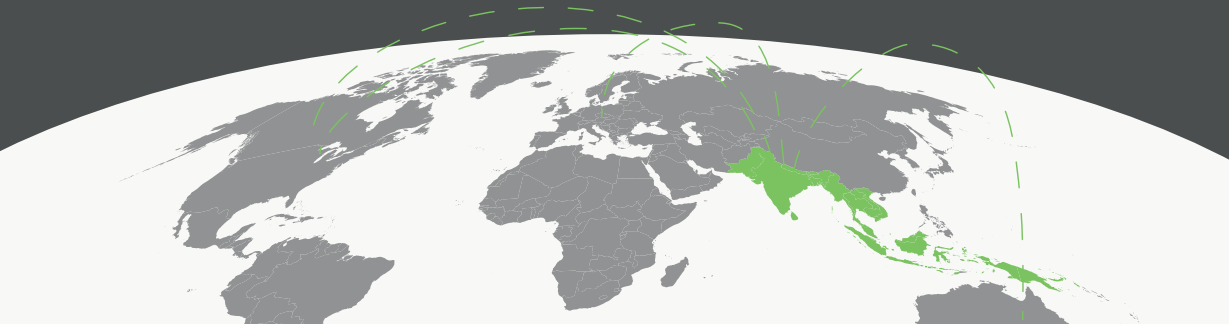




UNLOCKING SOUTH ASIA

TAPPING INTO THE WORLD'S FASTEST-GROWING STUDENT MARKET



THE GROWTH ENGINE OF **GLOBAL EDUCATION**

South Asia isn't just emerging - it's leading the next wave of global student mobility.

1.34 Million

Indian students studied abroad in 2024

USD 70 Billion

India's projected education outflow

15% Global international students
come from South Asia

38% Global education spend is
from South Asian households

Canada and the U.S. remain top choices for
South Asian students accounting for nearly

75% of Demand



DEMAND BIG BUT **CONVERSION LOW**

High-volume market, but harder to convert without precision

Generic Leads _____

Education fairs drive volume but lack pre-qualified, high-intent prospects

One-Size Campaigns _____

Global messaging often misses regional nuance and student expectations

Limited Local Presence _____

Many universities struggle with visibility beyond top metros

Complex Influencer Web _____

Parents, counselors, agents – multiple decision-makers, not just the student



OUR SOLUTION

SMART MARKETING

Warm up your target audience to stand out and drive better results

Pre-fair localized campaigns drive recognition, booth traffic, and more meaningful engagement helping universities cut through the noise.

More Recall.

More Footfall.

Better Leads.



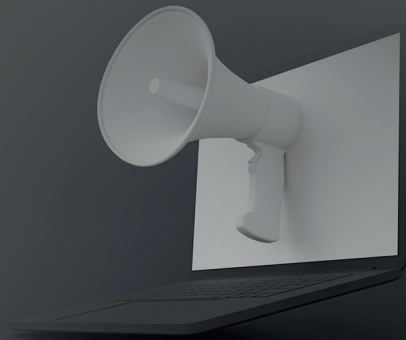
OUR OBJECTIVES

DRIVE REAL OUTCOMES

Strategic actions to boost recruitment success during your South Asia outreach

Maximize the impact of your student recruitment efforts through a focused, pre-fair marcom strategy:

- 1 | Build Early Awareness**
Create targeted visibility before arrival to connect with high-intent students.
- 2 | Generate City-Specific Leads**
Drive interest aligned with your travel cities and academic programs.
- 3 | Qualify for Quality**
Filter and refine leads to enable more meaningful, on-ground engagement.

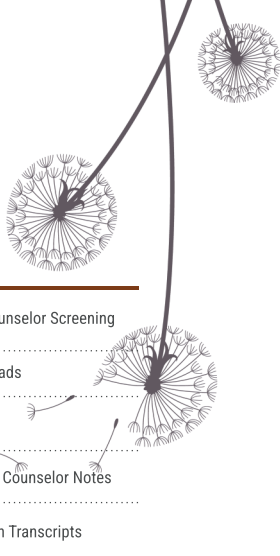


3-TIER PACKAGES DELIVERING LEADS \$0.99 ONWARDS

Highly Affordable & Custom-Built to Fit Your Recruitment Needs, City by City

PACKAGE	BASIC Campaign Only Leads	STANDARD Custom Form Leads	PREMIUM Pre-Counseled Leads
TARGETING	City, age, interest, academic intent	Includes Basic + Custom Filters <i>(IELTS, intake year, course, budget)</i>	Includes Filtered + Counselor Screening
LEAD VOLUME	50-100 raw leads	75-120 filtered leads	30-50 well qualified leads
LEAD QUALITY	Basic contact details only	Filtered via Landing Page	Pre-counseled
ADD-ONS	Branding on creatives	Analytics dashboard	Optional slot booking, Counselor Notes
DETAILS SHARED	Contact information <i>(name, phone, email, interest)</i>	Lead list + Campaign data	Qualified list + Session Transcripts

Pricing may vary slightly based on city, targeting complexity, and university size. Multi-city discounts available.



EXPAND REACH WITH **OFFLINE CITY CAMPAIGNS**

Add offline media to amplify local visibility and mass recall

Newspaper Ads

Strategic ad placements in leading English and vernacular dailies to boost credibility and visibility.

REACH POTENTIAL

5,00,000+

readers per city

Hoardings

High-impact outdoor ads placed near education hubs, coaching zones, and busy junctions.

EYEBALL REACH

10,00,000+

per location



STRATEGIC COVERAGE OF INDIAN CITIES

Focused outreach in top student mobility hubs across India

Tier 1

Delhi
Mumbai
Bengaluru
Hyderabad
Chennai
Kolkata

Tier 2

Ahmedabad
Pune
Chandigarh
Jaipur
Indore
Kochi



OUR STRATEGY

MULTI-CHANNEL OUTREACH

Smart, targeted approach across platforms and touchpoints

Audience Targeting

Class 12/UG grads, test prep takers, intent-based segments

Localized Messaging

City-specific hooks and event-led communication for recall

Platform Focus

Instagram, Google, WhatsApp, and key education portals

Offline Visibility

Physical branding near campuses and coaching hotspots

Digital Identity Boost

Driving traffic to university websites and search presence



SUGGESTED CAMPAIGN **TIMELINES**

Plan ahead for maximum visibility and lead quality

● **Campaign Start**

Begin 4 weeks before your visit

● **Campaign Duration**

Run 7–10 days per target city

● **Lead Qualification**

Ongoing during and after the campaign



DESIGNED FOR DELIVERING STUDENT CONVERSIONS

Why this model works and what it delivers for you across visibility, engagement, and qualified leads.

Digital = ROI Focused

Targeted campaigns that generate qualified leads and data-driven insights

Offline = High Visibility

Boosts brand awareness, walk-ins, and recall before fair day

Integrated = More Impact

Students arrive already familiar ready to engage or pre-book sessions

Here is what this unified outreach model can deliver for you:

100-150

Verified leads per city

5-10 lakh

Impressions via offline media

30-50

Interview-fit candidates

30-40%

Higher booth traffic & brand recall



NEXT STEPS TO **GET STARTED**

We're ready to tailor campaigns for your university's goals.

1

City-Wise Travel Plan

Share your university team's travel itinerary

2

Course & Faculty Focus

Let us know which programs or depts to highlight

3

Brand Style & Assets

Provide brand guidelines, logos & creative preferences

Our team will send back a fully customized plan within

48 HOURS





ARE YOU READY TO **MAKE AN IMPACT?**

Let's bring your university closer to South Asia's brightest students.

Connect with our team to book your custom strategy.

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 www.huemarcom.com