

A STUDY ON EFFECTIVE DIGITAL MARKETING STRATEGY IN EDUCATION SECTOR AT BANGALORE CITY.

Afzal Basha, MBA

Assistant Professor, Department of Business Administration

Indian Academy Center for Research and PG Studies.

Bangalore-43, Email – afzalbasha2006@gmail.com

Abstract

Digital Marketing is a key mantra for success of business organizations to reach its target audience. It is always challenging as it gets modernized constantly, today digital marketing has geared up a wide transformation in marketing area; it has overtaken the traditional marketing strategies, Companies are obsessed with inventive, opportunities and challenges inside this digital era. Digital marketing is the channel of electronic communication which is used by the businesses to endorse the goods and the services towards the marketplace, Statistics reveal that currently there is over 460 million internet users, India is the second largest online market, By 2021, there will be about 635.8 million internet users in India, which make 80 % of the population is active through their Smartphone devices, Internet is where the population spends maximum time especially young students and working executives, Digitalization has replaced the way information is put across and evident by viewers the paper aims to study how digitalization can make an impact, thus influencing decision making among a certain target group taking to Education Industry as a sample.

1. Introduction

Indeed today we are leaving in a globalized world where the physical transaction has been changed into digital and so as the traditional marketing is getting swap into digital marketing, It is a wide open space without boundaries, the statistics reveals that In 2018 people spent approximately 200 minutes of time with the mobile phone per day, by 2020 people will spent approximately 300 minutes (5 Hours) per day, the attention span of customer has come down from 16 seconds which was 10 years back to 8 seconds today, now we cannot hold the customer attention more than 8 seconds, the solution for keep our customers engaged with our marketing is the video feature, voice commands for searching are used extensively, Today 80% of the customer don't want to read in-spite like to see video because it has sound, motion and vision effect, Digital advertising numbers are likely to go up in a momentum, Newspaper advertising, on the other hand, will grow at a sluggish growth rate, News Papers are getting converted into digital form, The digital marketing is laser focused consumer driven concept which will exactly target the correct audience, When we talk about traditional marketing we cannot measure the impact, conversion is slow, very

static, feedback cannot be received on time, ROI cannot be calculated accurately, it is less effective and more expensive, On the other hand digital marketing is measurable, fast conversion as it is targeted only to the target audience, dynamic and feedback is received on time so that any changes can be implemented immediately, ROI can be calculated as it is focused, less expensive and more effective, customization is a big challenge in traditional marketing but when we talk about digital marketing it can be customized as per the business requirements, example if you are planning to launch a product & would like to advertise the target segment in north Bangalore, If the business pick traditional media it has pay a big cost for full Bangalore and the reach will also be targeted to non target audience , Digital marketing is solution to target a particular segment of audience and it is cost effective.

Digital marketing enables the educational institutions to make use of the power of social media. Various social media sites can be used to share the information with a global audience. This information can be shared in the form of pictures as well as videos. The presence of such information on social networking sites is instrumental in influencing the decision making process of the students. One of the main reasons why educational institutions can make use of social media is the fact that 99% of the student population has presence on the social networking websites.

Education sector in India one of best growing sectors with a very good growth. India is education hub. Lots of venture capitalist, startups, and big business tycoons are entering to education sectors so lots of competition is there in education sector, there is huge demand of digital marketing experts in education industry.

In this era of competition education institutes need to adopt trending marketing channels like website, SEO, listing websites, social media etc to reach right audience

Benefits of Digital Marketing in education sector.

Cost Effective: *Most online marketing platforms are affordable compared to traditional marketing methods. Online Marketing methods such as social media email, RSS feeds and mobile marketing require very little implementation cost or investment. This means that educational institutions can target a larger audience at a low investment and thus benefit greatly.*

Instantaneous Feedback: *Online marketing platforms offer instantaneous feedback as messages can be relayed immediately and instant feedback can be received. Online Marketing forms such as blogs, Social networking sites or SMS offer an easy way of interaction, whereby messages are relayed or sent and within a short time.*

Measurable: *There are varied tools which can be used to measure digital marketing effectiveness. Since this type of marketing is highly targeted and in most cases uses permission based marketing, it becomes easy for the educational institutions to measure or track the effectiveness of a given marketing campaign as crucial data is available.*

Easily Accessible Tools: Digital marketing tools or platforms are easily accessible and as a result produce better results. Using digital marketing forms such as social networking sites like Facebook, Google+, Twitter, and others or SMS marketing guarantee a large focused audience.

High Conversion Rates: SMS and email are some of the digital marketing forms that receive high response rates due to the fact that they are personal and educational institutions can easily target the audience in the right manner. Thus, for an educational institution to be successful today, it must utilize and implement an all-encompassing well thought out digital marketing strategy. This digital marketing strategy must be such that the educational institution is able to get all the benefits in terms of more student enrolment, cost effectiveness and also more returns on the investment made.¹

1.1-Objectives of the study

1. To study the digital marketing impact on education sector in Bangalore.
2. To analyze the role and contribution of digital marketing in education sector.
3. To understand the strategy to adopt it as a model for successful conversion of students.

2. Literature Review

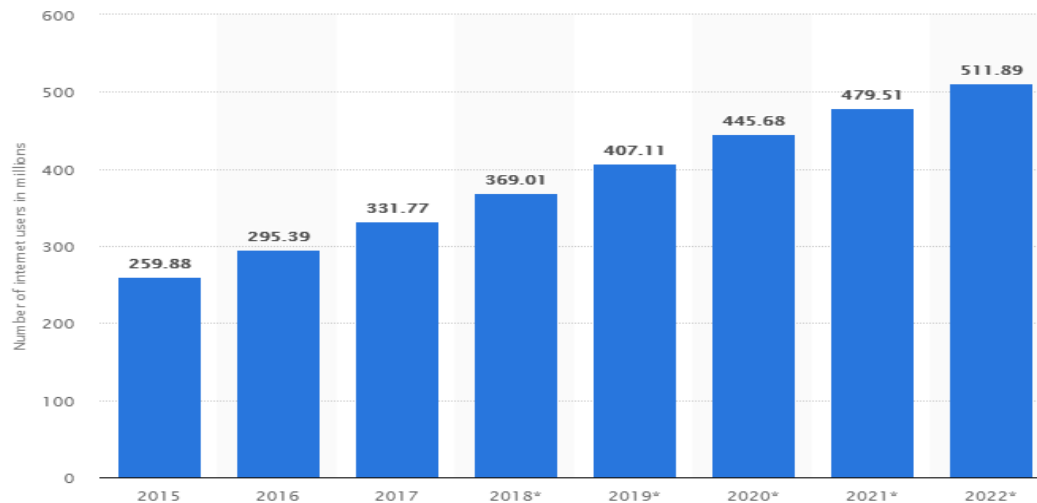
Tripti Dhote*, Yatin Jog, Nutan Gavade and Gesu Shrivastava (Indian Journal of Science and Technology, Vol 8(S4), 200-205, February 201) :- Digital marketing uses the internet and information technology to extend and improve traditional marketing functions”. It has a wide spread application across sectors, however in the current context with proliferation digital and social media have gained enormous popularity and are integral parts of the decision making of young students seeking higher education.

P. Sathya (International Journal of Science and Research (IJSR) ISSN (Online): 2319-7064 Index Copernicus Value (2015): 78.96 | Impact Factor (2015): 6.391) :- Digital marketing has turn out to be crucial part of approach of many companies. At the present time, still for tiny business proprietor at hand have an extremely inexpensive

And competent method by using digital marketing to market their products or services in the society. It has no restrictions. Company can utilize any devices such as tablets, smart phones, TV, laptops, media, social media, e-mail and lot other to support company and its products and services. Digital marketing may achieve something more if it considers consumer desires as a peak priority.

Noorul Islam (Journal of Chemical and Pharmaceutical Sciences ISSN: 0974-2115)

The fast rising digital economy is demanding the importance of existing marketing practices, and an essential revamp of the marketing prospectus consistent with the promising result and business requirements of the 21st century.

Number of internet users in India from 2015 to 2022 (in millions)

Source: - <https://www.statista.com/statistics/255146/number-of-internet-users-in-india/> 2019

This statistic provides information on the number of internet users in India from 2015 to 2022. In 2017, India had 331.77 million internet users. This figure is projected to grow to 511.89 million internet users in 2022. Despite the untapped potential, India already is the second-largest online market worldwide. The majority of India's internet users are mobile phone internet users, who take advantage of cheap alternatives to expensive landline connections that require desktop PCs and infrastructure. As of 2016, India had 320.57 million mobile phone internet users and forecasts estimate 492.68 million Indian mobile phone internet users by 2022

3. Research Methodology:-

The data and information has been collected from primary sources and secondary sources like online questioner, journals, magazines, business newspapers, periodicals, reports, text books and websites. Further face to face interviews for the related area were also taken into consideration for the study, The sample size is determined as 150 respondent's opinion from the students who presently pursuing education with a help of digital marketing.

4. Analysis and Discussion:-**Table 1:- Age Group of Respondents**

Age Group of Respondents		
Age	No. of Students	%
Below 18 Years	1	1%
19-24 Years	144	96%
25-30 Years	5	3%
Total	150	100%
Data Expressed in Numbers & Percentage		

Age Group of Respondents

Substantial Majority (96%) of the respondents are aged between 19 to 24 years, an average age group of 2% are below 18 years & 25-30 years.

Table 2:- Gender of Respondents

Gender of Respondents		
Gender	No. of Students	%
Male	81	54%
Female	69	46%
Total	150	100%
Data Expressed in Numbers & Percentage		

Gender of Respondents

Majorities (54%) of the respondents are male respondents and 46% were female respondents.

Table 3:- Education/Admission Related Decisions

Education/Admission Related Decisions		
Strategic Tools	No. of Students	Percentage
Website (College Website)	65	43%
Social Media	36	24%
Listing Websites (Education guidance websites)	11	7%
SEO (Search Engine Optimization)	12	8%
Online Reviews	14	9%
E-Mail Marketing	7	5%
Videos	5	3%
Total	150	100%
Data Expressed in Numbers & Percentage		

Education/Admission Related Decisions

The Institute website and Social media are very important for the elevated visibility of the Institution. For 'admission related decisions' Institution website (43%) is preferred over all other mediums closely followed by social media (24%). Moderately referred mediums are listing websites, SEO, Online reviews which are on an average referred by 8% of the respondents.

Table 4:- Student Engagement in Educational Activities

Student Engagement in Educational Activities		
Strategic Tools	No. of Students	Percentage
Social Media	44	29%
Website (College Website)	35	23%
Mobile App	25	17%
Videos	16	11%
Listing Websites (Education guidance websites)	3	2%
SEO (Search Engine Optimization)	11	7%
Online Reviews	12	8%
E-Mail Marketing	4	3%
Total	150	100%
	Data Expressed in Numbers & Percentage	

Student Engagement in Educational Activities

The social media, institute website and mobile app are very important for the student engagement of the Institution. For 'constant counseling & feedback' social media (29%) is preferred over all other mediums closely followed by institute website (23%) and mobile app (17%) Moderately referred mediums are videos, SEO, online reviews which are on an average referred by 9% of the respondents.

Table 5:- Valuable Educational Institution Referrals

Valuable Educational Institution Referrals		
Strategic Tools	No. of Students	Percentage
Social Media & Advertising	22	15%
Website (College Website)	28	19%
Mobile App	15	10%
Videos	13	9%
Listing Websites (Education guidance websites)	7	5%
SEO (Search Engine Optimization)	26	17%
Online Reviews	31	21%
E-Mail Marketing	8	5%
Total	150	100%
	Data Expressed in Numbers & Percentage	

Valuable Educational Institution Referrals

The online reviews and institute website are very important for the referrals of the Institution. For 'Education Institution referrals' online reviews (21%) is preferred over all other mediums closely followed by institute website (19%) and SEO (17%) Moderately referred mediums are videos, mobile app which are on an average referred by 9% of the respondents.

Table 6:- Impact of Digital Marketing for selecting educational institution

Impact of Digital Marketing for selecting educational institution		
Scale	No. of Students	Percentage
Strongly disagree	8	5%
Disagree	12	8%
Neutral	38	25%
Agree	76	51%
Strongly Agree	16	11%
Total	152	100%
Data Expressed in Numbers & Percentage		

Impact of Digital Marketing for selecting educational institution

From the above table it can inferred that majority (62%) of the respondents strongly agree & agree that digital marketing had an impact on selecting the education institution, 25% of responded are neutral and 13% disagree & strongly disagree that digital marketing never had impact on selecting the institution.

5. Conclusion

Education is seen as the golden ticket to a better life; however this ticket is not being taken by many young individuals at the perfect age to pursue higher education. For various reasons, students have no drive or interest in the benefits of the institutions that surround them. Many economists agree that education is directly correlated with economic growth and stability. Countries thrive when their educational systems thrive. In "Education and Economic Growth," the authors greatly encourage school reform in order to improve education because it strengthens national economic competitiveness.

The study tries to lay emphasis on the expansion of ample approach towards digital marketing to enhance the education sector on the current digital marketing trends, The advancement in artificial intelligence and technology provide wide spectrum & opportunities for students and education sector to match the demand, in the same time it poses challenges to marketer, Marketer can use digital marketing as a tool to promote education sector in a very professional way, Digital marketing can be customized, updated as per the trend, less expensive, huge conversion and good ROI, The digital marking will provide good brand insight to the target audience which can lead to more enrollment and finally a

contributor to the economy the study can also be explored on each digital marketing strategy into micro level which can provide more insights.

5. Limitations of the study:-

1. The research is carried out in Bangalore, Karnataka; hence Parameters taken into consideration may differ at different places.
2. The research was limited to the students few education institutions. The results may differ with if respondents are from more colleges.
3. The study was carried out for a limited period of time only, if furthermore time is provided much more elaborate data could be accessed.

6. Scope of Further Research.

In today's scenario technology is changing rapidly every day we see new innovations that are taken place in the education sector, if the education institutions want to promote and market themselves with the most cost-effective strategies. As general techniques like – SEO (Search Engine Optimization), SEM (Search Engine Marketing) and SMM (Social Media Marketing) continue to rule the roost, marketing strategies for education sector in India will rely on these fundamental ingredients of Digital Marketing to enroll more students and grow. Digital Marketing utilizes platforms like – Apps, Email, Smartphones, Computers and Social Networks to connect and market a message to their future or existing students. As more Indians connect with each other through social platforms, institutions will utilize these platforms to tell stories, capture attention and ultimately, sell their services to people. The rise of social media is another crucial trend which has been one of the most persistent medium of Digital Marketing around the world Facebook and Instagram to Snapchat and YouTube, both institutions and marketers have started creating and publishing personalized content, stories and entertainment channels as a huge part of their marketing strategy we can further study social media in detail to uncover the insights.

References

- Korper, S., & Ellis, J. (2001). *The E-Commerce Book: building the e-empire*. San Diego: Academic Press
- Chaffey, D. & Ellis-Chadwick, F., 2012. *Digital Marketing: Strategy, Implementation and Practice*. 5 ed. Harlow: Pearson Education Ltd.
- Sigfusson, T. & Chetty, S., 2013. Building international entrepreneurial virtual networks in cyberspace. *Journal of World Business*, Volume 48, pp. 260-270.
- Suresh Reddy J, Impact of E-Commerce on Marketing, *Indian Journal of Marketing*, 23(5), 2003, 34.
- Vishal Midha, Article- Impact of Consumer Empowerment on Online Trust: An Examination Across Genders, *Elsevier International Journal*, 12(3), 2012, 198-205.
- Gangeshwer DK, E-Commerce or Internet Marketing: A Business Review from Indian Context”, *International Journal of u- and e- Service, Science and Technology*, 6(6), 2013, 187-192.
- Chaffey D & Smith P, *E-Marketing Excellence: Planning and Optimizing Your Digital Marketing*, Routledge. Fourth Edition, 2008, 580-593
- Liz M. Digital marketing effectiveness and social media integration, measurement and alignment are the priorities for marketers seeking increased visibility and accountability. *Middle East J Busin.* 2011 Aug; 6(3).
- Urban GL. *Digital marketing strategy: text and cases*. New Jersey: Pearson Prentice Hall; 2004.
- <https://digitalmarketingphilippines.com/12-reasons-why-digital-marketing-can-help-you-grow-your-business/>
- <http://saviance.com/whitepapers/digital-marketing-in-educational-institutions/>