

**Campaign Title: KET National MDCAT Super Final - On Campus & Online Session**

**D&S PLATFORM A: WEBSITES**

- A-1 E-leaflet / A4 Notification
- A-2 Web Banners
- A-3 Session's Guidelines Doc Upload
- A-4 Improving Websites UI - UX

Upload Material		Websites		Instructions
		1- kips.edu.pk	2- kipsprep.com	
A-1	E-leaflet / A4 Notification	A4 Notification / E-leaflet	A4 Notification / E-leaflet	Artworks attached. KIPS Mkt. to share for executions.
A-2	Home Page Web Banners	Home Page Slider Banner	Home Page Slider Banner	Artworks attached. KIPS Mkt. to share for executions.
		i- Desktop Banner (1197 x 520)	i- Desktop View Banner (1366 x 768) ii- Mobile View Banner (1024 x 1044)	
A-3	Session's Guidelines-Doc	To be finalized by SCCD & made available on both websites		Title page artwork attached.

**A-4 Improving Websites UI - UX (Something being consistently proposed/ reminded over 220 days)**

- The visitor / user should be routed to the links by clicking on certain points. The details of links & points are given below:
- kipslms.com' box / button to be dynamic and leading to kipslms.com Website
- Get Started' button to be dynamic and leading to E-Circular/ next proposed actions
- include taking the visitor to " Guidelines' - Online Admission Form, Exclusive Landing Page & More

Similarly, links to be added with contact interfaces icons used in the shared artworks; like:

- WhatsApp icon to lead to WhatsApp App & then to KIPS Official Number conversation
- FaceBook icon to lead to KIPS Official FB Page
- YouTube icon to lead to KIPS Official YouTube Channel
- Live Chat icon to open up Live Chat Box

KET National MDCAT Super Final OC & OL S - Guidelines - Doc

- The previous process to be followed until made available at both Websites

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**D&S PLATFORM B: FACEBOOK PAGES**

**B-1** FB Cover Video - **Details will be provided later**

**B-2** E-leaflet / A4 Notification

**B-3** FB Post Plan (1000 x 1000 pixels)

**B-4** Session's Guidelines Doc Upload

B- 2	FB Pages Title	E-leaflet / A4 Notification	Placement / Upload Date	Comments
1	KP Corporate Official Page	Standard Version	5th Nov 2020	Artworks attached. KIPS Mkt. to share for executions.
2	KP Official Page			
3	KP All KET Campuses Pages			

B- 3	FB Post x 01 (1000x1000 pixels)	Post Nos & Posting Dates
		Post 1
	FB Page Title	05-Nov
1	KP Corporate Official Page	✓
2	KP Official Page	✓
3	KP All KET Campuses Pages	✓

B-4	Session's Guidelines Doc PDF by SCCD	PDF Doc applicable Version	Placement / Upload Date
	FB Pages Title		
1	KP Corporate Official Page	Standard Version	6th Nov 2020
2	KP Official Page		
3	KP All KET Campuses Pages		

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**D&S PLATFORM C: WHATSAPP GROUPS**

- C-1 WhatsApp Post Plan (Size: 1000 x 1000 pixels)
- C-2 Session's Guidelines Doc Upload

**C-1 WhatsApp Post Plan (Size: 1000 x 1000 pixels)**

WA No.	Design Notes	Broadcast Date	Marked WA Groups
Post 1	A4 Notification / E-leaflet	5th Nov 2020	RM OS-Mkt Group for further Campuses Groups We Are Here Group SCCD Official Group RM-LHR-MKT-Group
Post 2	Adapt of FB Post 1	6th Nov 2020	Same as above

C-2 Sessions' Guidelines Doc Posting		
Doc Version	Marked WA Groups	Broadcast Date
<b>One Standard Version</b>	RM -Mkt Group (LHR & OS)	6th Nov 2020
	We are here Group	
	SCCD Official Group	