

7 Pillars of Marketing Support for LEAD Partner Schools



Out of home (OOH) Advertising

From **billboards** to **bus shelters** and branding on **public transport**, LEAD supports its partner schools with a host of OOH advertisements. This helps prospective parents know more about the school and its offerings.

Print Advertising

LEAD works with media agencies to get multi-lingual ads printed across different types of publications such as **newspapers** and **magazines**. This enhances a school's brand name especially during admission season.



On-ground Support

Below-the-line (BTL) activities like **canter** and **door-to-door** campaigns with LEAD's partner schools help to connect on a personal level with consumers; educate them and garner more enquiries regarding admissions.

School Branding

An effective and attractive **name board** is placed at the school's entrance for increased visibility and to make more parents across the town/city aware that the school is a proud LEAD powered institution.



Cable TV Advertising & PR

LEAD works with top **regional TV channels** and runs **commercial advertisements** during **prime spots** and puts together a PR strategy for various schools in the region for increased brand visibility.

Website & Online Support

With a content-diverse **landing page** specially designed for each school, we help prospective parents get better awareness. Advertisements on YouTube, Facebook and Google also help increase the enquiries for admission.



School Owner Meet

School owners meets are organised regularly by LEAD across various Indian towns and cities. This is a wonderful opportunity for school leaders to network with other educators and to keep abreast with the happenings in the education sector.



20+ Cities



1700+ Partner Schools



600000+ Students



10000+ Teachers

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