

How to attract students to a training institute without spending much money

1. Conduct awareness seminars/general knowledge quiz in schools and colleges

It is one of the important steps to create awareness about your institute and spread the word around. These awareness seminars can be conducted by taking permission from the school or college authorities. It can also be done in the form of a quiz for increasing general knowledge of the students. The school or college authorities normally allow you on general knowledge quiz format. You should distribute your pemplates at the end of the session.

2. Put awareness kiosks in the surrounding areas of schools and colleges

Awareness and inquiry registration kiosks can be put in the surrounding areas of schools and colleges. On these kiosks your staff can guide the students regarding different courses and job potential of various streams. There should be on the spot registration offer with a discount.

3. Put classified ads in your local newspaper

Put small classified ads in the local newspapers outlining your courses and job potential. Respond to the ad and follow up with the students.

4. Put ads in the local cable network

Put ads in the locale cable network outlining your courses and job potential. Respond to the ad and follow up with the students.

5. Distribute pemplates in your local newspapers

Put one page pemplates in your local newspapers showing the various course streams. Job potential of various courses should be outlined in the pemplates. You should list your advantages compared to the other institutes in a chart format.

6. Conduct surveys in your area

Conduct simple surveys in your area with one page survey form to know the students and their streams of education. Collect their contact details and phone numbers. Follow up with them later.

7. Conduct free sample classes in your institutes

Conduct the free sample classes or a free short course to build up a rapport with the students. After the classes offer them various offers regarding the courses and inform them about the advantages and job potential of the courses.

8. Conduct scholarship exams for the students at your centers

Conduct scholarship exams at your institute offering free courses to the qualifying students. Collect the student data and follow up with them later offering various offers.

9. Use telemarketing to give free gifts to students on phone

Use the data collected in your ad campaigns to give free gifts such as a free course to students by telemarketing at regular intervals. Ask the students to come to the institute to avail the free gift. Then inform them about the benefit of the course.

10. Get on your local FM Radio

With FM stations in all parts of India now, this is one of the cheapest medium to spread the word about your institute. Get on your local FM radio talk shows about career prospects for students.

11. Send press releases

Send press releases to your local newspapers announcing your institutes and courses. Write about a new offer from your institute. Keep the press release short and to the point.