





MARKETING SERVICES

SCOPE: Pan India reach through all channels of interaction
Phone/ Website/ E-mail/ SMS/IVR (Interactive Voice Response)

PENETRATION: More than 5 million calls, More than 5 million website hits

BUSINESS CASE

LISTING OF INSTITUTES: On all possible channels of contacts (Phone-8am to 8pm, Website-24X7), Detailed information

ALTERNATE MARKETING CHANNELS: IVR (Interactive Voice Response), Website, E-mail, SMS, DM (Direct Marketing)

ADVANTAGES

REACH THEM FASTER: Listing on all possible channels-Web, Phone, with quick response times from Smile of India, Connect to right students with right needs across India

REACH THEM WITH SMILE : Exposure to worldwide student community, Link your website with us, Follow up on details provided by us to callers and about Inquiry data

GLOBAL OUTLOOK: Strong global presence, Substantial listing, Strong positioning, One Stop marketing hub, Audience specific marketing, Increase in better quality students



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