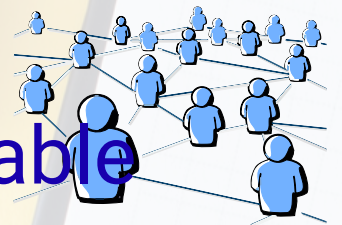


Maximize Admissions with an Integrated, High-Conversion System

Lead Management CRM – Smart, Simple & Conversion-Driven

Capture Leads From Anywhere
Turn every marketing activity into measurable admissions output.



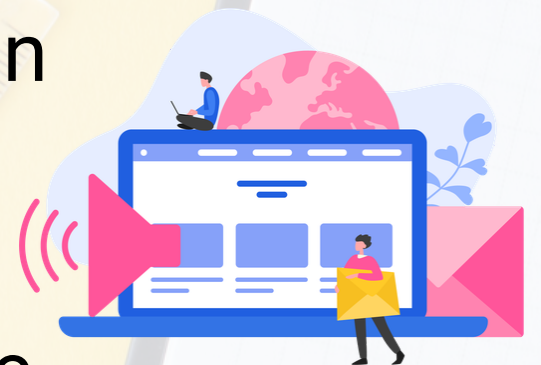
- Create custom lead links instantly for any campaign.
- Share links across social, ads, website, partners, and offline channels.
- All enquiries auto-capture into the CRM with zero manual work.
- Counselor specific links.
- Unlimited links for unlimited campaigns.
- No lead leakage—every enquiry is tracked.
- Clear ROI insights for smarter marketing decisions.

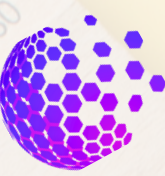


Bespoke Email Campaigns: Communicate with Precision

Run targeted, beautifully crafted email campaigns directly from our inbuilt system—no third-party tools required.

- Run targeted, personalized email campaigns directly from the inbuilt system.
- Automate follow-ups to keep parents engaged throughout the admission cycle.
- Eliminate reliance on third-party tools—everything works within one platform.
- Send multiple marketing attachments in mail to keep up parent engagement

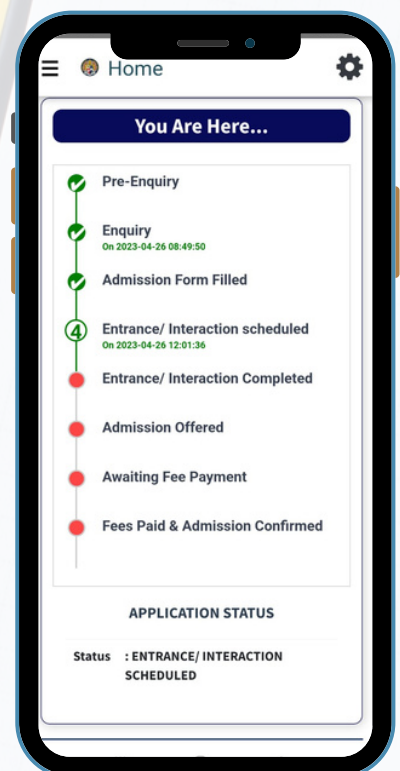


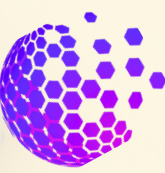


App-Based Lead Conversion: Engage Parents from the Enquiry Stage

Shift parents from passive leads to active prospects immediately: parents receive an app invite at the enquiry stage itself

- Bring parents onto the school app right from the enquiry stage.
- Share brochures, fee details, and updates instantly to maintain interest.
- Nurture leads faster with real-time communication and reminders.
- Improve overall conversion rates with consistent touch points and engagement.





Integrated Referral Channel: Turn Parents into Ambassadors

Your existing parents are your strongest marketing asset: Parent Referral System where parents can easily refer friends and family.

- Turn existing parents into powerful ambassadors for your school.
- Generate high-quality referral leads backed by trust and credibility.
- Reduce marketing costs while increasing genuine enquiries.
- Track, manage, and reward referrals seamlessly within the platform.

