



Digital
Transformation
Services
for
Education
Institutions

Introduction

About OBIC Tech

At **OBIC Tech**, we believe that innovation is the bridge between today's challenges and tomorrow's opportunities. Founded with the vision of empowering businesses worldwide, **OBIC Tech** delivers cutting-edge digital, IT, and business solutions designed to help organizations thrive in the fast-changing digital landscape.

Our commitment goes beyond just services—we aim to build long-term partnerships. At **OBIC Tech**, we see ourselves as your strategic growth partner, aligning technology with your business goals to ensure sustainable success.

OBIC TECH PVT. LTD.



Challenges

Unprecedented Shift in Education

The education sector is at a crossroads. Traditional outreach methods like brochures, banners, and word-of-mouth are losing impact as parents and students now make decisions online. A strong digital presence is no longer optional but essential.

Without websites, social platforms, and managed online communication, institutions risk losing both visibility and credibility. Competitors with active digital strategies attract students faster, leaving traditional institutes behind.

To remain competitive, schools and colleges must adapt quickly to the digital era by investing in modern websites, social platforms, and professional management—or face fading into obscurity.

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DECLINING

Traditional methods of promotion and admissions are rapidly declining as parents and students increasingly rely on digital research before choosing institutes.

DISPLACEMENT

Audiences now live online, giving preference to schools and colleges with professional websites and engaging social platforms, displacing those with no digital presence.

IRRELEVANCE

Without adopting digital tools, institutions risk becoming irrelevant, losing trust and appeal among students, parents, and communities.

The Opportunity

As traditional promotional methods decline, digital platforms are growing rapidly, offering educational institutions a chance to stay relevant and competitive. Parents and students now search for schools and colleges online, comparing websites, reviews, and social platforms before making decisions.

By going digital, institutes can unlock new enrollment opportunities through online admission systems, social media campaigns, and direct community engagement. This transformation ensures consistent visibility, builds trust, and positions institutes as modern and student-focused in a highly competitive education landscape.

- Parents and students now discover schools on websites, mobiles, and social media.

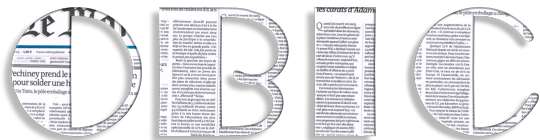
- Families prefer institutes with professional websites and active social platforms that provide real-time, transparent information.

By building a strong digital presence, institutes can:

- Attract more admissions and inquiries
- Strengthen credibility and reputation
- Stay competitive in the digital education era



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Our Solution

We provide a complete digital transformation package designed for educational institutions. From creating professional websites to setting up and managing social media platforms, we ensure your institute has a strong online presence. Our team handles content updates, campaign management, and digital engagement, keeping your platforms active and relevant for students and parents.

- **Website Creation:** A modern, mobile-friendly website showcasing programs, admissions, faculty, and campus life.
- **Social Media Setup:** Professional presence on Facebook, Instagram, LinkedIn, and other platforms.
- **Daily Management:** Updating news, events, achievements, and announcements across websites and social media.
- **Digital Campaigns:** Running targeted campaigns to attract admissions and enhance reputation.
- **Reputation & Growth:** Strengthening brand image while ensuring visibility among parents, students, and communities.



**WEBSITE
CREATION**



**INCREASED
GROWTH**



**SOCIAL MEDIA
SETUP**



**DAILY
MANAGEMENT**

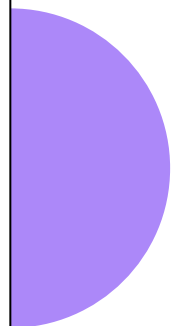


**DIGITAL
CAMPAIGNS**



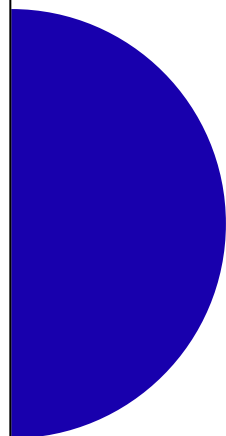
**INCREASED
REPUTATION**

How It Works



- We create & manage your institute's website and social media platforms.
- Our team uploads your daily updates (news, events, admissions, achievements) to ensure real-time presence.
- Our digital experts run campaigns to attract students and engage parents.
- All platforms are monitored and optimized to maximize visibility and credibility.

Benefits for Institute



- Modern Branding: Build a strong online image and stay competitive.
- Higher Admissions: Digital campaigns directly increase inquiries and enrollments.
- Professional Management: No need to hire in-house staff—we handle everything.
- Wider Reach: Connect with parents, alumni, and students across platforms.
- Sustainable Growth: Consistent online presence ensures long-term reputation and success.

Commercial Terms



One-Time Setup
(website + domain + hosting + design)

\$1,899



Monthly Service Fee
(platform management, content uploads, ad marketing)

\$399

NOTE

Our projections indicate that measurable admissions growth begins in the very first year as parents and students discover institutes online. By the second year, inquiries and admissions increase significantly due to stronger digital presence, ongoing campaigns, and word-of-mouth via social media. While growth rates may vary.



Why Partner With Us?

OBIC TECH

- We understand education, media, and digital ecosystems.
- Our team blends technical expertise with marketing power.
- Together, we ensure your institute's journey from limited offline presence to sustainable digital growth.

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By partnering with us, your institute gains access to a complete ecosystem of technology, content management, and marketing expertise designed to secure long-term growth. Together, we can preserve the credibility of your institution's legacy while opening doors to modern enrollment growth, brand reputation, and digital opportunities.