

grobroad

digital solutions

CONCEPT CASE STUDY

Sunrise Public School

Admission Enquiry Campaign

An illustrative concept project by grobroad digital solutions

What's inside

Campaign goal & approach

Services used

Projected outcome model

Sample social media content

admin@grobroad.com | grobroad.com

Sunrise Public School

Admission Enquiry Campaign

This is an illustrative concept project built to demonstrate our approach — not a completed client result.

THE GOAL

Increase qualified admission enquiries for the 2026-27 academic year, targeting parents within a 5km radius of the school.

THE APPROACH

Instagram reels showcasing campus life, a geo-targeted Meta ad campaign, and a WhatsApp enquiry funnel to capture and follow up on every lead instantly.

Services Used

Instagram Reels

Meta Ads (Instagram + Facebook)

WhatsApp Enquiry Funnel

Weekly Content Calendar

Monthly Reporting

Projected Outcome Model

Based on typical education-sector ad benchmarks — a projection, not a guarantee.

Rs. 12k-18k

Est. monthly ad spend

25-35

Projected enquiries/month

Rs. 400-600

Est. cost per enquiry

Want a projection like this for your school?

admin@grobroad.com | grobroad.com

Sample Social Media Content

Concept designs created for the Sunrise Public School admission campaign



Instagram Post



Instagram Post



Instagram Post



Instagram Story



Urgency Post



Facebook Cover Banner