markour
advisors

College brochure

Reach the right students, from enquiry to admission.

Marketing for colleges, schools and training institutes.

markouradvisors.com



Why institutions call us

Admissions now start long before a student visits the campus.



Instagram



Google



AI assistants

Enquiries arrive through **Ads** **Forms** **Calls** **WhatsApp** and too many go unanswered.

What we do

Four things, one team.



01 · Be seen

A presence worth following

Planned posters and reels on Instagram and Facebook.



02 · Be found

Show up when they search

We work on your Google and AI search visibility.



03 · Bring enquiries

Ads that reach the right applicants

Meta and Google ads and lead forms. Landing page in Super and Ultra.



04 · Convert

From enquiry to admission

Every enquiry tracked. WhatsApp follow-up in Super and Ultra.

Our principle

We report what actually happened, every month.

Reach, enquiries, ad results and next month's plan.

We do not promise numbers we cannot control.



Plans

Three monthly plans. No long contracts.

Standard

₹30,000 / month

10 posters a month
3 reels a month

Super

₹55,000 / month

14 posters a month
5 reels a month

Ultra

₹80,000 / month

Unlimited posters*
8 reels a month

plus unlimited single-clip reels*

Every plan includes

- Named point of contact
- Shared content calendar
- Meta and Google ads
- Google Business Profile
- Monthly report
- Month to month, no minimum term

Prices exclude applicable taxes. *Conditions on page 7.

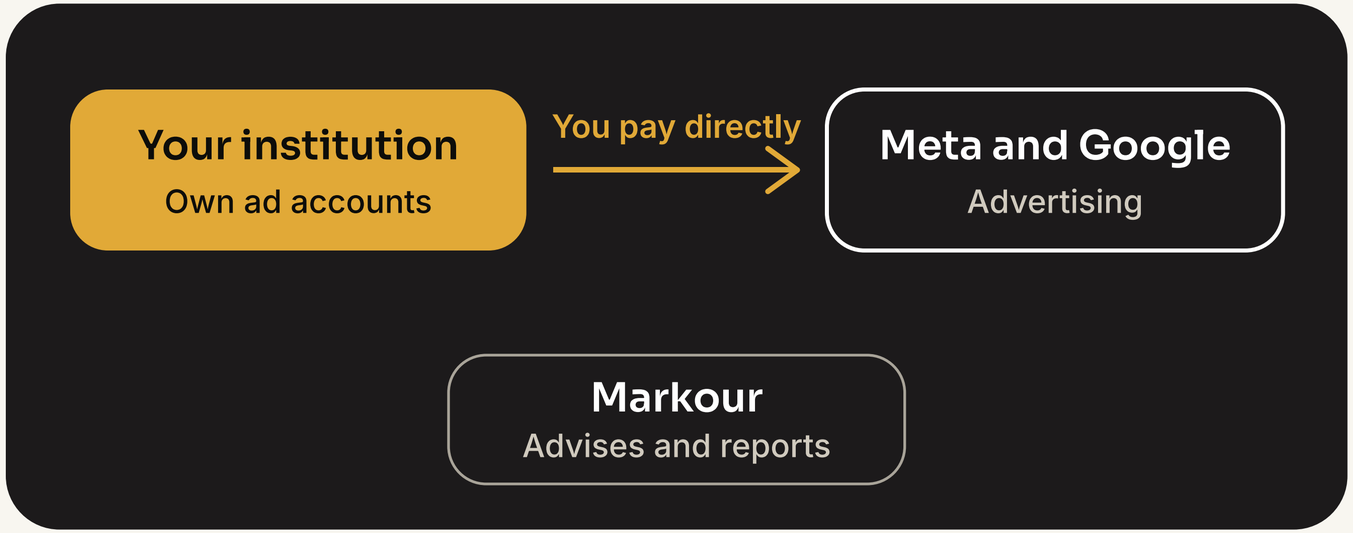
Plans compared

What is in each plan.

	Standard	Super	Ultra
Instagram and Facebook management	✓	✓	✓
Posters a month	10	14	Unlimited*
Reels a month	3	5	8
Single-clip reels	—	—	Unlimited*
Meta and Google ads	✓	✓	✓
Search and AI visibility	Basic	Standard	Full
Google Business Profile	✓	✓	✓
Website updates	—	✓	✓
Admissions landing page	—	✓	✓
Enquiry follow-up	—	WhatsApp	Admissions CRM
Season plan and review call	—	—	✓
Monthly report	✓	✓	✓

Good to know

How the money works.



Need something different?

Custom plans from

₹ 30,000 a month

- Event coverage
- Campus shoot days
- Testimonial videos
- Brochures and print

* Conditions for unlimited items

Made from content and footage you supply: text, photos, videos and approvals. We design and edit what you supply; campus shoots are an extra. A single-clip reel is one clip with trims, captions and music. There is no daily cap; turnaround is agreed in the monthly content calendar. Prices are per month, before any applicable taxes.

How we work

Clear steps, one point of contact.

1

A conversation about your next intake

Programmes, intake dates and what has worked before.

2

A plan and a proposal

Scope agreed in writing before anything starts.

3

Month one: set-up

Calendar, ad accounts, tracking. Landing page in Super and Ultra.

4

Every month: run, measure, report

We publish and advertise, then report and plan the next month.

Why Markour

Why Markour.



01

Marketing and systems in one team

Part of Polaris Concepts. Our own design team makes your posters, reels and video.

02

Education experience

Admissions campaign creatives for LEAD College, Palakkad. Samples on request.

03

Your accounts, your control

Ad accounts and pages are set up in your institution's name.

04

Honest reporting

Real platform figures. If something is not working, we say so and change it.

Get in touch

Let's plan your next intake.

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