

Sun Web Service

AI-Powered School Growth & Admission System

Helping Schools Increase Admissions, Build Parent Trust & Automate Communication Systems.



Increase Admissions



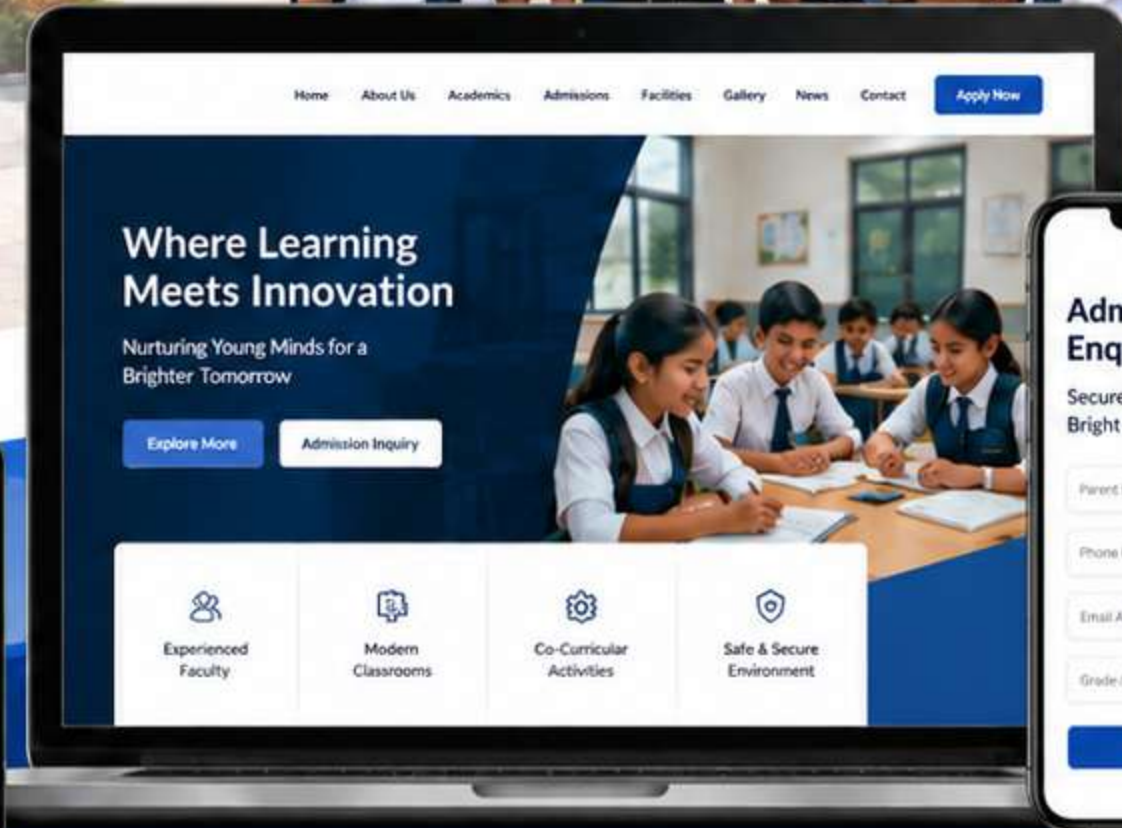
Build Parent Trust



AI-Powered Automation



Smart Digital Systems



Modern Website That Builds Trust



Smart Marketing That Brings Leads



WhatsApp & CRM For Better Follow-up



AI Automation For 24/7 Support



Data-Driven Growth For More Admissions

Why Many Schools Lose Admissions Online

In today's digital world, parents research, compare and decide online. If schools don't have a strong digital presence, they lose future students.



THE REAL CHALLENGES SCHOOLS FACE

- Outdated Websites**
Old, non-mobile friendly websites create a poor first impression and reduce trust.
- No Online Admission System**
Parents have to call or visit physically, making the process slow and inconvenient.
- Slow Response to Inquiries**
Delayed replies or missed calls lead parents to choose other schools.
- Weak Online Visibility**
Low rankings and no digital marketing mean fewer inquiries and less exposure.
- Manual & Unorganized Process**
Spreadsheets and manual follow-ups cause confusion and lost opportunities.
- No Automation or Follow-up System**
Leads go cold, parents lose interest, admissions drop.



WHAT MODERN SCHOOLS NEED TODAY

- Professional Digital Presence**
Modern websites build trust and showcase the school's strengths effectively.
- Online Admissions & Inquiries**
Easy forms and online process increase convenience and more admissions.
- Instant Communication**
Quick replies on WhatsApp/Chat increase parent satisfaction and conversions.
- Digital Marketing & Visibility**
Be visible where parents search and attract high-quality inquiries consistently.
- Smart CRM & Follow-ups**
Organized lead management ensures every inquiry is nurtured and converted.
- AI Automation 24/7**
Automated replies, reminders & engagement convert more inquiries into admissions.

THE IMPACT OF THESE GAPS

70%+
Parents research online before choosing a school

60%
Inquiries are lost due to slow response or poor follow-up

1 in 3
Schools lose potential admissions due to weak digital presence

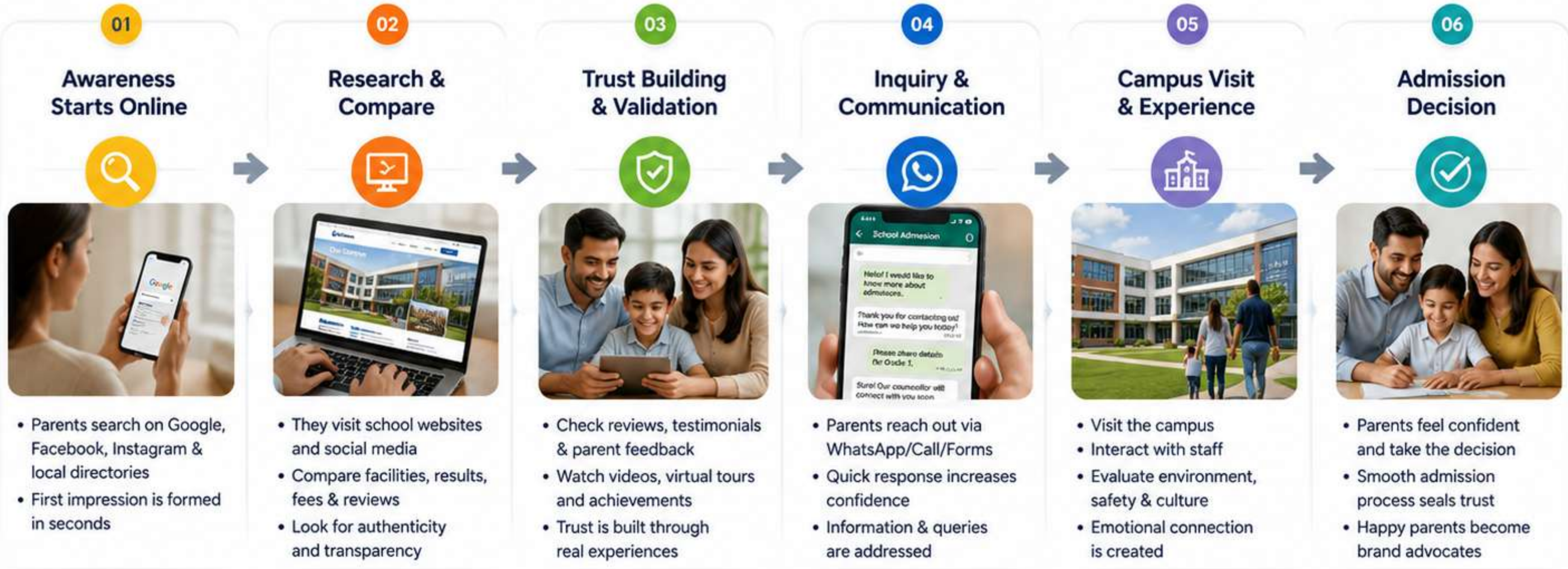
High Drop in Admissions
Every missed inquiry today is a lost student tomorrow

The Solution? **A Strong Digital Presence + Smart Marketing + AI Automation = More Admissions, Every Year.**

How Parents Choose Schools Today

The modern parent journey is digital, informed and experience-driven.

Awareness → Research → Trust → Visit → Admission



THE DIGITAL IMPACT

87%
Parents research schools online before making a decision

76%
Will not consider a school if it doesn't have a good website

60%
Choose schools with quick response to their inquiries

74%
Trust online reviews and parent testimonials a lot

3X
Higher admission rate for schools with strong digital presence

What Parents Really Look For



Safety & Security



Academic Excellence



Experienced Faculty



Infrastructure & Facilities



Extra-curricular Activities



Values & Overall Development



Fees & Transparency



Communication & Parent Support



Your school's digital journey should make parents say **YES!**



Professional School Website That Builds Parent Trust



Builds Trust



Increases Inquiries



Enhances Brand



100% Mobile Ready

A modern, fast, mobile-friendly website that represents your school professionally and converts visitors into inquiries.



Powerful Features



Beautiful & Modern Design

Creates a strong first impression



Admission Inquiry Forms

Capture more inquiries effortlessly



Online Admission System

Easy & paperless admission process



Facilities Showcase

Highlight your school's best features



Faculty & Staff Profiles

Build credibility with teacher profiles



Event & Gallery

Showcase activities, events & moments



WhatsApp Integration

Instant communication with parents



Google Maps Integration

Easy location access for parents



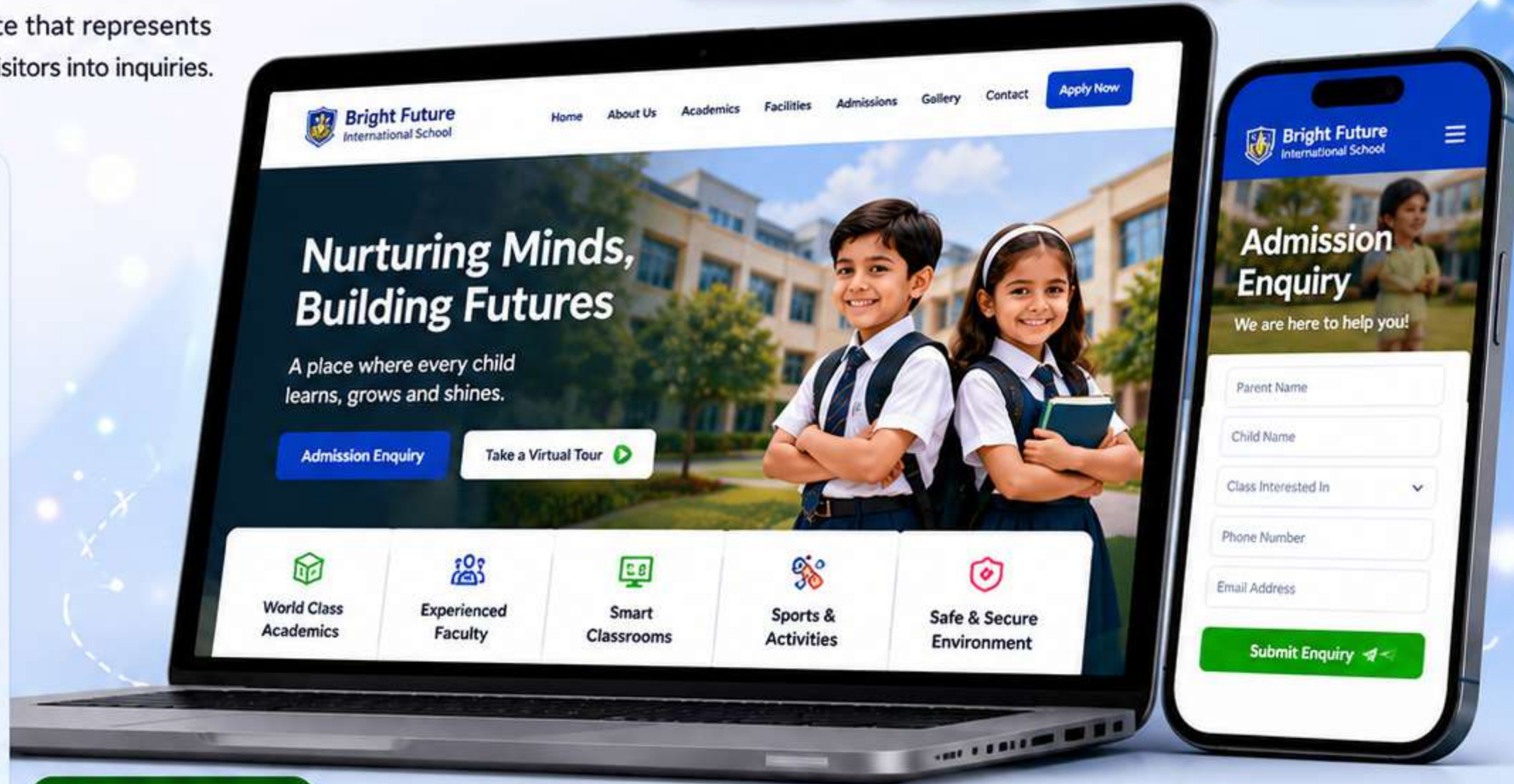
Mobile Optimized

Perfect experience on all devices



Fast, Secure & SEO Friendly

Rank higher & load faster



Starting from **₹25,000+**

Modern Home Page



Facilities Showcase



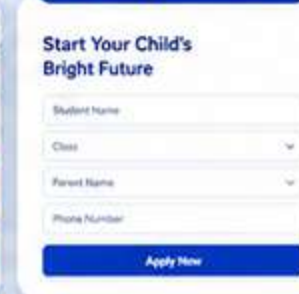
Faculty Profiles



Events & Gallery



Online Admission



Builds Strong Parent Trust



Captures More Inquiries



Improves School Brand Value



Works Perfectly on All Devices



Fast Loading & Secure



SEO Friendly & Google Ready



Increases Admissions & Enrollments

Generating More Student Admissions

Data-driven digital marketing strategies that bring the right parents to your school and turn inquiries into admissions.



OUR DIGITAL MARKETING CHANNELS

- Google Ads**
Capture high-intent parents searching for schools.
- Facebook & Instagram Ads**
Reach parents where they spend time online.
- YouTube Ads**
Showcase your campus, facilities & success stories.
- Local SEO**
Rank higher in local searches & Google Maps.
- Content Marketing**
Informative content builds trust & attracts more inquiries.
- Retargeting Ads**
Re-engage website visitors & increase conversions.

OUR LEAD GENERATION FUNNEL



CAMPAIGN EXAMPLES

- Google Search Ad**
Best CBSE School Near Me
Ad: Bright Future International School
Admissions Open 2025-26
World Class Education | Limited Seats
- Facebook/Instagram Ad**
Bright Future International School
Admissions Open 2025-26
Nurturing Minds, Building Futures
- YouTube Video Ad**
A Place Where Future Begins
- Display Ad**
ADMISSIONS OPEN 2025-26
Limited Seats!

PERFORMANCE DASHBOARD (Example)



WHAT YOU GET

- High-Quality Inquiries
- Cost-Effective Campaigns
- Better Visibility & Reach
- More Campus Visits
- Higher Admissions Every Year

More Leads. More Trust. More Admissions.
Powered by Data. Driven by Results.

Building Parent Trust Through Authentic Content

Today's parents want transparency, real experiences and consistent communication. Authentic content connects, engages and converts.



- Instagram Reels
- Facebook Posts
- YouTube Videos
- WhatsApp Updates
- Website Updates

Consistent Content. Stronger Connection. **Higher Admissions.**

CONTENT THAT BUILDS TRUST

<p>Classroom Activities</p> <ul style="list-style-type: none"> Real learning moments from everyday classes Shows teaching quality and student engagement Builds confidence in parents 	<p>Student Achievements</p> <ul style="list-style-type: none"> Share academic, sports and competition wins Highlights student potential and growth Creates pride and trust 	<p>Teacher Introductions</p> <ul style="list-style-type: none"> Introduce teachers and their expertise Humanizes the school experience Parents connect with people, not just buildings 	<p>Events & Celebrations</p> <ul style="list-style-type: none"> Highlight annual day, festivals, sports day etc. Shows active school culture and involvement Keeps parents emotionally connected 	<p>Campus Walkthroughs</p> <ul style="list-style-type: none"> Virtual tours, infrastructure and classrooms Helps parents visualize the environment Increases transparency and trust 	<p>Parent Testimonials</p> <ul style="list-style-type: none"> Real feedback from happy parents Influences new parents' decision Creates social proof 	<p>Community & Values</p> <ul style="list-style-type: none"> Share CSR, community service and value-based initiatives Shows the school's purpose beyond studies
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WHY AUTHENTIC CONTENT WORKS

- Builds Trust & Transparency**
Parents see the real environment before they visit.
- Emotional Connection**
Stories and faces create emotional bond with the school.
- Higher Engagement**
Parents engage more with real content than promotional posts.
- Better Conversions**
Engaged parents are more likely to inquire and take admission.

SAMPLE CONTENT CALENDAR

MON	TUE	WED	THU	FRI	SAT

“ Great content doesn't just inform parents, it inspires confidence in your school.”

THE IMPACT ON ADMISSIONS

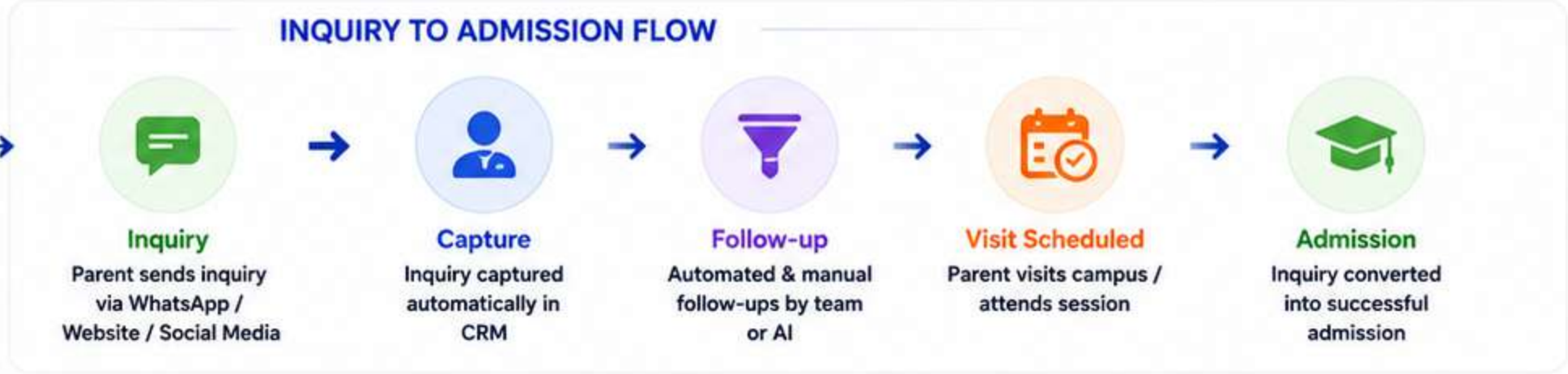
- 2X** Parents spend more time on your content and website.
- 45%** Schools with active content get more admission inquiries.
- 35%** Authentic content converts interest into visits.
- Higher Admissions**
Consistent content leads to consistent admissions.

Show the real you. Build trust. Earn admissions. Authentic content is your most powerful marketing tool.

Never Miss a Parent Inquiry Again

Smart WhatsApp + CRM system to capture, manage and convert every inquiry into admission.

- Instant WhatsApp Reply
- Centralized CRM Dashboard
- Automated Follow-ups
- Smart Reminders
- Track & Increase Admissions



CRM SYSTEM FEATURES

- Centralized Inquiry Management**
All inquiries from WhatsApp, website, calls & ads in one place.
- Lead Tracking & Status**
Track every lead stage – New, Follow-up, Visit, Admission.
- Automated Follow-ups**
Auto messages & reminders to parents at the right time.
- Reminders & Notifications**
Never miss a follow-up with smart reminders.
- Reports & Analytics**
Analyze inquiry sources, conversion rate & admission reports.

CRM DASHBOARD (Live View)

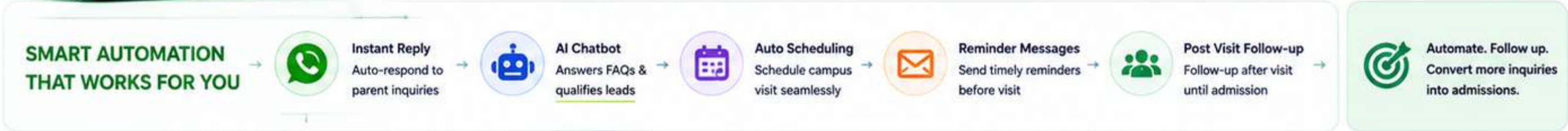
Bright Future International School

- Dashboard
- Inquiries
- Leads
- Follow-ups
- Appointments
- Students
- Reports
- Settings

Total Inquiries	New Inquiries	Campus Visits	Admissions
458	126	68	34

Recent Inquiries

Name	Grade	Source	Status	Last Contact	Action
Rahul Sharma	Grade 5	WhatsApp	New	10:30 AM	
Priya Mehta	Grade 3	Website	Follow-up	Yesterday	
Amit Verma	Grade 8	Facebook Ad	Visit Scheduled	2 Days Ago	
Neha Singh	Grade 1	Instagram	Interested	2 Days Ago	
Rohan Nair	Grade 6	Google Ad	Admission	3 Days Ago	



Better Communication. Stronger Relationships. Higher Admissions.

90% Faster Response Time

3X More Inquiry Conversions

70% Reduced Manual Work

100% Every Inquiry Tracked

24/7 AI-Powered Parent Communication & Admission Automation

Our AI systems work 24/7 to instantly engage parents, answer queries, qualify leads, schedule visits and support the entire admission process automatically.



AI AUTOMATION FEATURES



AI Admission Assistant

Answers parent queries instantly about admission, fees, curriculum, facilities, transport & more.



Smart FAQ Automation

Handles common questions about admission, fees, documents, scholarships, curriculum, etc.



Lead Qualification

AI qualifies leads by collecting key student & parent information and understanding requirements.



Follow-up Automation

AI sends timely follow-ups via WhatsApp / SMS / Email to nurture every lead.



Visit Scheduling

AI checks availability and schedules campus visits or meetings automatically.



Document Guidance

AI guides parents on required documents and helps them complete the process smoothly.

AI WORKS 24/7 WHILE YOU FOCUS ON GROWTH



24/7 Availability



Instant Responses



Higher Lead Conversion



Better Parent Experience

AI CONVERSATION FLOW



Parent Inquires



AI Instantly Responds



Collects & Qualifies Lead



Schedules Visit / Call



Converts to Admission

COMPLETE ADMISSION AUTOMATION ECOSYSTEM



1. Inquiry Received
Parent sends message via WhatsApp, Website or Social Media.



2. AI Engagement
AI assistant instantly engages and answers parent queries.



3. Lead Capture
AI collects student & parent details and qualifies the lead.



4. Nurture & Follow-up
Automated follow-ups via WhatsApp, SMS and Email.



5. Visit Scheduled
AI schedules campus visit / meeting automatically.



6. Admission Process
AI guides parents through documentation and next steps.



7. Admission Confirmed
Lead converted into successful admission and onboarding.

AI Reduces Workload.

Improves Speed. Increases Admissions.

Let AI handle repetitive tasks while your team focuses on building relationships.



Reduce Manual Work



Faster Parent Response



More Inquiries Converted



Better Team Productivity



Data-Driven Decisions

SUPPORTED CHANNELS



WhatsApp



Website Chat



Facebook Messenger



Instagram DM



Email



SMS

Start Small. Build a Strong Educational Brand.

A long-term growth strategy to increase admissions, build trust, automate communication and create a future-ready school.



**Sustainable Growth.
Stronger Brand.
More Admissions.
Better Future.**

4 PHASES OF SCHOOL GROWTH STRATEGY

PHASE 1

Build Your Foundation Website & Digital Presence

- ✓ Professional school website
- ✓ Mobile-friendly & fast
- ✓ Showcase facilities, faculty, achievements
- ✓ WhatsApp integration
- ✓ Basic SEO setup



Goal: Build Trust & Create a Strong Online Identity

PHASE 2

Generate Admissions Admissions Marketing

- ✓ Google & Meta Ads
- ✓ Local SEO & Google Maps
- ✓ Social Media Marketing
- ✓ Content Marketing
- ✓ Lead Generation Campaigns



Goal: Generate Quality Inquiries & Leads

PHASE 3

Automate & Nurture AI Automation & CRM System

- ✓ WhatsApp Inquiry CRM
- ✓ AI Chatbot & 24/7 Support
- ✓ Automated Follow-ups
- ✓ Appointment & Visit Scheduling
- ✓ Parent Communication System
- ✓ Dashboard & Reports



Goal: Convert More Inquiries into Admissions

PHASE 4

Scale & Strengthen Brand School Brand Expansion

- ✓ Build strong brand reputation
- ✓ Consistent content & engagement
- ✓ Alumni & parent advocacy
- ✓ New programs & campus expansion
- ✓ Data-driven growth & optimization



Goal: Long-Term Brand Value & Sustainable Growth

OUR GROWTH PILLARS



Trust
Build confidence with transparency & communication.



Engagement
Engage parents through content & interaction.



Automation
Save time, reduce manual work and improve response.



Data Driven
Make smarter decisions with powerful insights.



Growth
Consistent strategy leads to long-term success.



YOUR ROADMAP TO SUCCESS



LONG-TERM RESULTS

- ✓ More Admissions Every Year
- ✓ Stronger Parent Trust & Satisfaction
- ✓ Efficient Communication & Automation
- ✓ Higher Brand Reputation
- ✓ Sustainable School Growth



Small Steps Today. **Stronger School Tomorrow.** Greater Impact Forever.



Let's Build Your School Growth System

From a powerful website to marketing, automation, and admissions – we handle everything so you can focus on what matters most: **education and your students.**



ALL-IN-ONE SOLUTION FOR SCHOOLS



Professional School Website



Digital Marketing & Lead Generation



AI Automation & WhatsApp CRM



Inquiry Management & Follow-ups



Analytics & Growth Optimization



More Admissions Every Year



Better Systems.
Stronger Schools.
Brighter Futures.

WHAT YOU GET



More Inquiries Every Month

Consistent flow of quality leads.



Higher Admissions Every Year

Convert more inquiries into enrollments.



Stronger Parent Trust & School Reputation

Build credibility with professional presence and communication.



Save Time & Reduce Workload

Automate follow-ups and focus on students.



Sustainable Growth For Your School

Data-driven strategies for long-term success.



Trusted by Schools. Proven Results. Lasting Impact.

We don't just deliver services – we build long-term partnerships.



Ready to Grow Your School?

Let's create a powerful system that brings more admissions, builds trust and takes your school to the next level.

GET STARTED TODAY!

Your Success. Our Commitment.

LET'S CONNECT AND BUILD YOUR SUCCESS STORY



Website

sunwebservice.in



Phone

080 6218 0409



Email

sunwebservice.in@gmail.com



Location

Rampurhat, West Bengal, India



Let's work together to build a stronger brand, more admissions and a brighter future for your school.

SUN WEB SERVICE