



## PROMOTIONAL REPORT FOR FATEH EDUCATION

*BY APICS SOCIETY, SSCBS*

### INTRODUCTION

TO ENSURE A SUCCESSFUL COLLABORATION BETWEEN **FATEH EDUCATION** AND **APICS SOCIETY, SSCBS**, WE CARRIED OUT A COMPREHENSIVE, MULTI-CHANNEL PROMOTIONAL CAMPAIGN DURING THE **ASCEND COMPETITION**.

OUR GOAL WAS TO MAXIMIZE AWARENESS, CREATE MEANINGFUL ENGAGEMENT, AND BUILD A STRONG BRAND ASSOCIATION WITH FATEH EDUCATION THROUGH A MIX OF ONLINE AND OFFLINE INITIATIVES.

THE FOLLOWING REPORT CAPTURES THE EXTENSIVE ACTIVITIES, DELIVERABLES EXECUTED, AND THE OVERALL PROMOTIONAL IMPACT CREATED.

**All relevant pictures related to the promotion have been included in this Drive folder -**

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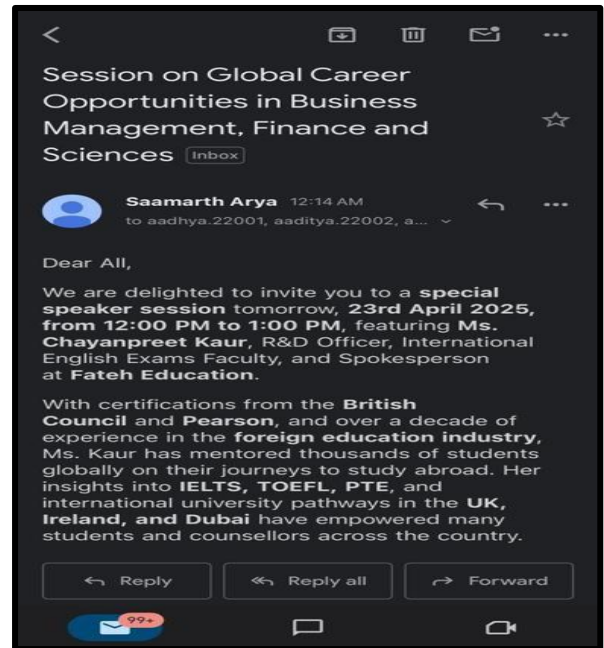
### PROMOTIONAL ACTIVITIES

#### 1. SOCIAL MEDIA PROMOTIONS: INSTAGRAM, LINKEDIN, WHATSAPP, AND UNSTOP

UNDERSTANDING THE ROLE OF SOCIAL MEDIA IN TODAY'S STUDENT LIFE, WE LAUNCHED **AGGRESSIVE DIGITAL PROMOTIONS** ACROSS MULTIPLE PLATFORMS INCLUDING **INSTAGRAM, LINKEDIN, WHATSAPP, AND UNSTOP**.

- **EXCLUSIVE FATEH COLLABORATION POSTS** WERE DESIGNED AND POSTED ON **APICS SSCBS'S OFFICIAL PAGES**.
- **STORIES, COUNTDOWNS, CREATIVE REELS, AND ANNOUNCEMENTS** FEATURING FATEH EDUCATION WERE ACTIVELY PUSHED.
- CREATIVES INTEGRATED **FATEH BRANDING** THOROUGHLY, ENSURING MAXIMUM RECALL.
- THE PROMOTIONAL MATERIAL INCLUDED **REGISTER NOW LINKS** TO DRIVE REAL STUDENT INTEREST AND CONVERSIONS.

OUR CAMPAIGN WAS **CONSISTENT AND MULTI-FACETED**, ENSURING FATEH EDUCATION HAD AN OMNIPRESENT DIGITAL FOOTPRINT DURING ASCEND.



## 2. BANNER, POSTER, AND FLYER DISTRIBUTION DRIVE ACROSS NORTH AND SOUTH CAMPUS

WE EXECUTED A LARGE-SCALE PHYSICAL MARKETING CAMPAIGN:

- THE FATEH EDUCATION LOGO WAS PROMINENTLY DISPLAYED ON ALL BANNERS AND POSTERS RELATED TO ASCEND.
- POSTERS WERE PHYSICALLY DISTRIBUTED AND DISPLAYED AT MAJOR HOTSPOTS AND NOTICE BOARDS ACROSS NORTH AND SOUTH CAMPUS COLLEGES.
- FLYERS WERE HANDED OVER TO STUDENTS VIA SOCIETIES TO MAXIMIZE PERSONAL OUTREACH.

BY COVERING MULTIPLE CAMPUSES AND TARGETING STUDENT-FREQUENTED ZONES, WE STRENGTHENED FATEH EDUCATION'S ON-GROUND BRAND VISIBILITY.

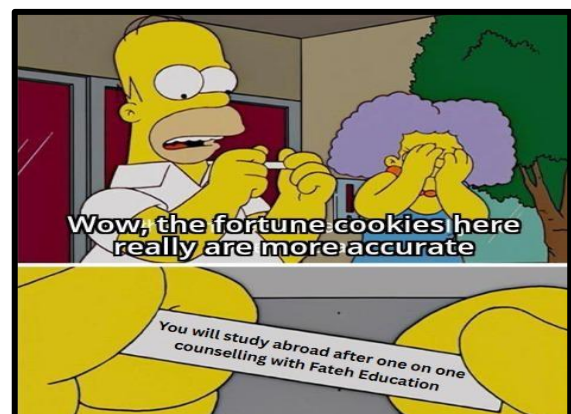
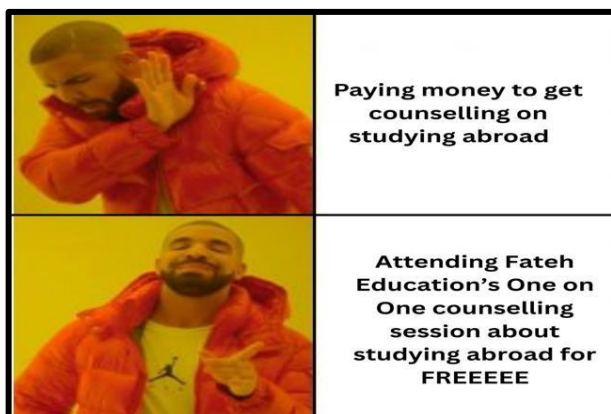
## 3. Circulation of Creatives through WhatsApp Groups Across Colleges



Creatives featuring **Fateh Education branding and registration links** were circulated extensively:

- **Society WhatsApp groups at SSCBS and in external colleges** were tapped.
- Promotion was not limited to a one-time blast; we maintained **regular follow-ups and reminders** to ensure recall.

This ensured Fateh Education's message was **amplified beyond SSCBS**, creating wider regional awareness.



#### 4. Physical Study Abroad Session for Final and Pre-Final Year Students

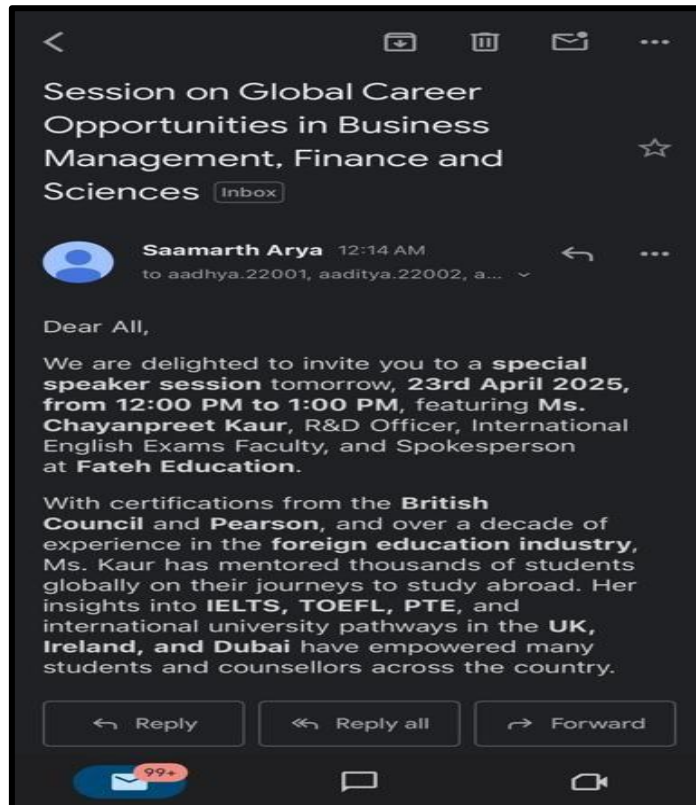
We successfully conducted a **physical Study Abroad seminar**:

- Students were **mapped and invited** through prior interest surveys and personal outreach.
- The **session duration was approximately 1 hour** and focused on **global education opportunities**, featuring Fateh Education's expertise.
- The session was interactive, clearing many common misconceptions about studying abroad.

This in-person connection further strengthened Fateh's engagement with serious prospective students.







This formal communication method added **institutional credibility** to the promotional efforts.

## 6. Fateh Promotional Video at Ascend Event

To maximize touchpoints during Ascend:

- **Fateh Education's promotional video** was **played multiple times** on the **Ascend event screen**.
- The video placements ensured Fateh branding stayed visually dominant throughout the event proceedings.

## 7. Personalized One-to-One Counseling Sessions

Post the general session:

- **One-to-one personalized counseling sessions** were arranged for students expressing specific interest.
- Students received customized advice on universities, programs, and scholarships, aligning with their profiles.

This initiative positioned Fateh Education as a **trusted advisor**, and not just a service provider.



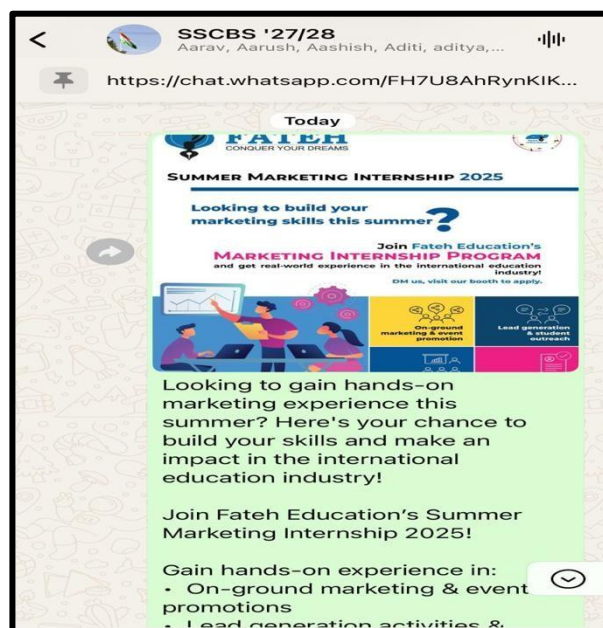
## 8. Campus Ambassador and Internship Program Promotion

As part of deep-level engagement:

- **Open positions** for Fateh's **Campus Ambassador and Internships** were circulated on **Unstop, emails, and WhatsApp groups**.
- Students were encouraged to join the ambassador program, promoting Fateh inside the campus through **offline and online channels**.
- The program benefits — **certificate and performance-based stipend** — were clearly communicated.

This initiative helped **build a community of brand champions** for Fateh Education within and outside SSCBS.





## 9. Circulation of Student Reels and Registration Links

We created and circulated **student testimonial reels and creative videos**:

- **Shared actively** across WhatsApp groups and **Instagram stories**.
- Videos focused on the value of studying abroad and the benefits of consulting Fateh Education.
- **Registration links** were attached in all communications, maximizing lead collection.

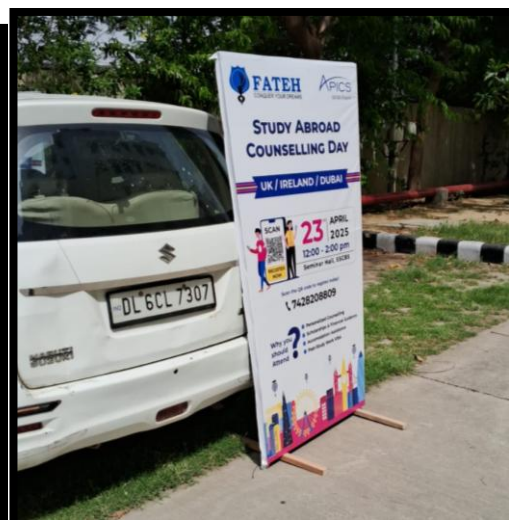
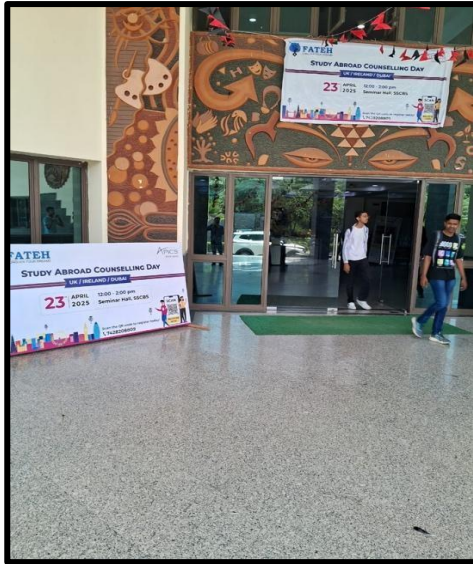
This content marketing strategy helped humanize the brand and inspire authentic peer-to-peer trust.

## 10. Installation of Banners and Standees at SSCBS

The Ascend campus was **visually dominated** with Fateh branding:

- **2-3 large wooden/iron frame banners** featuring Fateh Education were installed at high-traffic spots, including the main college entrance gate, reception as well as outside the primary seminar hall
- **6-7 standees** were placed across different blocks, entry points, and event areas such as entrance to seminar hall, on two floors, the main entrance, etc.

This strategic placement ensured that Fateh Education stayed at the forefront of students' minds throughout the event.





### **Additional Promotional Initiatives**

Beyond the deliverables mentioned, **APICS SSCBS** also undertook additional initiatives to further enhance Fateh Education's visibility:

- **Meme marketing campaigns** with relatable content carrying Fateh branding.
- **Thank-you mails** and **follow-up emails** after the sessions for higher conversion.
- **Recording of speaker sessions** uploaded on social media for extended reach.
- **Internal feedback collection** about Fateh Education to measure interest levels and perceptions.
- **Word-of-mouth promotion** by team volunteers during Ascend and related events.

These supplementary efforts demonstrated our **commitment to delivering value beyond expectations**.

### **Overall Impact**

Through this **holistic and intensive promotional approach**, the partnership between Fateh Education and APICS SSCBS resulted in:

- **Significant on-ground branding** across multiple campuses.
- **Strong student engagement** through both online and offline mediums.
- **Establishment of trust** through personalized counseling sessions and authentic outreach.
- **High registration interest** from serious prospective students.

Our deliverables were **executed in full spirit** and even **enhanced with creative, additional promotional activities** ensuring **maximum Return on Collaboration (RoC)** for Fateh Education.