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Saviance unveils Teacher's Day campaign to connect alumni with alma mater
 September 06, 11
 Shubhi Tandon

IT services company Saviance Technologies has launched a social media marketing campaign for its alumni relations cloud software, Viburnix, to mark Teacher's Day. The month-long campaign which commenced on September 5, 2011, is targeted at C-Level executives, VPs and senior managers through advertisements on LinkedIn and Economicstimes.com.

This marketing campaign will provide an innovative platform to alumnus across India to connect with their Institutions and professors. In order to send a customized message to their teacher, one needs to click on the advertisement running on LinkedIn and Economicstimes.com, which will land them on the Viburnix page where a few simple questions need to be filled by the alum with the details of their favourite teacher and a special message for them. Once the form is completed, a customized box will be sent (with a gift box) to the teacher of that college/ university.

Talking to exchange4media about the idea behind the campaign, Kaushik Bellani, CEO, Saviance Technologies said, "We thought of a topical campaign for Teacher's Day for our alumni relations software. This campaign will allow the alumni to connect with their alma mater. Teacher's Day is that one day when we can show all our gratitude and appreciation to our teachers who have encouraged us with utmost devotion. Over the years our experience in building Collaborative & customized online Alumni Communities for educational institutes through our product Viburnix, has given us a first-hand understanding of the special bond shared between students and teachers across college / university and through this Marketing Campaign Saviance Technologies aims to help a person relive their best years of life and send a message to the professor who has made a lasting impression on their life."

The alumni can send their alma mater, personalized messages, a special gift and pictures from their college days to their teachers. Bellani added, "From the point of view of the alumni, it can be a way to give back to the alma mater which brought them to that successful stage in life. For colleges, it is about RoA, referring here to Return on Alumni instead of assets, as for the institute each student is a brand. These students who move on to successful careers later, keep enhancing the institutions as they climb the ladder of success."

The campaign has been designed by Creative Factor. Commenting on the campaign, Tridiv Das, Founder and CEO, said, "The memories of college days are etched forever. This unique initiative provides an opportunity to reconnect back to the respective colleges and relive the special bond shared with the professors who made a difference in their lives. College days was a time when your teachers accepted you for who you are, hence this campaign is an opportunity to thank them for bringing out the best in you."

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