

Month 1:

Post 1: Introduce the campaign with a captivating image or video. Highlight the significance of the 25th anniversary and express excitement about the upcoming celebrations.

Post 2: Share a nostalgic throwback picture of the early days of IIITH. Encourage alumni, faculty, and current students to share their own memorable moments.

Post 3: Showcase the achievements and success stories of notable alumni from IIITH. Emphasize how their education at IIITH shaped their careers.

Post 4: Highlight the impact of IIITH on the local community and the region. Feature initiatives, research, or collaborations that have made a difference.

Month 2:

Post 1: Conduct a poll asking followers to vote for their favorite landmark on the IIITH campus. Feature a photo collage of the shortlisted landmarks and encourage engagement by asking for personal stories or memories associated with each.

Post 2: Interview a distinguished faculty member or researcher from IIITH. Share their insights and contributions to their respective fields, showcasing the institute's academic excellence.

Post 3: Share a video compilation of heartwarming messages from alumni expressing their gratitude towards IIITH and how their time at the institute impacted their lives.

Post 4: Organize a virtual panel discussion with successful alumni who have excelled in different industries. Discuss their career journeys and how IIITH played a role in their success.

Month 3:

Post 1: Highlight the diversity and inclusivity of the IIITH community. Share stories or interviews with students from different backgrounds, showcasing the institute's commitment to fostering a welcoming environment.

- Post 2: Conduct a contest where followers can submit their artwork, poems, or songs inspired by IIITH. Select the best submissions and feature them in a post, giving credit to the talented contributors.
- Post 3: Share a video montage of memorable events and celebrations from the past 25 years at IIITH. Reflect on the journey and growth of the institute, highlighting key milestones and achievements.
- Post 4: Collaborate with alumni or faculty who have authored books or published research papers. Highlight their publications and provide a brief overview of their contributions to their respective fields.

Month 4:

- Post 1: Create a countdown series highlighting notable achievements or initiatives of IIITH, leading up to the 25th anniversary. Feature one achievement per post, showcasing the impact on society or academia.
- Post 2: Organize a virtual alumni reunion event, inviting graduates from different batches to reconnect and share their experiences. Encourage alumni to tag their batchmates and participate in the event.
- Post 3: Feature a virtual campus tour, showcasing the state-of-the-art facilities, research labs, and student amenities available at IIIT-H. Highlight the institute's commitment to providing a conducive learning environment.
- Post 4: Collaborate with industry partners or renowned companies that have partnered with IIITH for research or placements. Share success stories of alumni who have made significant contributions in their respective industries.

Month 5:

- Post 1: Build anticipation for the 25th-anniversary celebration by sharing teasers and hints about the upcoming event. Create excitement among followers and encourage them to stay tuned for the big day.
- Post 2: Announce a special alumni spotlight series, featuring accomplished alumni who have achieved remarkable success in their careers. Share their stories, accomplishments, and the impact of their IIITH education.

Post 3: Create a video compilation of heartfelt messages from current students expressing their gratitude towards IIITH and their aspirations for the future. Showcase the institute's impact on shaping young minds.

Post 4: Finally, on the 25th-anniversary day, share a grand celebration post. Feature a collage of memorable moments from the anniversary event, including speeches, performances, and alumni reunions. Express gratitude to everyone who contributed to the success of IIITH over the past 25 years.

Budget of 50K

1. Budget Allocation:

- Social Media Ads: Allocate around 50% of the budget for running paid ads on social media platforms (INR 25,000).
- Content Creation: Dedicate approximately 30% of the budget to creating engaging content (INR 15,000).
- Worker Payments: Allocate a portion of the budget for worker payments, such as content creators, designers, or campaign managers. The remaining 20% of the budget (INR 10,000) can be distributed among the workers, providing each with INR 2,000 as compensation.

2. Social Media Ads:

- Identify the most effective social media platforms to reach IIITH's target audience.
- Develop a comprehensive advertising strategy, including campaign objectives, target audience, ad formats, and bidding strategies.
- Regularly monitor the performance of the ads and optimize them based on key performance indicators (KPIs) such as click-through rates (CTR), conversion rates, and return on ad spend (ROAS).
- Utilize targeting options provided by social media platforms to reach the desired audience effectively.

3. Content Creation:

- Employ a team of content creators and designers to develop engaging and relevant content aligned with IIITH's objectives and target audience.

- Create a content calendar to ensure consistent posting across social media platforms.
- Focus on a mix of informative posts, engaging visuals, videos, and compelling copy to capture the audience's attention.
- Optimize content based on performance metrics and feedback from the campaign.

4. Worker Payments:

- Identify the specific roles required for the campaign, such as content creators, designers, or campaign managers.
- Determine the number of hours each worker will contribute to the campaign and set an hourly rate within the allocated budget.
- Clearly define the scope of work and deliverables expected from each worker.

Budget of INR 75,000

Budget Allocation:

Social Media Ads: Allocate approximately 50% of the budget for running paid ads on social media platforms (INR 37,500).

Content Creation: Dedicate around 30% of the budget to creating engaging content (INR 22,500).

Worker Payments: Allocate a portion of the budget for worker payments, such as content creators, designers, or campaign managers. Reserve approximately 15% of the budget (INR 11,250) to distribute among the workers, providing each with INR 2,250 as compensation.

Profit: Allocate the remaining 5% of the budget (INR 3,750) as profit for your company.

Budget of INR 1.25 lakhs

Budget Allocation:

Social Media Ads: Allocate approximately 50% of the budget for running paid ads on social media platforms (INR 62,500).

Content Creation: Dedicate around 30% of the budget to creating engaging content (INR 37,500).

Worker Payments: Allocate a portion of the budget for worker payments, such as content creators, designers, or campaign managers. Reserve approximately 15% of the budget (INR 18,750) to distribute among the workers, providing each with INR 3,750 as compensation.

Profit: Allocate the remaining 5% of the budget (INR 6,250) as profit for your company.

In both plans, the majority of the budget is allocated to social media ads and content creation, ensuring the campaign's visibility and engagement. Worker payments are provided to compensate the workers involved in executing the campaign.

Regarding the profit allocation, I have suggested allocating 5% of the budget as profit for your company in both plans. However, the actual amount you allocate for profit can vary based on your company's financial goals, overhead costs, and the perceived value of your services.