

Talmatol Productions Presents:

ATLAS SKILLTECH

The Successful Choice





AGENDA

- 
1. About the Target Audience
 2. Social Media Content
 3. PR Events
 4. Influencer and Media strategy
 5. Student Engagement
 6. Campaign Impact
- 

UNDERSTANDING THE STUDENTS



Experiential Learning

Modern Learning

Global Outlook

Live Projects

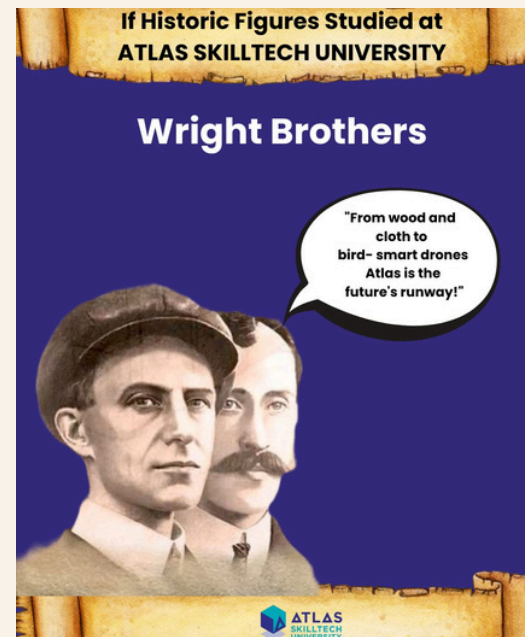
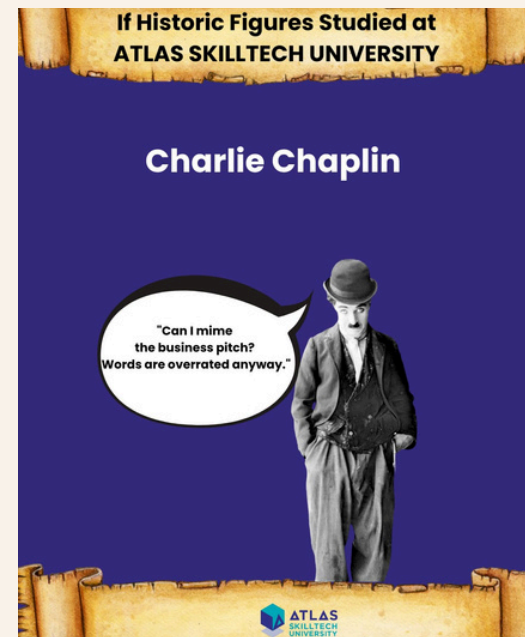
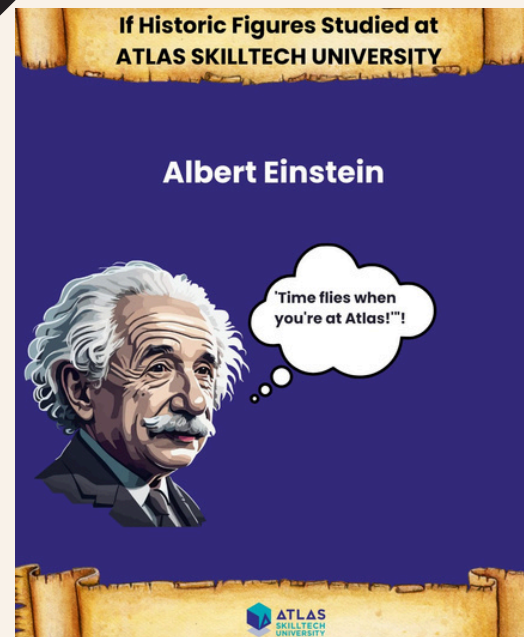
Real World Connection

Industry Connect



INSTAGRAM CAROUSEL MOCKUPS

Celebrates diverse student personalities



Viral Meme potential



INSTAGRAM STATIC MOCKUPS



ATLAS SKILLTECH UNIVERSITY

ATLAS MYTHS VS FACTS

| MYTHS : | FACTS : |
|---|---|
| College is just about memorizing textbooks | At Atlas, you apply what you learn in real-world projects. |
| You have to figure out your career on your own. | Atlas connects you with mentors, internships, & opportunities that guide you. |
| All colleges are the same. | Atlas is a class apart. Come see for yourself ! |

- Positions ATLAS as futuristic choice
- Educates while engaging → higher retention.

ATLAS SKILLTECH UNIVERSITY

< Back ↻ 🔄 📄 🗨️ Done

College Checklist

- ✓ Industry Ready programs
- ✓ Next-Level Campus
- ✓ Professors who actually get you
- ✓ Internships that matter
- ✓ A squad that feels like family

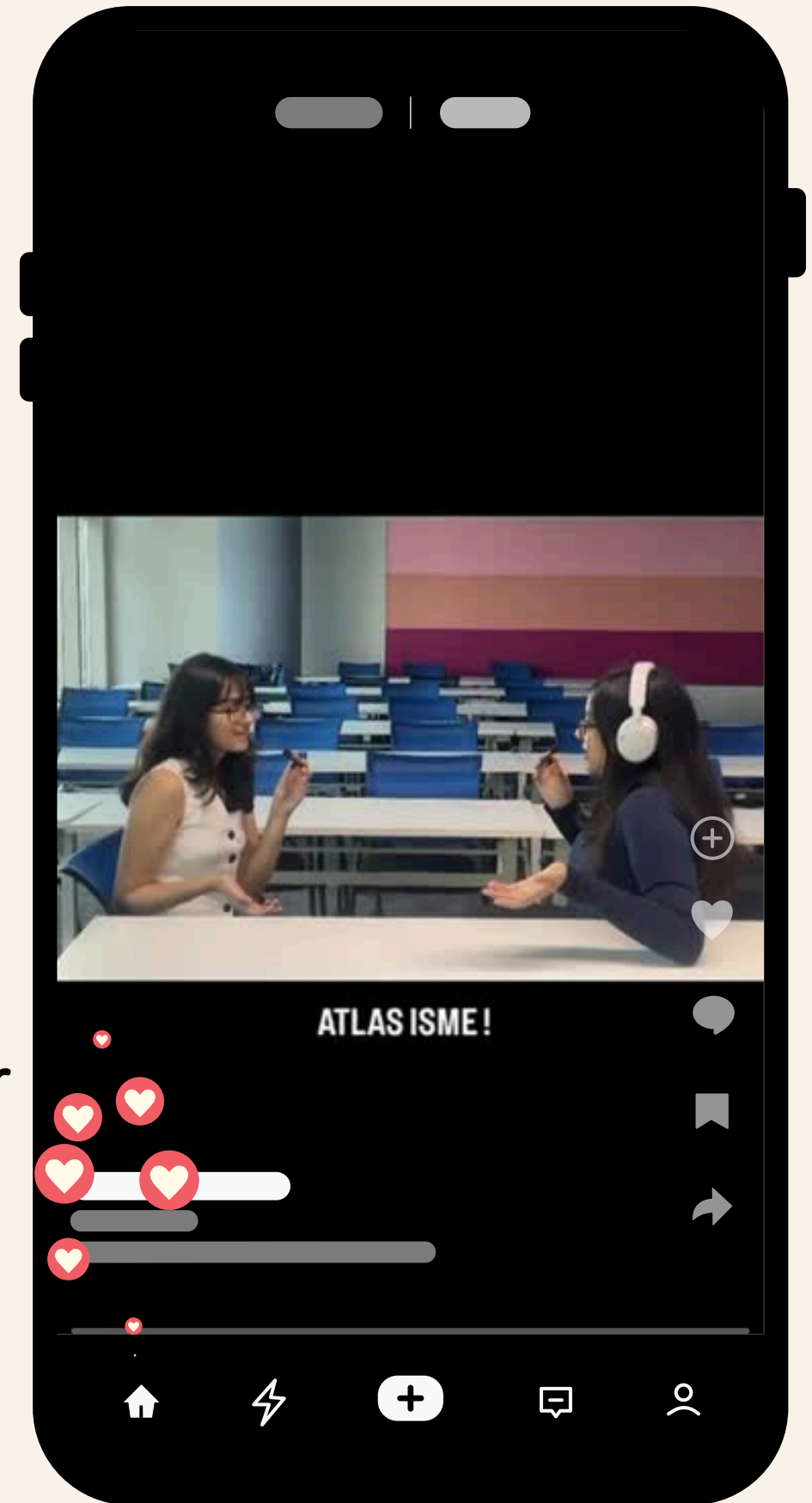
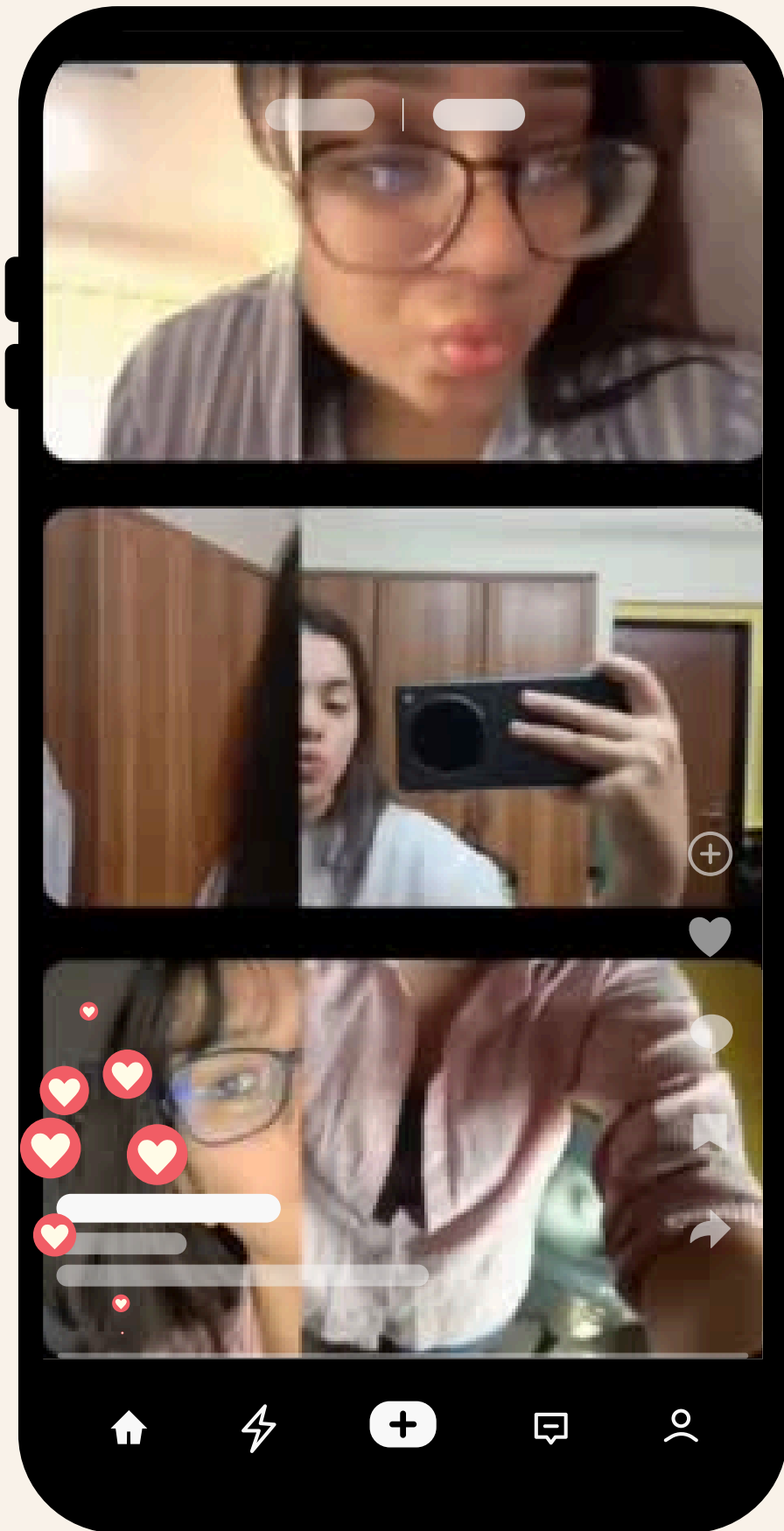
Atlas = Your Dream College Checklist ✓

- Simplifies ATLAS's perks
- Simple research for parents/students.

INSTAGRAM REEL MOCKUPS

- Individual paths are united at ATLAS.
- Emotional + aspirational

- Leverages viral format for organic discovery
- Sneaks ATLAS benefits into responses creatively



PR STRATEGIES



PODCAST

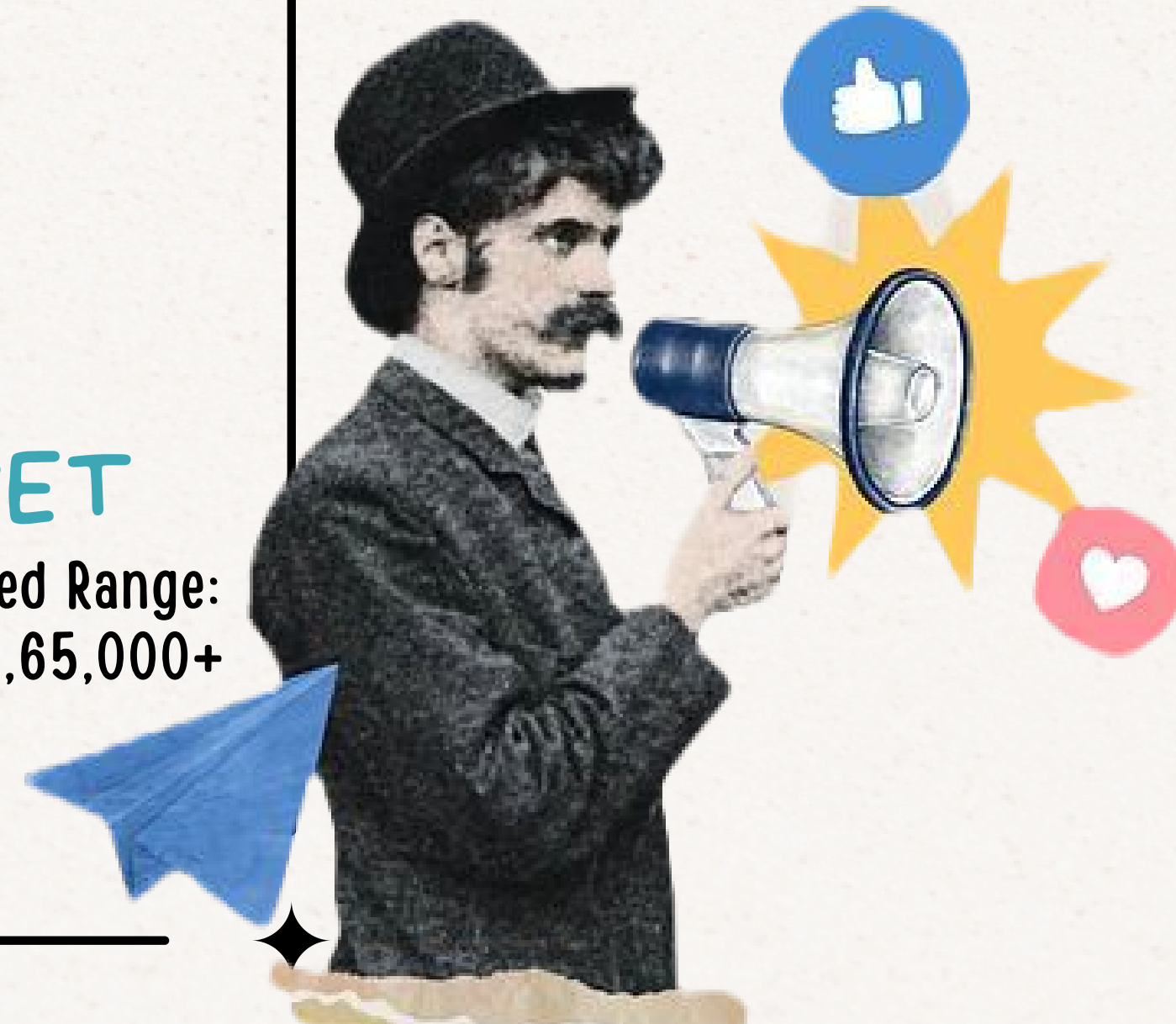
CONCEPT

A college podcast featuring student stories, faculty insights and industry trends, enhancing brand visibility and engagement.



BUDGET

Total Estimated Range:
₹45,000 - ₹1,65,000+



INFLUENCER COLLABORATION



ANKUR WARIKOO



GANESH SRIDHARAN



NEHA NAGAR



AMAN DHATTARWAL



SHARAN HEGDE

MEDIA STRATEGY

“THROUGH THEIR EYES”:

Events seen by objects, not people.



24 HOURS BEFORE:

Countdown chaos, coffee, and student heroes before showtime.



FEST ARCHIVE:

Post-event capsule of voice notes, doodles, and Gen Z feels.



Campus Tours

Quiz Campaign

FutureFest

STUDENT ENGAGEMENT

Open Pannels

Passion Fair



FutureFest



MAKING MEMORIES THAT LAST A LIFETIME

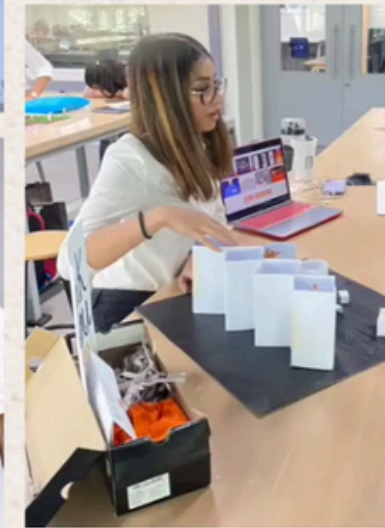


Live on-campus competition for school students.

Passion Fair



Open campus with interactive multi-zone challenges.



CAMPAIGN IMPACT

Monthly Review

- Performance of Campaign
- Engagement trends
- Align Insights

Feedback Tools

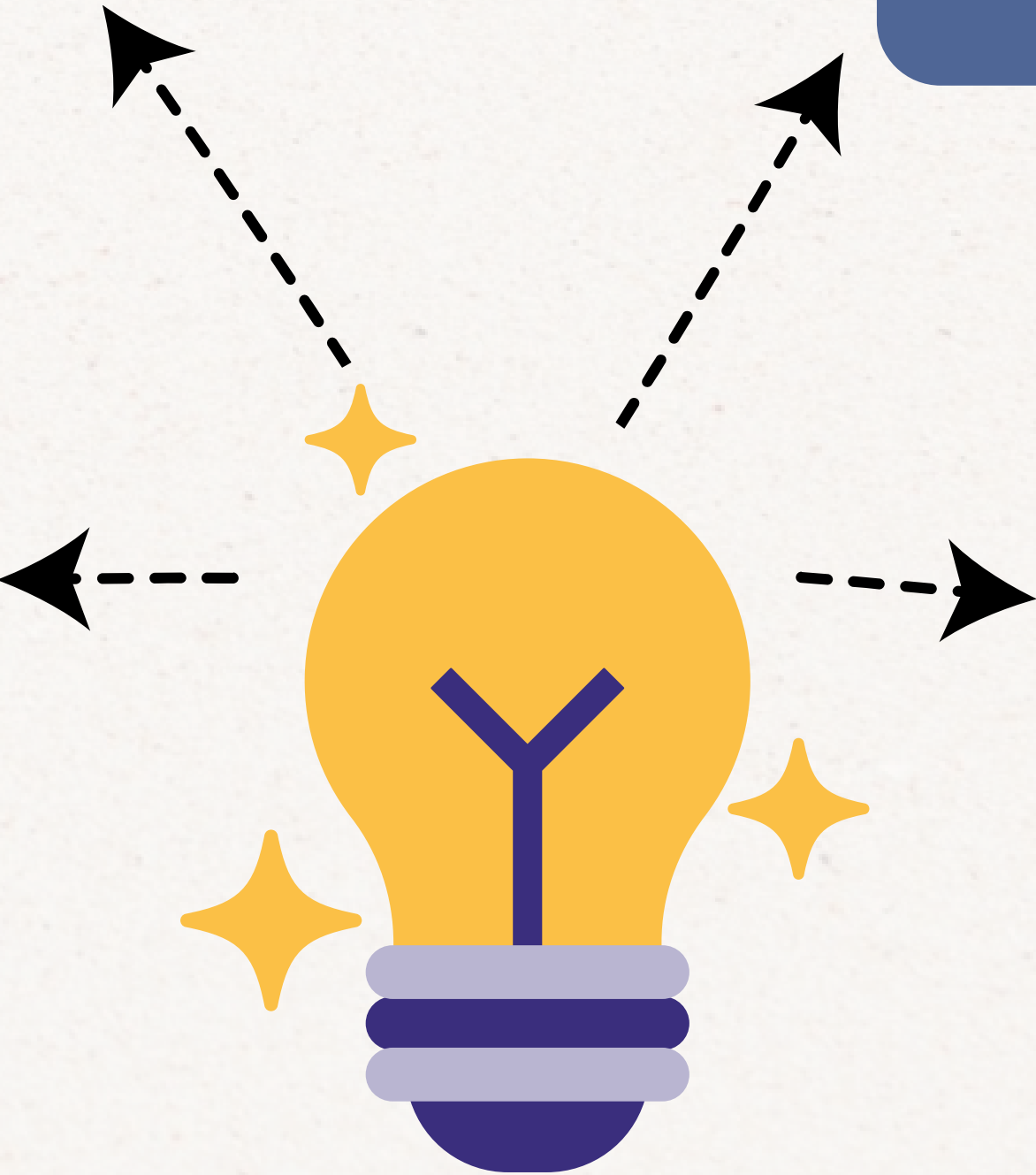
- Post event surveys
- Instagram Polls
- Student Testimonials

KPI

- Admission
- Reach
- Admission Inquiries

Dashboard

- KPI summary
- Month-over-month growth
- Feedback highlights
- Recommendations





THANK YOU!