



**BHRS MARKETING
PLAN
AUG – SEP 2018**

CALENDAR AS PLANNED BY BHRS

- **Open Programs:**
 - Location : Mumbai.
 - Course Details: To be shared
 - TA : To be shared
 - This Quarter [Aug to Sep 2018] minimum 1 event or 2 maximum.
- **Premium Programs:**
 - Location : Mumbai.
 - Course Details: To be shared
 - TA : To be shared
 - Next Quarter around 4th or 5th October.
- **Design Thinking:**
 - Location : Mumbai.
 - Course Details: To be shared
 - TA : To be shared
 - Approx. Date : To be shared
- **CIP:**
 - Location : Bangalore.
 - Course Details: We have collaterals ready.
 - TA : Mid Management Level
 - Tentative Dates : 4th or 5th October 2018.
- **Business Analytics Program - Student Program:**
 - Location : Bangalore.
 - Course Details: This will be under GURUKUL but without Job Guarantee. This will be of 30Hrs. on the weekends completing in 5 weeks. Need collaterals.
 - TA : For this TA will be the Final year college students, freshers and those who have experience of 2 to 4 years.
 - Approx. Date : To be shared
- **HR Analytics:**
 - Location : To be shared
 - Course Details: We have collaterals ready.
 - TA : Mid Management Level – HR, Department Professionals, Corporates for their HR
 - Tentative Dates : 4th or 5th October 2018.

MEDIA PLAN

Online & Onground



Media Plan - Online

Facebook – Sponsored Ads

Campaign : Program Specific

Budget : Rs. 10000 per campaign

Target : 18 – 25 years – Students, Freshers, Young Executives

LinkedIn– Lead Generation & InMail

Campaigns : Program Specific & Brand

Lead Generation Budget : Rs. 15000 X 2 = RS. 30000 Program Specific

InMail Budget : Rs. 15000 X 2 = Rs. 30000 Brand Campaign

Target : 23 – 50 years – Freshers, Post Graduates, Management Trainees, Corporates, Professionals.

Adwords – Search & Display

Campaigns : Program Specific & Brand

Search : Rs. 25000 per month

Display : Rs. 15000 per month

Media Plan - Online

Youtube – Discovery Campaign

Campaign Content : 3 Videos – Students, Professionals, Corporates, Trainers – Program, Products & Testimonials

Budget : Rs. 20000 per month

Target : 18 – 55 years – Students, Freshers, Post Graduates, Management Trainees, Corporates, Professionals. Campaigns : Program Specific & Brand

Online Reputation Management

Average Instance : 4 per Month

Blogging

Average Instance : 3 per Month (Senior Team Member - Nithya)

Topics: General related to Various Product & Services Offering indirectly, focusing on problems, solutions & case studies.

Media Plan – On-ground

Participation with Product Presence:

College Activities

Ted Talk, Nasscom alike platform participation with Brand Presence & Participant Nomination

Job Fair & Educations Fair Participation

Budget : Allocate basis which we can look at possibilities.

We recommend a minimum Rs.5.0 to Rs.7.5 lakhs (Participation / Sponsorship) over the next 4 months. Branding, Stall & other collaterals will be as per participation understanding.

Media Plan - ATL

Radio :

A Saturday radio show “HR Talk Shop” for corporates with on air Question Ans. Sessions

Topics :

Work Life Balance (Client Brand Head to be a Guest on the Talk Show with Nithya)

Gender Equality at Workplace (Client Brand Heads – 2 nos. (female & male) to be a Guest on the Talk Show with Nithya)

Evolve with Time – Importance of Training to survive the changing work space (Client Brand Head to be a Guest on the Talk Show with Nithya)

Personality / Self Image Management (Client Brand Head) to be a Guest on the Talk Show with Nithya)

THANK YOU!

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