



Visionary Digital Growth

For the **Education Sector**

AGENCY PROFILE
2026–2027

#The Future of Intelligent Enrollment

We Don't Just Market

Education,

We Inspire

Enrolment.

Education marketing is different.

Parents don't buy products - They choose Futures.

At Kreative Eyes, we combine data, creativity, and deep understanding of parent psychology to design campaigns that inform, reassure, and convert. Every decision we make is guided by how parents think, search, and decide.

Why Kreative Eyes?

On Time, Every Time.
Because Admissions Don't Wait.

“ We understand the enrolment cycle, the mindset of modern parents, the pressure of competitor discounts, and the need for a legacy brand. ”

Furthermore, we understand the frustration of late deliverables by design agencies. In the education sector, deadlines are non negotiable/ miss an admissions window, and you miss an entire year's intake.

Clientele

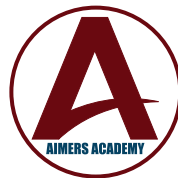
Institutions That Trust **Kreative Eyes**

We proudly work with **schools, pre-schools, coaching centres,**
and **higher education institutions** across North India.



An International Pre-School

CONCEPTUAL
IIT JEE | NEET | FOUNDATION



& many More

Our clients trust us not just for creativity,
but for **consistency, accountability, and results.**

Voices of Trust

What Educators Say About Us?

Kreative Eyes manages our complete marketing—from creative campaigns to event promotions.



Rishikul Vidyapeeth, Sonipat
Mr. Dheeraj Sharma (Director)

"Kreative Eyes handles our complete marketing—from creative campaigns to event promotions. Their designs stand out, execution is timely, and the impact is visible every admission season."



Learning Yard Pre-School
Ms. Archana Sharma (Director)

They built our entire brand identity and ran effective admission campaigns. The visibility and trust we gained in our locality improved far more than expected.

South Point Group of Institutions
Ms. Mamta Sachdeva (Principal)

We rely on Kreative Eyes for creative design and daily social media management. Their work is clean, consistent, and always aligned with our school's tone and values.



Conceptual Coaching Centre
Mr. Ashish Nain (Founder)

Kreative Eyes significantly strengthened our admissions growth and brand visibility. Their marketing, positioning, and creative storytelling made our brand truly stand out in Sonipat.



Our Core Expertise

Admission Growth & Parent Lead Strategy

We design data-driven admission campaigns using Google Ads, Meta Ads, and WhatsApp funnels to generate high-intent parent inquiries from targeted locations.

Our focus is not volume—but quality leads that convert into campus visits and enrollments.

School Brand Positioning

A strong brand creates confidence before conversation begins. We help schools define and communicate their identity through logos, visual systems, messaging, prospectus design, and digital presence—ensuring consistency across every touchpoint.

Web Experience & Search Visibility

Your website is your first admission counsellor.

We create fast, mobile-first, admission-focused websites supported by SEO strategies that help schools rank higher and convert visitors into inquiries.

Our Core Expertise



Admission Growth & Parent Lead Strategy

We run focused admission campaigns on Google, Facebook, Instagram, and WhatsApp to bring genuine admission enquiries from parents in your target areas.

Our aim is simple:

- More serious parents.
- More school visits.
- More confirmed admissions.

We plan, run, monitor, and improve campaigns throughout the admission season.



School Brand Positioning

Parents trust schools that look clear, confident, and consistent.

We help schools build a strong identity through:

- Logo & visual identity
Prospectus & Brochure design
- Social media look & messaging
- Overall brand presentation

So when parents see your school -online or offline - it feels reliable and professional.



Web Experience & Search Visibility

Before visiting your school, parents visit your website.

We design simple, fast, and mobile-friendly websites that:

- Clearly explain your school
- Highlight admissions & strengths
- Make it easy for parents to enquire

Along with this, we help your school appear on Google searches when parents look for schools in your area.

Extended Services

Creative & Communication Services



Films, Reels & Visual Storytelling

From campus walkthroughs to testimonials, we create high quality videos that showcase your infrastructure, culture, and learning environment with authenticity and emotion.



Social Media That Builds Credibility

Parents explore schools daily on Instagram and Facebook.

Our content strategy focuses on academics, safety, achievements, and student life -building trust over time.



Print, Outdoor & On-Ground Branding

Prospectus, brochures, banners, standees, hoardings, and event branding

Print and offline creatives that support admissions beyond digital platforms.

Our Track Record at a Glance:

25+

Institutes Scaled with Us

18,000+

Admission-Focused Leads Generated

70+

Impactful Campaigns

300+

Videos Crafted for School Stories

98%

Schools Choose to Work with Us Again

12M+

Parents Reached Across Platforms

The Kreative Code

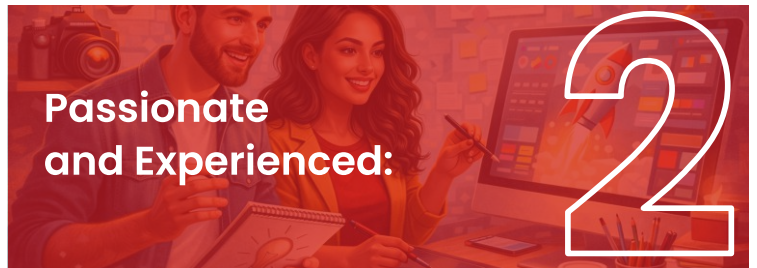
Our Foundation for Partnership

4 Pillars of Our Philosophy:



We prioritize your brand integrity over quick, misleading clicks. Our reporting is honest, our strategy is always clear, and we handle the sensitive nature of your institution's data with utmost integrity.

Our passion for education is backed by years of sector-specific data and insights. We know which platforms prospective parents use and which content resonates with prospective students.



**Passionate
and Experienced:**



**Strategy First,
Creative Second:**

Every design, piece of copy, and campaign we create is driven by a measurable strategic goal. We believe creativity must serve performance.

We aim for long-term collaboration. We embed ourselves as an extension of your admissions and marketing team, offering the essential external perspective you need for genuine growth.



**Partners
of Success:**

Our Specialist Edge

Exclusively Education

We do not sell clothes, real estate, or packaged goods. We only work with educational institutions. This singular focus is our strength. It means we've already mastered the unique challenges, emotional triggers, enrollment cycles, parental sentiment and academic branding needs that generalist agencies overlook.

Our Focus Areas:

Pre Schools:

Building immediate trust and demonstrating safety/early development value.



K-12 Schools:

Defining ethos, highlighting community, and balancing academic rigor with campus life.



Colleges/ Universities:

Driving high-quality applications, managing international branding, and ensuring course visibility.



Coaching Institutes:

Delivering visible success stories, demonstrating results and appealing to ambitious students.



Our 3-Phase Kreative Methodology

1

Discovery & Strategy (The Vision)

Comprehensive audit of your current digital presence, competitor analysis, and defining your Unique School Narrative (USN). We help you identify the unique element that makes you the perfect fit for the right family. We set measurable KPIs before any creative work begins.

2

Creation & Deployment (The Build)

This is where vision meets execution. We design the new Digital Prospectus, craft content pillar strategies, and deploy campaign creative—including high-end video, artistic graphic design, and compelling, SEO-driven copy. Every piece of content is built to feed the strategic goals defined in Phase 1.

3

Performance & Optimization (The Growth)

This is the continuous refinement process. We launch targeted paid advertising campaigns, implement robust lead nurturing funnels, and monitor engagement in real-time. Our team handles data analysis, ROI reporting, and constant A/B testing to ensure your funnel is optimized for maximum conversions. We believe in being reactionary and flexible, course-correcting at short notice based on performance data.

Defining Your Unique School Narrative (USN): This is the most critical step. We don't advertise a school; we advertise a transformation. We focus on Ethos Alignment, Value Proposition, and Future-Proofing—the three components that drive a parent or student to choose you over every other option

Intelligent Enrolment:

Our 2026–27 Blueprint

Our Vision for the Upcoming Session.

For the 2026–27 session, institutions must be seen as **future-ready and transparent**. Our strategy focuses on two critical shifts:

The Rise of Hyper-Personalization:

Generalized advertising is obsolete. Parents and students expect tailored communication based on intent and values.

Action:

We use AI-driven data to segment audiences based on intent and values-alignment, delivering unique digital journeys—from Preschool anxiety relief to University career ambition.

Authentic Digital Transparency:

The next generation demands proof. We shift from polished, staged photography to genuine, authentic digital content.

Action:

Deepening our **Visual Storytelling** with ethical, student-generated content and live video tours that build immediate, undeniable trust.

Future-Proofing:

The AI and Ecosystem Imperative

From Admissions Funnel to Ecosystem:

The process is no longer linear. Every channel is a potential point of enrollment.

Action: Integrated Digital Ecosystems. We ensure seamless connection between your Website (Hub), CRM (Engine), and all Digital Channels (Spokes) for effortless, personalized applicant movement.

The AI Imperative in Curriculum Marketing:

Institutions that successfully market their adaptation of new technologies will win.

Brand Work

Brand Identity & Visual Systems

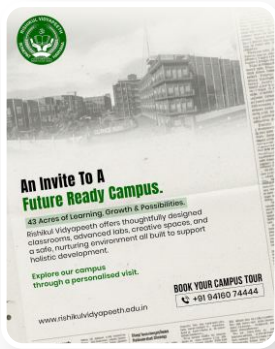
From logos to merchandise, from signage to prospectus—our branding work ensures schools look confident, professional, and trustworthy at every interaction point.



Digital Presence

Social Media Campaign Highlights

Admissions campaigns, academic storytelling, celebrations, achievements, and awareness posts—designed to engage parents and strengthen school reputation



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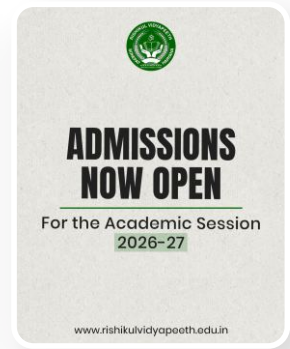


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Classrooms designed for
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2026-27
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Date: 2nd November
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₹5 CRORE
Cash Prizes
₹5 LAKHS
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Your Growth.
Your Scholarship!



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Conceptual Haryana Talent Search Exam 2025
Sonipat's Biggest Scholarship Test
Dare to Dream. Ready to achieve!

Exam Date:
2nd November 2025

For Classes
7th to 10th

Scholarships
₹5 Crore

Cash Prizes
₹5 Lakh

Top 30 Talented Students
Zero Fees

Register Now!



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CONCEPTUAL HARYANA TALENT SEARCH EXAM 2025
Sonipat's Biggest Scholarship Test
Discover Talent. Unlock Possibilities.

Scholarships worth
₹5 CRORE

Zero Fees
Coaching for Top
30 Talented
Students

Cash Prizes worth
₹5 LAKH

For Classes:
7th to 10th

Exam Date:
2nd Nov. 2025

Register Now!

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This International Women's Day, Conceptual Competitive School is
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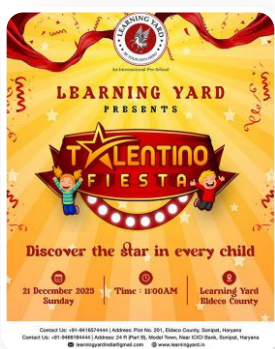
South Point
SCHOOL OF MEDICINES

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Stuck?
Confused?
Overwhelmed?

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Our supportive faculty, peer
mentors, and vibrant campus
clubs ensure you find your
tribe, follow your passion,
and thrive in our diverse
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learning beyond
boundaries



**Empowering Teachers
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ANNUAL CULTURAL PROGRAM

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German sister school through vibrant showcases of India's
rich cultural heritage, global learning, and enduring friendship.

Common Questions

Questions Schools Commonly Ask Us

Can you guarantee admissions?

We don't make false promises. What we guarantee is quality admission enquiries from interested parents. Conversions depend on counselling, fees, and school interaction.

We already advertise in newspapers. Why invest in digital?

Print has limited reach and no tracking. Digital marketing allows us to target parents by area, age group, and interests, and measure exactly what is working.

Does your office location matter for our school?

No. Since our marketing is digital-first, we target parents directly on their phones and laptops. Location is never a barrier.

Will digital marketing work for our city or town?

Yes. We have successfully run campaigns for schools in cities, towns, and semi-urban areas. Parent behaviour has shifted online everywhere.

How soon can we start seeing enquiries?

Usually within 7–10 days of campaign launch, depending on the season and location.

Do you work only during admission season?

No. We also help schools with year-round branding, social media presence, and reputation building so admissions become easier every year.

Will you create content or do we need to provide it?

We handle everything—content ideas, creatives, reels, videos, and copy. Your role is to guide us about academics and vision.

Why choose Kreative Eyes over other agencies?

Because we work only with education brands. We understand parents, admissions cycles, and school challenges this is not one of many industries for us.

Can you customise plans for our budget?

Yes. Every school is different. We create strategies based on your goals, capacity, and budget—not fixed packages.

Consulting Need?

When External Perspective Matters Most

When admissions feel stagnant.

When competition is intense.

When a new institution needs direction

When internal teams need clarity.

Sometimes

Growth

requires an

Outside Lens.



Experience Backed by Execution!

With 6+ years in education marketing, we believe ideas matter only when implemented consistently, measured honestly, and refined continuously.



Let's Build Your Next **Admission Story**
TOGETHER!

Digital Kreative Eyes

Education Marketing. Done Right.