

College: Cardamom Planters Association College (CPA College)

Location: Bodinayakanur, Theni District, Tamil Nadu

Campaign Focus: College Admissions Marketing

Prepared By: Twikibot Technologies

Campaign Duration: 3 Months

Primary Platforms: Instagram & YouTube

Objective: Increase student enquiries and boost admissions

Month 1 – Awareness Phase (College Introduction)

Week	Content Type	Topic	Purpose
Week 1	Poster	Admissions Open 2026	Admission announcement
Week 1	Reel	Campus aerial / campus tour	Show environment
Week 1	Poster	About CPA College	Brand awareness
Week 1	Reel	Why choose CPA College	Student attraction
Week 2	Poster	Department – B.Com	Promote commerce course
Week 2	Reel	Classroom life	Show student experience
Week 2	Poster	College facilities	Highlight infrastructure
Week 2	Reel	Library tour	Show academic resources
Week 3	Poster	B.Sc Botany	Promote science department
Week 3	Reel	Laboratory activities	Highlight practical learning
Week 3	Poster	Placement & career guidance	Show career opportunities
Week 3	Reel	Student testimonial	Build trust
Week 4	Poster	BA English department	Promote arts course
Week 4	Reel	Campus life day	Show student culture
Week 4	Poster	Hostel facilities	Attract rural students
Week 4	Reel	Sports activities	Show extracurricular activities

Total Month 1

- **6 posts**
 - **10 reels**
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Month 2 – Course Promotion Phase

Week	Content Type	Topic	Purpose
Week 1	Poster	BBA Honours	Promote management course
Week 1	Reel	Career opportunities after BBA	Student motivation
Week 1	Poster	B.Sc Zoology	Science promotion
Week 1	Reel	Science lab experiment	Show facilities
Week 2	Poster	B.Sc Food Technology	Highlight modern course
Week 2	Reel	Food technology lab	Visual attraction
Week 2	Poster	Psychology course	Career awareness
Week 2	Reel	Student interview	Authentic experience
Week 3	Poster	Tourism & Travel Management	Career oriented course
Week 3	Reel	Tourism industry opportunities	Career insight
Week 3	Poster	College transport facilities	Local convenience
Week 3	Reel	Bus route coverage	Parent confidence
Week 4	Poster	Scholarships / support	Encourage admissions
Week 4	Reel	Faculty introduction	Academic trust
Week 4	Poster	Campus environment	Visual branding
Week 4	Reel	Fun student moments	Engagement

Total Month 2

• 6 posts

• 10 reels

Month 3 – Admission Conversion Phase

Week	Content Type	Topic	Purpose
Week 1	Poster	Last chance to apply	Create urgency
Week 1	Reel	Student success stories	Build trust
Week 1	Poster	Placement opportunities	Career focus
Week 1	Reel	Alumni success	Proof of success
Week 2	Poster	Industrial visits	Skill exposure
Week 2	Reel	Campus tour full video	Show infrastructure
Week 2	Poster	Hostel life	Rural students
Week 2	Reel	Hostel facilities	Parent trust
Week 3	Poster	Why parents choose CPA	Parent targeting
Week 3	Reel	Parent testimonial	Credibility
Week 3	Poster	Admission help desk	Lead generation
Week 3	Reel	Admission process explained	Simplify process

Week	Content Type	Topic	Purpose
Week 4	Poster	Final admission reminder	Urgency
Week 4	Reel	College life highlight	Engagement
Week 4	Poster	Contact / inquiry details	Lead conversion
Week 4	Reel	“Join CPA College” campaign	Call to action

Total Month 3

- **6 posts**
 - **10 reels**
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