

280% Growth

Case Study

Alpha Sewa International



***HOW WE HELPED HIBISCUS EBS TO
BECOME THE TALK OF THE TOWN?***



Hibiscus English Boarding School

Hibiscus English Boarding School, established in 2063 B.S., is located in Dharan-15, Shyam Chowk, Sunsari, Nepal. The school offers classes from Pre-Nursery to Grade 12, serving approximately 400 students, with enrollment increasing annually. Recognized as one of the premier educational institutions in the region, Hibiscus English Boarding School is committed to providing quality education through experienced faculty, modern teaching methodologies, and a well-structured curriculum. The school emphasizes the integration of digital technology in education, offering facilities such as audio-visual classrooms, online learning platforms, and well-equipped science laboratories. Additionally, students engage in various extracurricular activities, including educational tours, field visits, and participation in inter-school competitions, fostering holistic development. The institution values feedback from guardians and students, continually striving to enhance its educational offerings and maintain a supportive learning environment.

Challenges Faced by Hibiscus English Boarding School

Despite being a well-established institution in Dharan, Hibiscus English Boarding School faced several challenges in terms of awareness and digital presence:

1. Low Brand Awareness

- The school had a strong academic reputation locally but lacked visibility beyond its immediate community.
- Parents and students were unaware of the unique offerings and quality education provided by the school.

2. Limited Digital Presence

- The school did not have a well-structured online strategy to engage with prospective students and parents.
- Social media presence was minimal, and there was no consistent content strategy to showcase achievements, facilities, and events.

3. Lack of Digital Marketing Strategy

- No targeted advertising campaigns were in place to reach potential students.
- The school relied mostly on traditional word-of-mouth marketing, which limited its growth potential.
- There was no proper use of SEO, content marketing, or paid promotions to improve visibility.

4. Ineffective Communication with Parents and Students

- The absence of an active online platform made it difficult to provide updates about school activities, admissions, and events.
- Parents preferred digital channels for information, but the school lacked an efficient system to engage them online.

5. Competition from Other Schools

- Many competitor schools in the region had already established a strong digital presence.
- Without a competitive online strategy, Hibiscus English Boarding School struggled to differentiate itself.

Objectives

Hibiscus English Boarding School aimed to increase awareness and establish a strong digital presence through Facebook and Instagram, with a primary focus on attracting parents and prospective students. To achieve this, they partnered with us to manage their social media accounts and implement an effective digital marketing strategy.

Key Goals:

1. **Boost Brand Awareness** – Strengthen online visibility among parents and students in Dharan and beyond.
2. **Social Media Management** – Optimize and actively manage Facebook and Instagram to ensure consistent engagement.
3. **Attract More Parents & Students** – Run targeted campaigns to generate inquiries and admissions.
4. **Showcase Achievements & Facilities** – Create engaging content highlighting academic success, infrastructure, and extracurricular activities.
5. **Improve Communication** – Utilize social media as a direct channel to update parents about school activities, admissions, and events.

Industry & Market Overview

Hibiscus English Boarding School operates in Nepal's private education sector, which has become increasingly competitive in recent years. With numerous schools offering high-quality education, institutions must differentiate themselves through strong branding and digital engagement.

Industry Trends:

- Parents rely more on social media and online platforms to research schools before making admission decisions.
- Schools with an active digital presence (engaging content, ads, and frequent updates) gain higher trust and visibility.
- Competition is growing, with many educational institutions investing in digital marketing to attract students.

Market Challenges:

- Many private schools struggle to establish a strong digital identity, relying heavily on word-of-mouth marketing.
- Parents prefer schools that actively communicate online, making digital presence a key factor in decision-making.



Solutions & Strategies Implemented

To help Hibiscus English Boarding School achieve its objective of increasing awareness and attracting parents through digital platforms, we took full control of their social media management under our Pro Package. Our approach included:

1. Professional Social Media Management

- We optimized and actively managed their Facebook and Instagram accounts.
- Created a well-structured content plan to maintain consistency and engagement.

2. High-Quality Content Creation

- Designed visually appealing graphics, posters, and infographics to showcase school achievements.
- Created short videos and reels highlighting school events, infrastructure, and student activities.
- Used professional photography and videography to enhance brand perception.

3. Targeted Advertising Campaigns

- Ran highly targeted Facebook and Instagram ads to reach parents and prospective students in Dharan and surrounding areas.
- Implemented lead generation campaigns, encouraging parents to inquire about admissions.
- Used retargeting ads to engage users who had interacted with the school's content.

4. Engaging Community & Parent Interaction

- Managed school updates, event announcements, and admission details effectively.
- Conducted polls, quizzes, and testimonials to build trust and engagement.

5. Search Engine Optimization (SEO) for Visibility

- Optimized their social media profiles and posts to rank higher in searches.
- Used relevant hashtags, keywords, and location-based tagging for better reach.

6. Performance Tracking & Data Analysis

- Used insights and analytics to track engagement, reach, and ad performance.
- Adjusted strategies based on data to maximize ROI and ensure campaign success.

Results & Outcomes

The results of our digital marketing efforts were remarkable. Within a few months, Hibiscus English Boarding School saw:

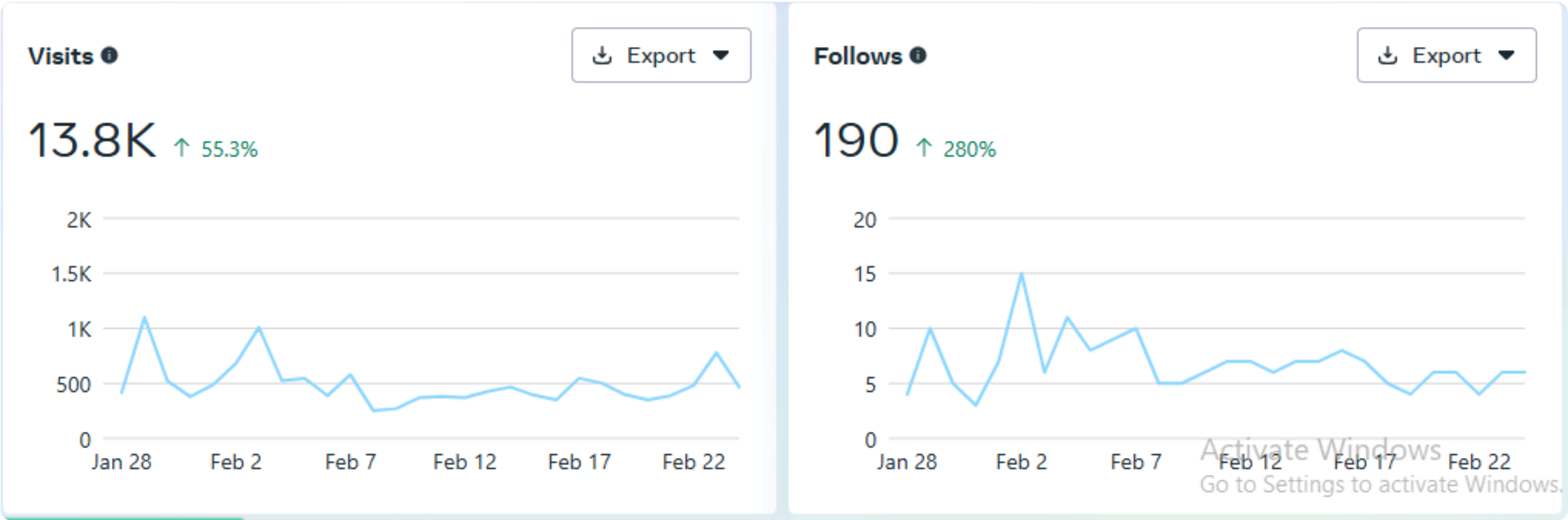
Massive Increase in Awareness – Page followers and post reach grew by 280%.

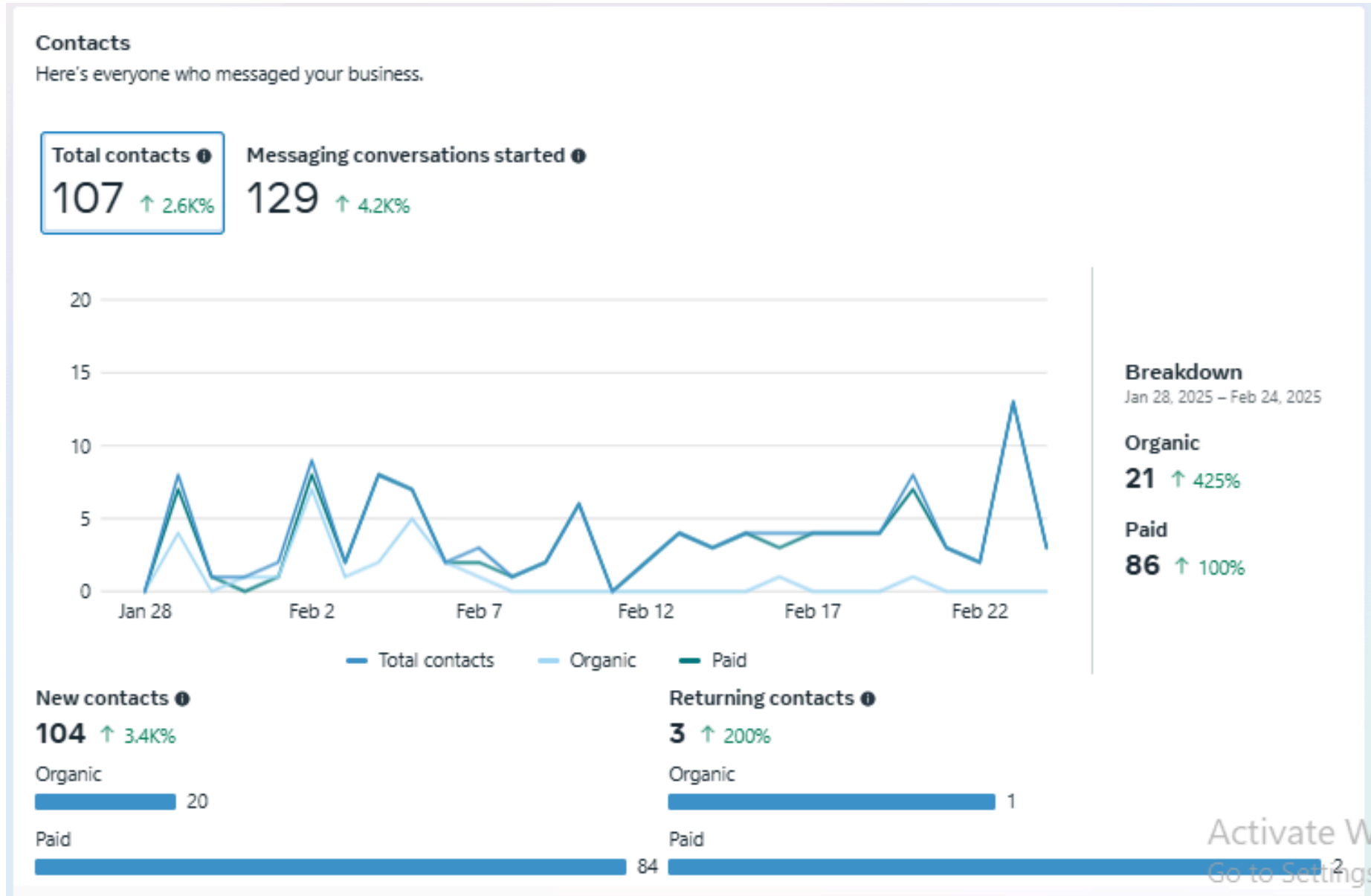
Higher Engagement – Parents actively interacted with posts, comments, and messages.


Boost in Inquiries – Admission inquiries from online platforms increased by 4200%.

Improved Brand Perception – Professionally managed social media created a premium brand image.

Successful Ad Campaigns – Facebook and Instagram ads achieved a high conversion rate at a low cost.






 **Hibiscus eng ad** Completed • Engagement

42
Messaging conversations started

₹29.76
Cost per Messaging Conversation Started

₹1,250.00
Spent

Ended recently  **Hibiscus Engagement Ad 1** Completed • Engagement

47
Messaging conversations started

₹28.04
Cost per Messaging Conversation Started

₹1,317.89
Spent

Conclusion

The Facebook insights report from January 1 to February 25 showcases the remarkable success of our social media management strategy for Hibiscus English Boarding School:

Total Views: 863K – A 108.3% increase, proving the content reached a significantly larger audience.

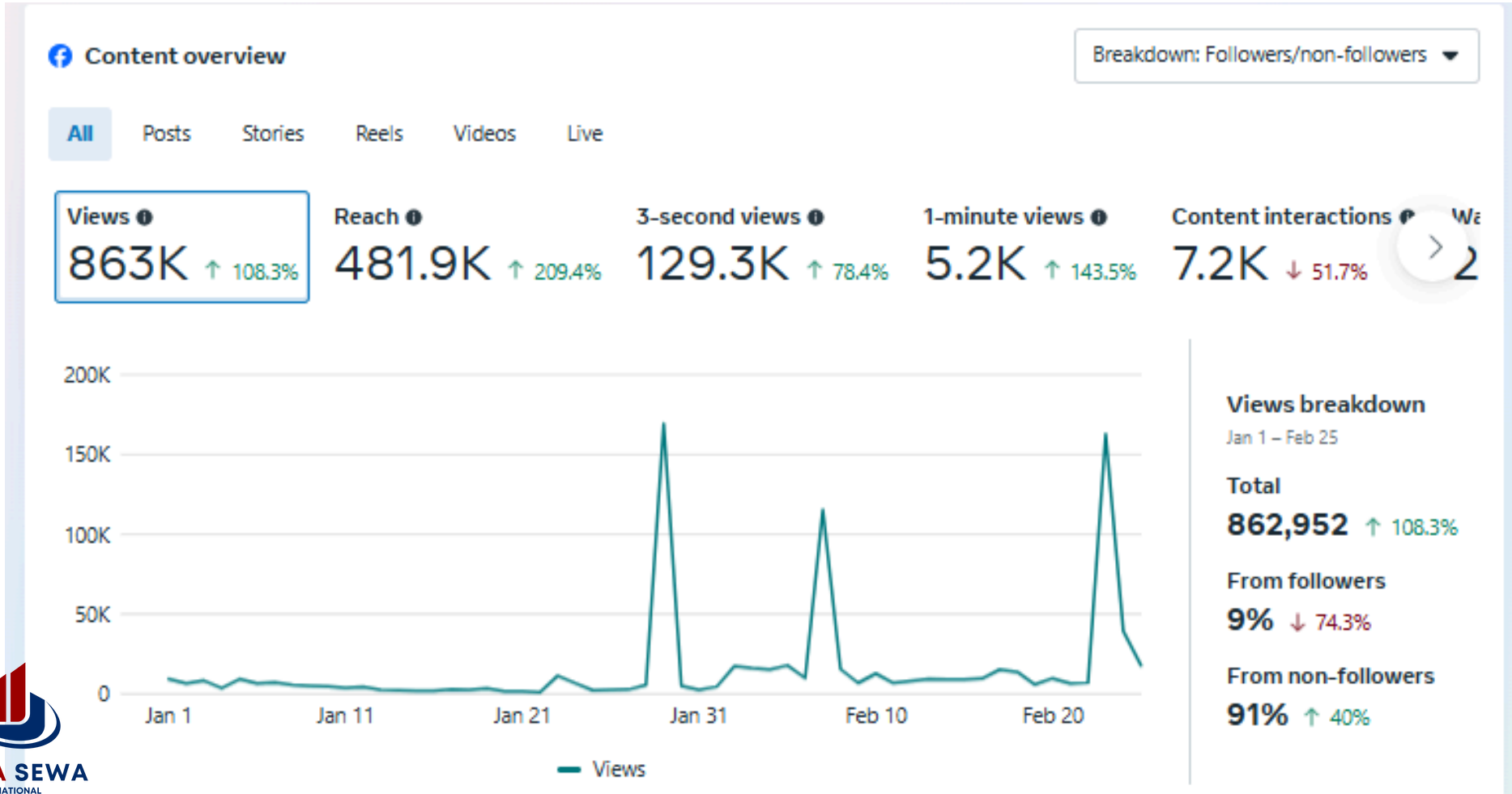
Total Reach: 481.9K – Grew by 209.4%, demonstrating a strong brand presence and engagement.

3-Second Views: 129.3K – Up by 78.4%, indicating high initial interest in video content.

1-Minute Views: 5.2K – Increased by 143.5%, reflecting better content retention and audience engagement.

New Audience Reach: 91% of views came from non-followers, proving that our content effectively attracted new potential students and parents.

These results confirm that our targeted social media strategy, engaging content, and ad campaigns successfully increased awareness and expanded the school's reach, bringing them closer to their goal of attracting more parents and students.



Gangaram (Managing Director, Hibiscus English Boarding School)

"Partnering with Alpha Sewa International for our social media management was one of the best decisions we made. In just a month, we've seen a huge surge in engagement and visibility. The way they handled our content, designed campaigns, and optimized our digital presence was truly outstanding. Our brand has now reached thousands of new parents, and we are getting more inquiries than ever before. We highly recommend their expertise to any educational institution looking to establish a strong online presence!"