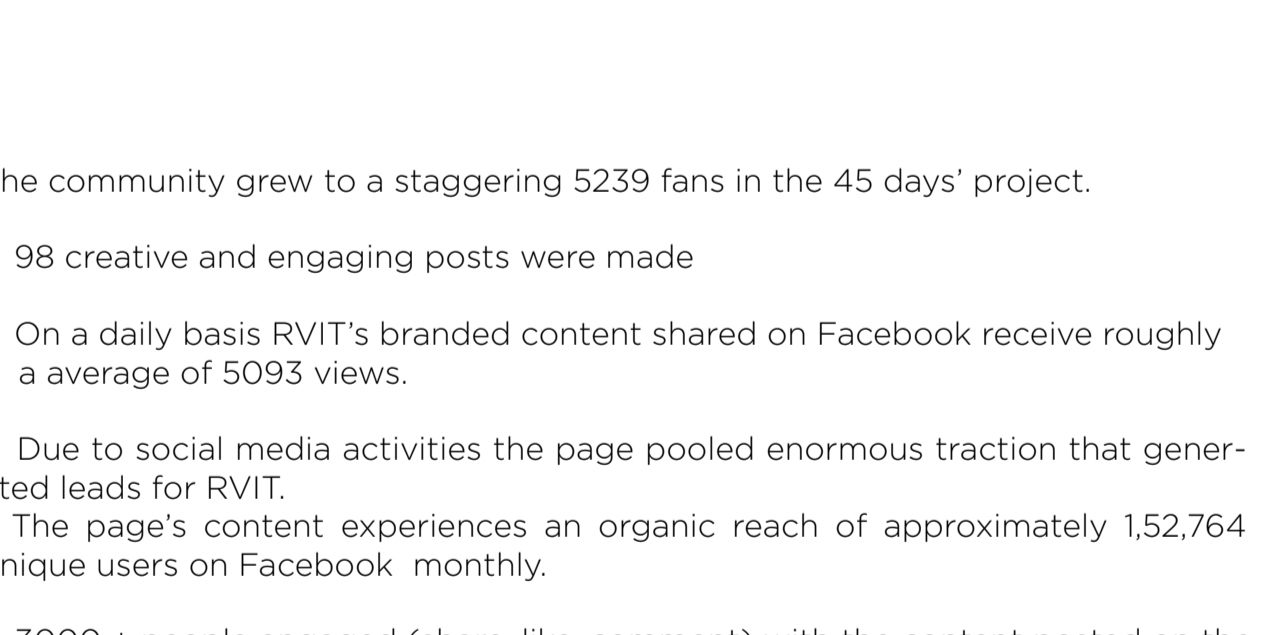
An ad budget was designed from marketing the college online and Facebook and Google ads were apart to meet the purpose. The Ads played an immense role in increasing the community size and brought the necessary traction on the Facebook page. The Google Ads propelled the lead generation that was the main objective for RVIT.

A pop up of the registration form was created on their website to keep a track of the leads visiting.

RVIT's website was remodeled.

Engaging content

The catchy and interactive content made the posts on the timeline more appealing.



RVIT, Bijnor is a center for document verification of counseling for Uttar Pradesh Technical University

RVIT, Bijnor is a nodal center for many prestigious colleges in the country.

Technology and humanities are complementary to each other. To be successful in life these two have to be in harmony.

Clubs add spice to life. They inform, educate and don't forget the most quintessential purpose, to entertain its members. Club energy of RV Institute is an apt example for the above statement.

RVIT, Bijnor exceeds its contemporaries in many fronts. May you call it their education system, personality development programs, extracurricular activities or freedom to innovate and learn.

RVIT, Bijnor is a nodal center for many prestigious colleges in the country. Some in the list are Indian Institute of Technology, Bombay and National Institute of Technical Teacher's Training, Chandigarh.

Achievements

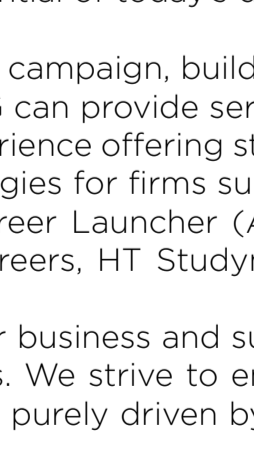
The community grew to a staggering 5239 fans in the 45 days' project.

- 98 creative and engaging posts were made
- On a daily basis RVIT's branded content shared on Facebook receive roughly an average of 5093 views.
- Due to social media activities the page pooled enormous traction that generated leads for RVIT.
- The page's content experiences an organic reach of approximately 1,52,764 unique users on Facebook monthly.
- 3000 + people engaged (share, like, comment) with the content posted on the Facebook page in the 45 days.
- The Facebook and Google Ads targeted roughly 630687 people who fit our target audience. From Google we derived 228 leads and from Facebook we got 134 leads. These directed the students to RVIT's Facebook page for joining for the commu-



Social Media helped brands propel like never before. The education industry also will immensely benefit from the new media. The use of social marketing strategies in case of education institutes leaves an impact on the psyche of the target audience for sure!

“Through Facebook we are able to promote our institute at larger level as most of the people are active on this social networking website. With this campaign we are able to target the aspiring candidates from our state and other states. For the success of this I am thankful to MixORG and it has been great working with them.”



Aast. Professor, CSIT Dept.

MixORG

Helping brands go Social

As a full service digital marketing agency, MixORG helps organizations and brands in the Education domain to achieve more by providing strategic, creative and technical expertise to harness the transformative potential of today's digital landscape.

Whether it is developing digital strategy, running an online campaign, building a website or using innovative marketing techniques, MixORG can provide services that cut across the digital spectrum. MixORG has vast experience offering strategic consultation and end-to-end execution of digital strategies for firms such as Alto University-Finland, Education First (Switzerland), Career Launcher (Asia's leading education service provider), Jamboree, Smart Careers, HT Studymate, etc.

Our modus operandi is to understand every aspect of your business and subsequently align our activities to help you achieve your goals. We strive to ensure that our clients create a substantial revenue stream that is purely driven by this digital transformation.

Our Services

- Strategy and Planning
- Social Media Marketing
- Web Design and Development
- Search Engine Marketing
- Social Media Training
- Mobile application Development

For more information about us, please visit www.mixorg.com

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