# Progress Report

TIP ADMISSIONS CAMPAIGN 2024

# Introduction

Mohammad Ali Hakeem and Faizan Akram, with their extensive experience in digital marketing and brand development, were engaged to conduct an audit of the Textile Institute of Pakistan's (TIP) existing systems. Our primary objective was to evaluate TIP's current online presence, identify key issues, and provide actionable recommendations for improvement. The report was presented on 20 March 2024 through a Zoom meeting.

## Initial Audit Report
### Website Security, Brand Consistency, and Strategic Development for TIP

During the audit, several critical issues were uncovered. The website contained broken links, compromised pages, and inconsistent copy across various sections. Additionally, multiple hacked pages were found, posing significant security risks. To address these concerns, we recommended a complete overhaul of the website content, aiming to enhance both security and user experience.

We also identified a lack of consistent brand guidelines across all media platforms, leading to a fragmented and diluted brand identity. To strengthen TIP's brand, we advised the development of a new visual identity and comprehensive brand guidelines to ensure consistency across all channels.

Furthermore, we recommended the creation of new visual content, including consistent photography and videography, to align with the revised brand guidelines. This approach would not only enhance the brand's aesthetic appeal but also contribute to a cohesive and professional image.

Our audit emphasized the importance of a consistent admissions drive, supported by targeted social media strategies to attract the right kind of prospective students. We also recognized the need for a long-term vision for the institute. We strongly advised the development of a strategic plan that outlines TIP's vision for the next thirty years, ensuring that the institute remains competitive and forward-thinking in the evolving educational landscape.

# Work Summary & Project Outcomes

**10X DIGITAL VENTURES**

**Chalte Purzay films**

## 1. Brand Guidelines and Website Launch

Initially, we developed comprehensive brand guidelines for the Textile Institute of Pakistan (TIP). These guidelines underwent multiple revisions and approvals, ensuring they met the institute's needs and vision. The new website, featuring revised content and updated visuals, was successfully launched on May 29, 2024.

## 2. Digital Content Strategy and Production

We devised a digital content strategy aimed at attracting prospective students. This involved an extensive reconnaissance of various locations to identify the best environments for capturing compelling visuals. We organized a nine-day shooting exercise, during which we created engaging content, including a grand documentary for TIP's admissions drive.

A report was presented outlining improvements needed for better video production, which guided the initial stages of content creation.We promised 4 videos and photography initially and after seeing the needs we ended up producing 38 videos in total and creating 10 ad creatives.

## 3. Content Development and Launch

TIP was responsible for providing written content, which we helped develop in collaboration with a dedicated team. Once finalized, the content was integrated into the website, which was launched on the specified date.

## 4. Awareness Campaign and Lead Generation

We began by pushing the newly produced content as part of an awareness campaign. The campaign utilized Facebook's web leads generation tool, and some leads were redirected to the website's "Apply Now" section. To support this, we assembled a calling team and introduced interns from TIP to assist with the lead-generation process.

Summary

## 5. Alumni Engagement and Spotlight Series

A week later, we initiated a campaign to reconnect with TIP alumni, focusing on those who had made significant impacts in their fields. We created a YouTube playlist titled "Alumni Spotlight," which featured interviews and stories of successful alumni. This content was later repurposed for alumni retargeting through paid ads, resulting in viral success.

## 6. Event Management and Blog Creation

To maintain an active online presence, we created and published various events and blog posts on the website. These posts showcased the environment and aesthetics of TIP, keeping the page lively and relevant.

## 7. Admission Team Collaboration and Support

We maintained close coordination with the admissions team, regularly checking application numbers and assisting them with pitching and training sessions. We also aligned their operations with WhatsApp Business integration and an emailing system. Additionally, we provided an Excel sheet for tracking leads, facilitated by the paid tool Zapier.

## 8. Degree Show 2024 Campaign

We managed a campaign for TIP's Degree Show 2024, covering the event extensively. This involved creating videos for all guests, individual students, and the jury. The content was then posted on TIP's social media platforms, generating significant buzz within the industry. The campaign involved four days of shooting and content creation activities.

Summary

# **Out**comes

## Positive Results

Through Meta paid ads, we achieved significant reach, bringing our brand to the attention of 3.269 million people, which greatly enhanced our brand awareness and voice. We also generated a total of 1,249 leads through the Facebook Lead Centre and received an additional 750 qualified leads via our website from individuals who filled out the admission forms.

## Brand Reach Across Media Channels:

- **Facebook:** Reached 2.5 million people during this period.
- **Instagram:** 561.4K people engaged with our content organically.
- **LinkedIn:** Our page grew by 1,851 new followers, with around 17,680 organic impressions.
- **YouTube:** We launched an official channel, gaining 200+ subscribers, 5.1K views, and 75 hours of watch time.

Outcomes

## Challenges Encountered

As with any live campaign, we faced several challenges and obstacles that required us to adapt and find solutions. This report aims to highlight these challenges to improve the process for future initiatives.

Initially, we faced difficulties due to the lack of a dedicated marketing team at the institute. For high-quality work, a strong team is essential, but we found ourselves short-staffed. From location scouting to various other tasks, only Mr. Ibrahim and Zainab were consistently available to assist. However, they were already burdened with other responsibilities at the institute, leading to multiple reworks and additional production costs, particularly in video production.

Another significant challenge was the delay in finalizing content for the website. The human resources and alumni volunteers we depended on were unable to keep pace, which resulted in a delayed website launch. This delay also impacted our lead generation process, as starting the campaign earlier could have significantly improved lead quantity and quality.

When the lead generation process finally began, we faced issues with follow-up calls, as our calling team was not fully in place. The volunteers we had recruited failed to show up after just one day, leaving us with only one volunteer to handle the task. To address this, we had to quickly arrange new SIM cards for staff to continue contacting prospective students.

We also encountered significant issues during the first test round. A strike on the test day forced many students to walk long distances to reach the campus, leading to significant dropouts. Despite having around 100 participants for the test, the distance and transportation challenges caused further dropouts, as confirmed by our independent inquiry as consultants.

# **Challenges Encountered**

In the final round of our campaign, we faced financial constraints that impacted our paid advertising efforts. The budget intended for paid ads became stuck, forcing us to halt the campaign. This directly contributed to a lower intake of students during the last test.
These are our honest observations, which have already been conveyed in our verbal meetings. Moving forward, addressing these challenges will be crucial to improving the outcomes of future campaigns.

- We need to remove social media accounts on many different platforms in TIP's name that we do not have access to. It's the institute's responsibility to maintain its reputation and its digital presence. Ignoring this can lead to serious issues such as:

  - Fake information potentially being disseminated in the institute's name
  - People being scammed in TIP's name
  - Among other issues

# Lessons Learned

## 1. Planning is Crucial

A well-planned project is half done. To ensure smoother operations in the future, we need to align a separate, dedicated team for the admission drive. This can be achieved by either hiring new team members or utilizing consultants to arrange or hire a specialized team. Alternatively, we can train existing resources to handle these tasks more effectively in the long run.

## 2. Streamlining Financial Processes

One critical area that needs improvement is the payment processing system. As advised by Mr. Faizan, the institute should have a separate credit card dedicated to hosting, domain services, and paid advertising. This will prevent the kind of financial bottlenecks we experienced, ensuring that campaigns can proceed without interruptions.

## 3. Implementing Brand Guidelines

Now that brand guidelines have been established, they must be implemented consistently across all mediums. The new brand kits should be rolled out across the board to maintain a unified and professional brand image.

## 4. Budget Allocation and Service Provision

A clear budget needs to be allocated for all marketing activities, and services should be consistently provided across all platforms. This will help in maintaining a continuous and effective marketing strategy.

## 5. Forming a Dedicated Marketing Team

To ensure ongoing success, a dedicated marketing team should be established. This team will be responsible for executing the brand's marketing strategy, ensuring consistency, and adapting to changes as needed.

## 6. Pre-planned Calendars

A content and event calendar should be shared with the video production and management teams well in advance, ideally at the beginning of each year. This will allow for better planning and execution of campaigns.

## 7. Proper Contractual Agreements

It is crucial to have a proper contract in place for future projects. This will ensure that all parties are clear on their responsibilities and that the project moves in the right direction with defined goals and expectations.

# Recommendations
## for Long-Term Success

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### 1. Maintain and Expand Social Media Campaigns

We have established an active social media presence and awareness campaigns that are beginning to resonate with both the general public and alumni. Alumni, being key players in driving new admissions and contributing to the institute's growth, should remain engaged and involved. To sustain this momentum, we must continue leveraging our social platforms effectively.

### 2. Strengthen Alumni Engagement

Keeping alumni engaged is crucial for the institute's progress. We've created an alumni spotlight channel on YouTube and set up a dedicated page to feature their achievements. It's important to continue giving alumni the recognition they deserve and to respond to their needs and contributions. This will foster a stronger connection between the alumni and the institute, encouraging them to actively participate in TIP's initiatives.

### 3. Document and Share Events

Documenting events and sharing them on social media platforms and the blog section of the website is essential for maintaining a dynamic online presence. We recommend assigning a dedicated person on campus to record events, send the content for editing, and ensure timely publication. This continuous flow of content will keep the institute's online presence vibrant and relevant.

## 4. Launch Industry-Leader Podcasts and Workshops

To further enhance TIP's visibility and influence, we propose launching a podcast series featuring industry leaders, particularly those with connections to TIP. These podcasts can explore industry trends, opportunities, and challenges, providing valuable insights to students and alumni alike. Additionally, organizing sponsored workshops and talent hunts will engage students and attract new talent to the institute.

## 5. Offer Short Courses and Online Learning

We are in the process of organizing short courses, both at TIP and externally, with the help of our alumni network. These courses can cater to the growing demand for professional development and skill enhancement. Additionally, there is significant potential in offering online courses, allowing students to learn remotely while earning a certificate from the Textile Institute of Pakistan. This will not only expand TIP's reach but also reinforce its reputation as a center for learning and innovation.

## 6. Explore and Develop New Opportunities

There are numerous possibilities for further growth and innovation. We encourage exploring new opportunities, such as collaborations with industry partners, developing new programs, and expanding the institute's digital footprint. These initiatives can be documented and shared as needed to highlight TIP's progress and strategic vision.

## 7. Restart Textile Research and Innovation Center

To effectively leverage the strength of our Alumni in the Industry and eventually become an institute that can affect change at a policy level, TIP needs to have an active and vibrant research and innovation center. Here, TIP can effectively take on projects that our Alumni desperately need to showcase their efforts in the industry in creating sustainable and innovative techniques that require an institute to study and verify, and even collaborate. TIP was primed for this 15 years ago and we should consider restarting the TRIC.

# Conclusion

This report is intended to help us learn from our experiences and gain a clear understanding of the direction we need to take moving forward. To achieve our goals, we must secure the necessary finances and obtain board approval for the marketing budget. With an approved budget, we can develop a strategic plan that outlines the steps needed to enhance TIP's brand image and increase admissions.

It is crucial to set up a concrete action plan in the coming week to ensure these initiatives are effectively implemented. Our focus should be on improving the brand's visibility, driving more on-site admissions for the upcoming spring intake, and expanding enrollment in both online and offsite certification programs.

By taking these steps, we can continue to build on the progress we have made, ensuring that the Textile Institute of Pakistan remains a leader in education and innovation.

The attached report details where we started, our current position, and the path forward.