

Edfluence.

C O M P A N Y P R O F I L E

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Introduction

Transforming Higher Education Institutions With Strategic ORM, Experiential Marketing & Right Distribution Channels To Deliver 4X ROI & Drive 30% More Admissions.

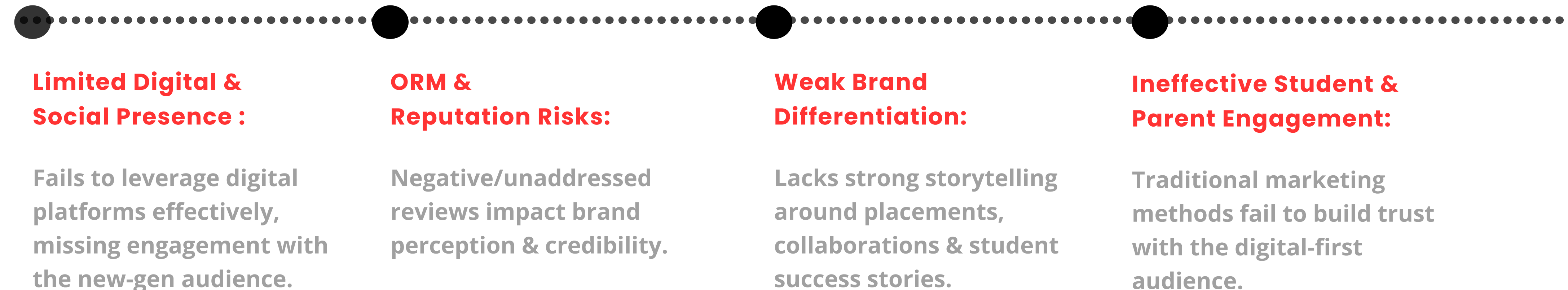
In today's highly competitive education landscape, Higher Education Institutions (HEIs) face a major challenge—effectively reaching and influencing prospective students and their parents. While universities invest heavily in infrastructure, faculty, and academic excellence, their biggest struggle lies in perception management and outreach.

90% of prospective students & customers rely on online perception before making decisions

The Core Problem: Why HEIs Struggle With Outreach & Perception

Despite Having A Well-Established Higher Education Institution Known For Its Strong Academic Programs,Placements And Impressive Campus. Struggles To Position Itself As The Top Choice For Students And Parents.

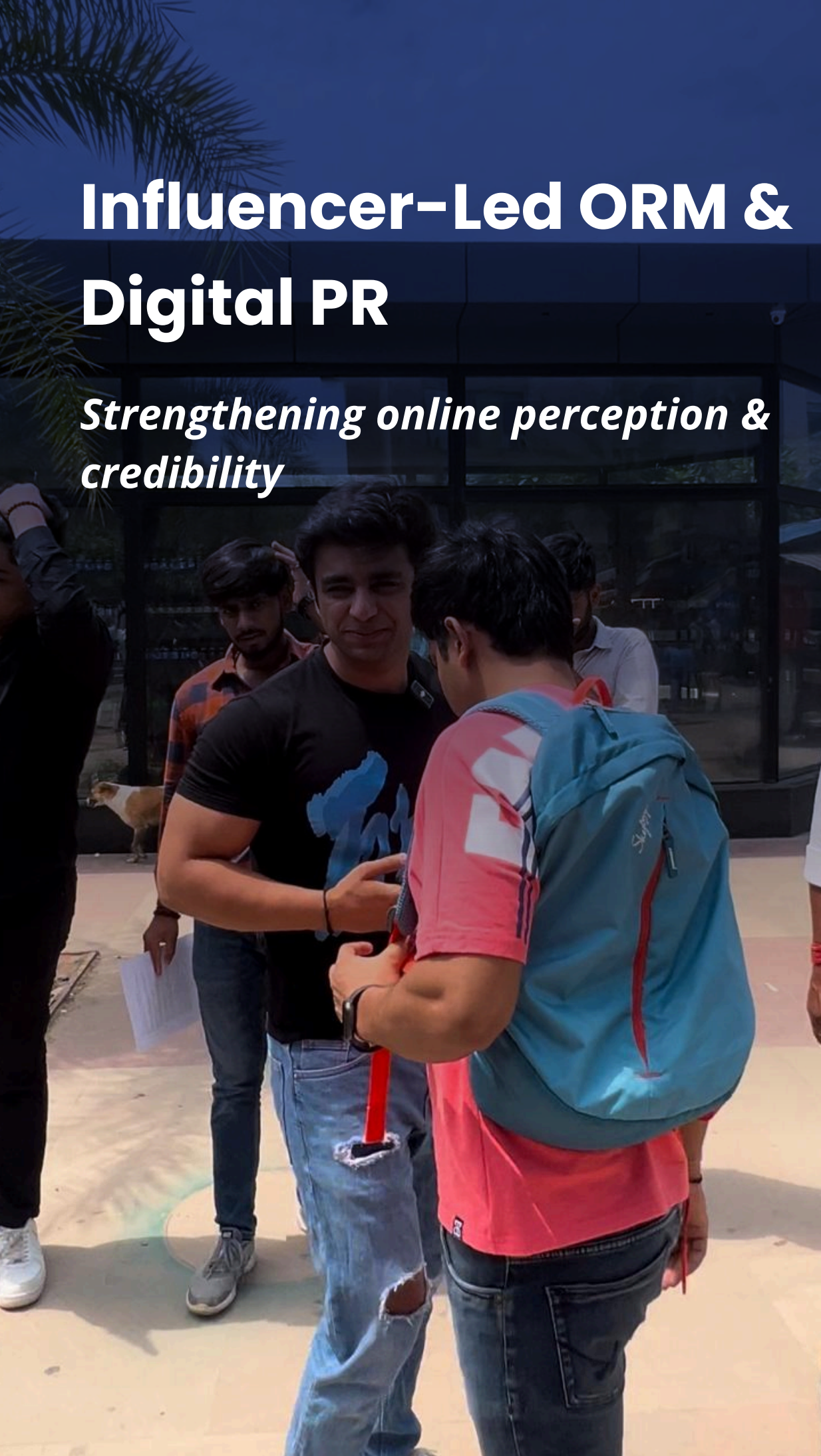
Why ?



If we **start today**,
your first positive influencer video goes **live in 24–48 hours**,
ORM improvements begin instantly, and within **30 days**,
your institution sees a measurable boost in brand
perception, student inquiries, and engagement—**resulting**
in more admissions this session.

Influencer-Led ORM & Digital PR

Strengthening online perception & credibility



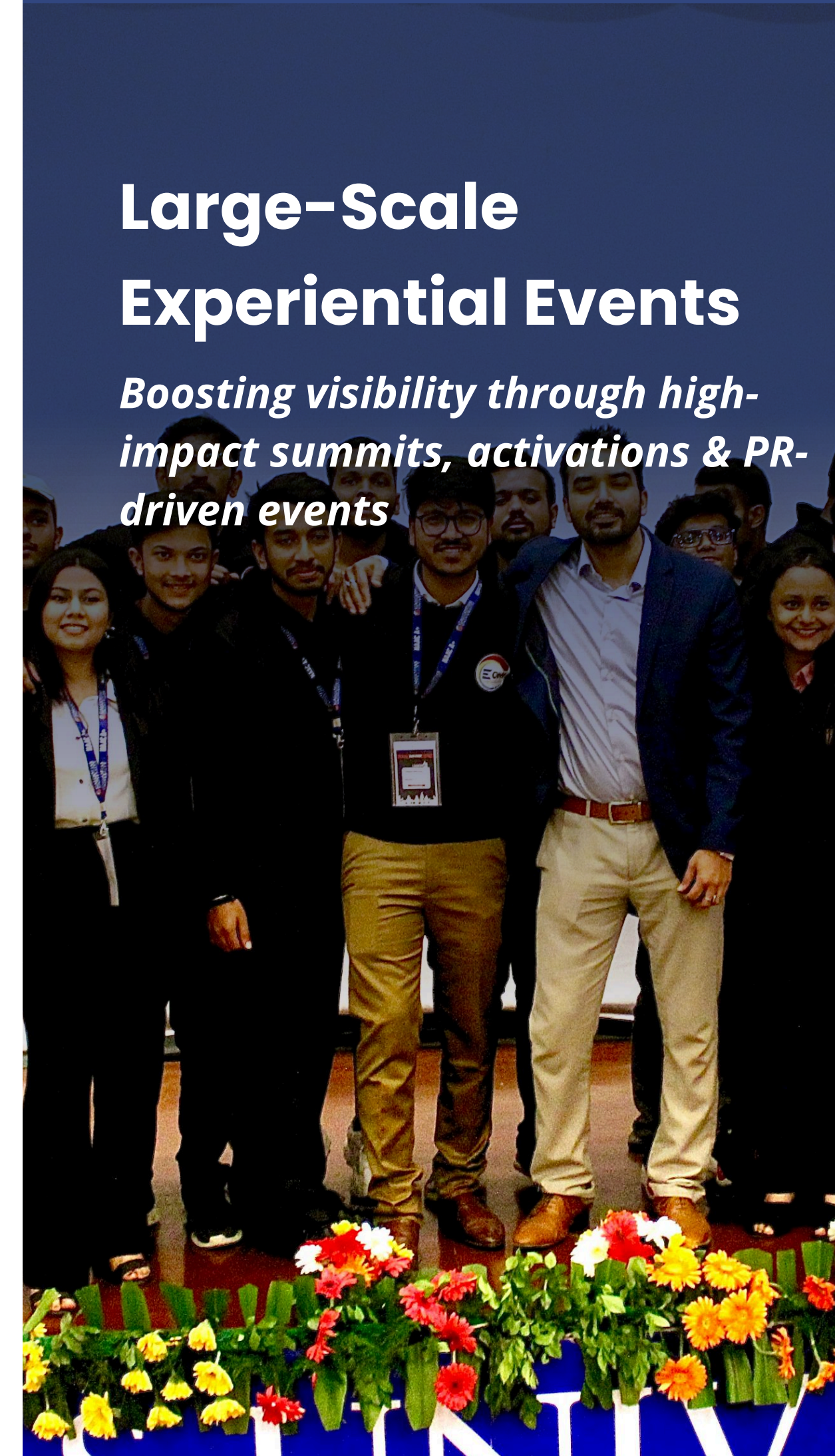
Engaging, High-ROI Campaigns

Using storytelling, influencer advocacy & viral content to drive student interest



Large-Scale Experiential Events

Boosting visibility through high-impact summits, activations & PR-driven events



Authentic Brand Positioning

Ensuring HEIs become aspirational for students & parents



Our Solution

At Edfluence we bridge these gaps by transforming how HEIs engage students, parents, and the industry through

Case Study

Galgotias University, Greater Noida

TRANSFORMING GALGOTIAS UNIVERSITY'S
BRAND PERCEPTION FROM MODERATE TO
POSITIVE & DIGITAL REACH



Negative ORM & Online Sentiment – Unmanaged Quora discussions, outdated Google reviews, and scattered social media presence affected brand credibility.



Limited Industry & Influencer-Led Positioning – The university had strong tie-ups with brands like Infosys, Apple, and Samsung but lacked strategic digital campaigns to amplify these partnerships.



Low Event-Based Digital Engagement – The university hosted top-tier events, but they weren't effectively leveraged to drive nationwide brand awareness.



Galgotias University, one of India's leading private universities, sought to enhance its brand perception, digital presence, and student engagement. While the institution boasted strong academic credentials, state-of-the-art infrastructure, and impressive placements, it struggled with online reputation management (ORM), digital outreach, and effective storytelling to highlight its key differentiators.

Results

+60%

Improvement in ORM & Brand Sentiment – Enhanced Perception on Google, Quora, and social media.

+30 M

Reach via Influencer Collaborations – Partnered with 45+ influencers to amplify brand visibility.

+30%

Increase in Direct Admissions & Inquiries – Improved student interest through strategic digital campaigns.

250%

Increase in Organic Positive Reviews – Strengthened credibility and trust among students and parents.

+10M

Impressions from Event Marketing – Boosted engagement through large-scale activations and summits.

4X ROI

on Branding & Digital Growth – Achieved unmatched returns through a holistic marketing approach. 🚀

Through this campaign, Galgotias University effectively showcased its key USPs—world-class infrastructure, strong placements, industry collaborations, and vibrant college life—to maximum prospective students and parents via the right and credible distribution channels, building a positive brand perception and positioning itself as a top choice for admissions.

Our Approach

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A 360° Digital PR, ORM & Experiential Marketing Strategy

Online Reputation Management (ORM) & Digital PR

📌 Platforms Targeted: Google, Quora, LinkedIn, Twitter, Instagram, YouTube.

📌 Key Strategies:

- Managed & optimized Quora discussions to rank Galgotias positively in student queries.
- Pushed organic positive reviews across Google & social media platforms.
- Launched strategic LinkedIn thought leadership content to highlight faculty excellence, industry collaborations, and student success stories.
- Created 20+ high-ranking articles & UGC-based content through Thought Leaders to shape a strong digital footprint.

Influencer-Led Marketing Campaign

📌 Platforms Targeted: Instagram, YouTube & Twitter

📌 Key Strategies:

- Collaborated with 20+ top-tier influencers in education, career guidance, and student life to produce viral & authentic content about Galgotias University.
- Designed a YouTube integration campaign highlighting Galgotias' academic strengths, international collaborations, and modern campus life.
- Launched a LinkedIn amplification campaign, getting top professionals & alumni to engage with the university's initiatives.
- Increased Instagram Reels & Twitter presence, focusing on student stories, events, and interactive Q&A sessions to boost engagement. high-ranking articles & UGC-based content to shape a strong digital footprint.

Large-Scale Experiential Events & Digital Activation

Key Events Curated & Marketed:

- 100 Million Influencer Summit – Hosted 20+ top influencers with a reach of 35,000+ students, generating organic brand conversations.
- LinkedIn Creator Summit: Confluence – Established Galgotias as a leader in digital networking & industry connect.
- Tech Conclave & Hackathons – Amplified the university's tech-driven image, reaching 1M+ digital impressions.
- Campus Activations & Student Engagement Initiatives – Created engaging on-ground and online campaigns to make Galgotias a trending topic.

Influencers We Have

These influencers can showcase your institute through engaging content, including hostel life experiences, campus reviews, course insights, student testimonials, and industry collaborations, ensuring authentic and wide-reaching promotion.



Kavach Khanna
80.4 K



IIM Guy
133 K



Yash Garg*
201 K



Distance between
1.21 M



Gaurav Thakur
5.97 M



Vaibhav Kadnar
4.46 M



Dear Sir
14.2 M



Deepak Dhaiya
3.74 M



Adarsh Barnwal
254 K



Mahatmaji
6.8 M



EduMantra
2.39 M



Muskan Katoch
247 K



Deepak Bajaj
1.13 M



Guru Chakachak
1.37 M



Sartaz Classes
2.83 M



V2 Academy
143 K



RJ Naved
6.6 M



Ashab Ahmad
275 K



Jai Arora
2.7 M



Being Sardar
566 K



Ishan Sharma
645 K



Accounting guruji
453 K



Priya Jain
3.66 M



Dr. Gajendra Prohit*
1.4 M



Deepak
1.13 M



Be a Programmer
220 K



Rittik Baheti(IITIAN)
131 K



GI
295 K



Krishi Kranti
84 K



Be a Programmer
220 K



Rittik Baheti(IITIAN)
131 K



Edusquadz
100 K

And Many More

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THANK YOU

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