

Introduction:

Marketing is an integral part of business practices today. Mostly effective when marketing efforts achieve the goals of the organization through planned activity that has measurable outcomes.

Simply put, marketing activities are tools by which a company communicates its image to its target audience and relates with them.

Requirement:

Taking the example of a Boutique Fashion design school which caters to a certain specific segment of students; it is obvious that the target audience is niche and the marketing efforts put in, need to focus on this niche segment in order to get as many enrollments. Add to the fact that the school has opened up 2 years back and is yet to find a footing in the market.

Purpose:

Looking at the broad spectrum of the industries we have today, one finds that every client has different marketing requirements and no two projects will be the same. Tailor made marketing is based on a philosophy that each and every client is unique and their marketing needs are definitely exclusive. In short, all the marketing plans, strategies and mud maps are tailor made to suit the client's requirements. The purpose of tailor made marketing was to provide suitable strategic and tactic marketing support to the fashion school in order to get more brand awareness, hereby increasing the student enquiries.

Strategitising & Implementation:

The situation is individually researched before any recommendations are made. The experiences of the past students if any is taken into account and a review of current marketing and public relations activities is undertaken, before suggesting and integrating new ideas.

Tailor-Made Marketing is aware of budget restraints and will not recommend unrealistic or inappropriate marketing expenditure.

Taking into account all the aspects, the Fashion school was recommended a host of marketing activities, and strategies were suggested in order to increase the enrollments. Education fairs, Seminars, brand awareness steps and social media marketing were some of the numerous marketing activities implemented, which showed a remarkable 400% increase in the enrollments.

Result:

The ROI based payment model ensures that the marketing agency becomes a part of the company's revenue generation team, hereby guaranteeing promised performance month after month. Having the client's complete support, both financially and strategically, is an important requirement of tailor made marketing, in order to plan and execute the right activities.

This approach of marketing ensures that traditional costs, such as additional offices, marketing executives, and general overheads, are not passed on to the client, thereby freeing their budget to concentrate on other aspects of the business.