

LEAD GENERATION · PLANNING TEMPLATE

Admission Campaign Planning Template

A one-page way to map campaigns to your admission calendar instead of running the same budget every month regardless of what's actually happening in your enquiry cycle. Print this, fill it in per term, and revisit it each planning cycle.

How to Use This Template

- List each month of your admission cycle in the first column.
- Note the real enquiry driver for that month — exam dates, results announcements, open houses, sibling renewals — not a guess.
- Assign channels and budget share based on that driver, not an even split across the year.
- Set a target enquiry number per month so a quiet month is caught early, not after the cycle ends.

Month	Enquiry Driver	Planned Channels	Budget Share	Target Enquiries	Owner

Want this run for you instead of filled in by hand? Talk to Foxtrot about Lead Generation for Schools & Colleges — foxtrot.in/contact