



**CLINIMINDS — DIGITAL MARKETING SOLUTIONS
FOR INTERNATIONAL UNIVERSITIES & COLLEGES**

ABOUT US

1. Established in 2004, We understand education and training business.
2. Cliniminds understands your need to reach out to Indian students and professionals for your programs.
3. Cliniminds has experience in using digital technologies for promoting educational and training programs since 2004.
4. Cliniminds has invested in building high quality and extensive database of Indian students and working professionals, IT / Digital Marketing infrastructure. This would help you in reaching out to your targeted audience.
5. Team of full time senior education management and marketing professionals, digital marketing professionals, content writers, IT professionals and education counsellors.

DISADVANTAGE OF PRINT MEDIA & TRADITIONAL METHODS

1. Print media is losing its advantages with the advent of digital advertising and marketing platforms.
2. Shelf life of print campaigns is very short.
3. Higher costs of print media
4. More and more people are not reading newspapers and magazines.
5. Post COVID-19, travelling to markets is going to be more difficult and costs are going to rise.

CLINIMINDS DIGITAL MARKET SERVICES

1. Targeted digital marketing campaigns using :

- Social media
- Mailers to targeted groups
- Text messages
- WhatsApp
- Blogs

2. Program promotions to the targeted student / professional segment through focussed mailers, blogs and other content.

3. Organising Short Webinars and Live Online Promotional Events

4. Education counselling and enrolment services

OUTCOMES & BENEFITS

Our campaigns would help in :

1. Increasing awareness about your institution and programs
2. Increase in number of course / program enquires
3. Direct reach to target market
4. Overall increase in enrolments from India
5. Brand building
6. Will save you substantial travel costs
7. Saving on paying commissions to intermediaries

For more information, please connect us at :

Tenet Health Edutech Pvt. Ltd.

Email : info@cliniminds.com

Call : +91 98100 68241

www.cliniminds.com

