



# Marketing Strategies and Brand Engagement in Edtech Industry with Special Reference to Edwin Academy

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## **Abstract**

The process of creating a marketing strategy is extensive and acts as the guide for a business's marketing initiatives. A comprehensive evaluation of internal and external factors is the first step in the process. Businesses assess their own strengths, weaknesses, resources, and historical performance. They examine market trends, rivalry, and potential dangers or opportunities from the outside. The situational analysis offers a solid basis on which to build a strategy. A solid marketing strategy is essentially a road plan for a company's marketing initiatives. It involves a thorough examination of the state of the company, an in-depth understanding of the target market, the establishment of precise goals, and the systematic preparation and implementation of marketing initiatives. In the ever-changing landscape of marketing, effectiveness requires constant assessment and adjustment. The current study throws a light on the marketing strategies and brand engagement initiatives at Edwin Academy, an Edtech Institution and its effectiveness measured in terms of employee satisfaction.

Key words: *Marketing Strategy, Brand engagements*

## **1.0 INTRODUCTION**

As a link between businesses and their clients, marketing is a crucial field in the business world. It all comes down to the basic idea of determining and meeting the needs and desires of customers while maintaining profitability. It includes a broad range of tactics, approaches, and ideas that cooperate to accomplish these objectives. Broad market research is the first step in the marketing process. This is gathering and analysing data in

an organized manner in order to learn more about the preferences, behaviours, and market trends of consumers. Market research provides businesses with a deep understanding of their target market, which helps them make well-informed decisions about product development, pricing, distribution, and promotion. Product development is a crucial step in the marketing process. Following the identification of client demands, companies design and develop goods and services that specifically address those needs. This stage is characterized by creativity, strict quality assurance, and the creation of a special value proposition that sets the product apart from rivals. Another important component of marketing is promotion. It's the skill of raising interest in and awareness of the good or service. Public relations, social media, advertising, and other forms of communication are just a few of the many instruments that are used in promotion efforts. The main objective is to convince customers to select the product over rivals by skilfully communicating its advantages. Pricing is a complex component of marketing that requires striking a careful balance between affordability and profitability. A product's price must be set appropriately to guarantee that buyers feel they are getting a good deal for their money. Pricing strategies can be as diverse as targeting a specific niche market with premium pricing or entering a competitive market with penetration pricing. The process of getting the product to the customers is called distribution. Marketing decisions revolve around where and how products will be marketed. This involves deciding between physical shops, internet retailers, and other channels of distribution to guarantee that the product is available to customers. In marketing, ethical considerations are crucial. Companies need to make sure that their marketing strategies are truthful, open, and legal. Sustaining ethical norms is crucial for preserving confidence and protecting the reputation of the company.

In conclusion, marketing is a dynamic and diverse discipline that constantly adjusts to shifts in the way consumers behave, advances in technology, and the shifting nature of the global marketplace. In today's intensely competitive market, businesses that want to not only survive, but also grow and expand, need to have effective marketing strategies.

## 1.1 DEVELOPING MARKETING STRATEGIES

The process of creating a marketing strategy is extensive and acts as the guide for a business's marketing initiatives. A comprehensive evaluation of internal and external factors is the first step in the process. Businesses assess their own strengths, weaknesses, resources, and historical performance. They examine market trends, rivalry, and potential dangers or opportunities from the outside. The situational analysis offers a solid basis on which to build a strategy. An essential first step in this process is determining who the target audience is. It entails developing a thorough awareness of the characteristics, habits, tastes, and issues facing the ideal customers. Developing thorough buyer personas facilitates targeting particular client segments with marketing campaigns. It is essential to establish SMART (Specific, Measurable, Achievable, Relevant, Time-bound) goals. These aims need to be in line with more general company objectives. For example, a company could want to grow its email list of customers, raise brand recognition, or increase sales by a specific percentage. Another crucial component of developing a strategy is positioning. It includes defining the target audience's ideal perception of the brand or product. This is accomplished by having a unique advantage and messaging that sets the product apart from rivals

and speaks to the demands of the target market. A key component is the marketing mix, sometimes known as the 4Ps (Product, Price, Place, and Promotion). It includes identifying the good or service, determining price policies, choosing routes of distribution (location), and planning promotional activities. Analytics and statistics are used to assess the marketing strategy's effectiveness. Key performance indicators (KPIs) have been developed to track the efficacy of the approach. Frequent evaluation of these indicators yields information for required modifications. Putting the strategy into practice is the focus of the implementation and execution phase. For a team to execute well, roles and duties must be communicated clearly to one another. Lastly, continuing processes include continual assessment and adaptation. Frequent evaluation of the strategy's effectiveness based on feedback and data enables the required modifications to be made to guarantee ongoing success.

A solid marketing strategy is essentially a road plan for a company's marketing initiatives. It involves a thorough examination of the state of the company, an in-depth understanding of the target market, the establishment of precise goals, and the systematic preparation and implementation of marketing initiatives. In the ever-changing landscape of marketing, effectiveness requires constant assessment and adjustment.

## **1.2 STATEMENT OF THE RESEARCH PROBLEM**

The task of implementing marketing tactics to improve brand engagement becomes a crucial concern for educational technology businesses seeking to make a name for themselves in the quickly changing Edtech environment. The goal of this study is to learn more about the precise marketing tactics that have worked best for well-known Edtech Company Edwin Academy. What are the primary marketing tactics used by Edwin Academy that greatly boost brand engagement in the Edtech sector, and how can other educational technology companies adopt and implement these tactics to promote even higher levels of brand recognition and engagement?" is the main research question that needs to be answered.

The objective of this research study is to find techniques that might help other Edtech organizations improve their brand engagement and market presence by exploring the marketing strategies employed by Edwin Academy in the Edtech industry.

## **1.3 SCOPE OF THE STUDY**

It helps to understand how marketing works in the Edtech industry, with a focus on Edwin Academy. It aims to see how Edwin Academy markets its Academic courses using internet and teaming up with Institutes. It helps in figuring out if these ways of marketing help bring in more clients.

## 1.4 OBJECTIVES OF THE STUDY

- To assess the current marketing strategies and brand engagement efforts at Edwin academy.
- To identify the strengths and weaknesses in the organization's marketing strategies.
- To measure employee satisfaction with marketing efforts.

## 1.5 RESEARCH METHODOLOGY

The study is considered as descriptive research. Questionnaires were prepared and personal interview was conducted. A structured questionnaire was prepared, to collect relevant primary data from the employees. Secondary data was collected from various published books, newspapers, magazines, journals, online portals, company websites etc.

Systematic random sampling is taken from a group of people easy to contact or to reach. The sample size was taken as 50. In this study the tool used for data collection was questionnaire. Questionnaire was prepared according to the objectives of the study and distributed among the employees of Edwin Academy. Chi square test was used to confirm the statistical relevance of the variables under study.

### Hypothesis of the study

$H_0$  = There is no significant relationship between Gender and overall satisfaction

$H_1$  = There is a significant relationship between Gender and overall satisfaction.

## 2.0 Analysis and Discussions

### 2.1 SWOT Analysis of the Organization

An industry SWOT analysis is used for businesses to determine their current internal and external positions within their industry. The internal factors are strength and weakness and the external factors are opportunity and threat.

#### Strengths

- Innovative learning solutions: Edwin Academy's adaptive learning process provides personalized and skill oriented study paths for students.
- Qualified Educators: This startup has a team of experienced educators, including former teachers and subject matter experts.
- Data-Driven Insights: Utilizing data analytics, the company tracks student progress and identifies areas for improvement.

#### Weaknesses

- Competition: Company faces stiff competition from established players
- Investment Challenges: Securing the necessary investment for growth and innovation can be a hurdle.

**Opportunities:**

- Collaborations: Partnering with Universities and schools leads to a broader range of accredited courses.
- Technological Advancements: The Company can harness AI-driven learning tools to create interactive and engaging learning experiences.
- Lifelong Learning Demand: Meeting the demand for lifelong learning and professional development can be an important growth opportunity.

**Threats:**

- Market Overcrowding: As the Edtech market becomes more crowded, company may struggle to differentiate itself from emerging competitors.
- User engagement challenges: Keeping learners engaged and motivated in online courses is an ongoing challenge.

**2.2 GENDER WISE CLASSIFICATION**

Gender	No. of respondents	Percentage
Male	20	39.2
Female	30	60.8
Total	50	100

Source: Primary data

From the above table it is clear that 30% of the respondents are female and 20% of the respondents are male. Hence it can be inferred that majority of the employees are female.

**2.3 AGE WISE CLASSIFICATION**

Age	No. of Respondents	Percentage
20-30	33	66
31-40	12	48
41-50	4	8
50 & Above	1	2
Total	50	100

Source: Primary data

About 66% of the employees are of age group 20 – 30 years, 48% of the respondents are in the age group 31 – 40,

whereas 8% of the respondents are in the age group 41 – 50 and rest of the employees are of age group 50 & above.

Hence it can be inferred that majority of respondents are of age group 20 – 30.

#### 2.4 YEARS OF EXPERIENCE

Particulars	No. of Respondents	Percentage
Less than 3 Months	7	14
3-6 Months	9	18
6-12 Months	18	36
1-2 Years	16	32
<b>Total</b>	<b>50</b>	<b>100</b>

Source: Primary data

It can be seen that 14% of respondents have work experience in Edwin Academy for less than 3 months, 18% of respondents have work experience for 3-6 months, 36% of respondents have work experience for 6-12 months, 32% of respondents have work experience for 1-2 years. Hence it can be inferred that majority of the employees have work experience in Edwin Academy for 6-12 Months.

#### 2.5 DEPARTMENT WISE CLASSIFICATION

Particulars	No. of Respondents	Percentage
Sales & Marketing	25	50
HR & Administration	3	6
Creative Media	10	20
Finance	4	8
Operations	8	16
<b>Total</b>	<b>50</b>	<b>100</b>

Source: Primary Data

50% of employees were from sales and marketing department, 6% employees were from HR & administration, 20% of employees from Creative Media department, 8% employees from finance department and 16% employees were from Operations department. Hence it can be inferred that majority of employees were from Sales and marketing department.

**2.6 EFFECTIVE SOCIAL MEDIA PLATFORM FOR BRAND ENGAGEMENT**

Particulars	No. of Respondents	Percentage
<b>LinkedIn</b>	11	22
<b>Facebook</b>	3	6
<b>Instagram</b>	30	60
<b>You Tube</b>	2	4
<b>WhatsApp</b>	4	8
<b>Total</b>	50	100

**Source: Primary data**

About 22% of employees believes that LinkedIn is the effective social media platform for brand engagement, 6% employees believes Facebook, 60% of employees believes Instagram, 4% employees believes YouTube and 8% employees believes WhatsApp. Hence it can be inferred that majority of employees believes Instagram is the most effective social media platform for brand engagement at Edwin Academy.

**2.7 MOST USED MARKETING STRATEGIES**

Particulars	No. of Respondents	Percentage
<b>Content Marketing</b>	6	12
<b>Social Media Marketing</b>	32	64
<b>Email Marketing</b>	1	2
<b>SEO</b>	6	12
<b>Paid Advertising</b>	5	10
<b>Total</b>	50	100

**Source: Primary data**

About 12% employees says content marketing is the most useful marketing strategy in the edtech industry, 64% employees says social media marketing, 2% of employees says email marketing, 12% employees says SEO and 10% employees says paid advertising. Hence it can be inferred that majority of employees believes that social media is the most used marketing strategies in the edtech industry.

**2.8 WHETHER MARKETING STRATEGIES EFFECTIVELY REACH OUT TARGET AUDIENCE**

Particulars	No. of Respondents	Percentage
Strongly Disagree	1	2
Disagree	2	4
Neutral	21	42
Agree	19	38
Strongly agree	7	14
<b>Total</b>	<b>50</b>	<b>100</b>

**Source: Primary data**

About 2% employees strongly disagreed, 4% employees disagreed, 42% of employees neither agreed nor disagreed, 38% employees agreed and 14% employees strongly agreed that marketing strategies at Edwin academy effectively reach out target audience . Hence it can be inferred that majority of employees neither agreed nor disagreed that marketing strategies at Edwin academy effectively reach out target audience.

**2.9 WHETHER MARKETING STRATEGIES ALIGN WITH GOALS AND MISSION OF THE  
COMPANY**

Particulars	No. of Respondents	Percentage
Strongly Disagree	1	2
Disagree	2	4
Neutral	16	32
Agree	25	50
Strongly agree	6	12
<b>Total</b>	<b>50</b>	<b>100</b>

**Source: Primary data**

2% employees strongly disagree, 4% employees disagree, 32% of employees neither agree nor disagree, 50% employees agree and 12% employees strongly agree that marketing strategies align with goals and missions of Edwin Academy. Hence it can be inferred that majority of employees agree that marketing strategies align with goals and missions of Edwin Academy.



## 2.10 AGREEMENT OF WHETHER EMPLOYEES FEEL ENGAGED AND CONNECTED TO THE BRAND IDENTITY OF THE COMPANY

Particulars	No. of Respondents	Percentage
Strongly Disagree	2	4
Disagree	1	2
Neutral	15	30
Agree	21	42
Strongly agree	11	22
<b>Total</b>	<b>50</b>	<b>100</b>

Source: Primary data

About 4% employees strongly disagree, 2% employees disagree, 30% of employees neither agree nor disagree, 42% employees agree and 22% employees strongly agree that employees feel engaged and connected to the brand identity of the company. Hence it can be inferred that majority of employees agree that they feel engaged and connected to the brand identity of the company.

## 2.11 WHETHER THE COMPANY COMMUNICATES ITS BRAND VALUES TO THE EMPLOYEES

Particulars	No. of Respondents	Percentage
Strongly Disagree	2	4
Disagree	1	2
Neutral	15	30
Agree	23	46
Strongly agree	9	18
<b>Total</b>	<b>50</b>	<b>100</b>

Source: Primary data

About 4% employees strongly disagree, 2% employees disagree, 30% of employees neither agree nor disagree, 46% employees agree and 18% employees strongly agree that the company communicates its brand values to the employees. Hence it can be inferred that majority of employees agree that the company communicates its brand values to the employees.

**2.12 WHETHER MARKETING STRATEGIES DIFFERENTIATE FROM THEIR COMPETITORS**

Particulars	No. of Respondents	Percentage
<b>Strongly Disagree</b>	1	2
<b>Disagree</b>	3	6
<b>Neutral</b>	19	38
<b>Agree</b>	20	40
<b>Strongly agree</b>	7	14
<b>Total</b>	50	100

About 2% employees strongly disagree, 6% employees disagree, 38% of employees neither agree nor disagree, 40% employees agree and 14% employees strongly agree that the marketing strategies differentiate Edwin Academy from their competitors. Hence it can be inferred that majority of employees agree that the marketing strategies differentiate Edwin Academy from their competitors.

**2.12 AWARENESS ABOUT THE MARKETING STRATEGIES**

Particulars	No. of Respondents	Percentage
<b>Not aware at all</b>	0	0
<b>Slightly aware</b>	4	8
<b>Moderately aware</b>	17	34
<b>Very aware</b>	26	52
<b>Extremely aware</b>	3	6
<b>Total</b>	50	100

**Source: Primary data**

About 8% employees are slightly aware, 34% employees are moderately aware, 52% employees are very aware and 6% employees are extremely aware about the marketing strategies employed by Edwin Academy. Hence it can be inferred that majority of employees are very aware about the marketing strategies employed by Edwin Academy.

**2.13 CONSISTENCY OF MESSAGING AND BRANDING**

Particulars	No. of Respondents	Percentage
<b>Very Inconsistent</b>	0	0
<b>Inconsistent</b>	3	6
<b>Neutral</b>	20	40
<b>Consistent</b>	21	42
<b>Very Consistent</b>	6	12
<b>Total</b>	50	100

**Source: Primary data**

About 6% employees says inconsistent, 40% employees says neutral, 42% employees says consistent and 12% employees says very consistently message and brand across various marketing channels. Hence it can be inferred that majority of employees says that the company consistently message and brand across various marketing channels.

**2.14 COLLABORATION AMONG DEPARTMENTS**

Particulars	No. of Respondents	Percentage
<b>Poor Collaboration</b>	0	0
<b>Limited Collaboration</b>	6	12
<b>Moderate Collaboration</b>	10	20
<b>Good Collaboration</b>	28	56
<b>Excellent Collaboration</b>	6	12
<b>Total</b>	50	100

**Source: Primary Data**

About 12% employees says there is limited collaboration, 20% employees says there is moderate collaboration, 56% employees says there is good collaboration and 12% employees says there is good collaboration between different departments of the company.

**2.15 SATISFACTION LEVEL OF MARKETING STRATEGIES AND BRAND ENGAGEMENT**

Particulars	No. of Respondents	Percentage
Very satisfied	6	12
Satisfied	32	64
Neutral	12	24
Dissatisfied	0	0
Very dissatisfied	0	0
<b>Total</b>	<b>50</b>	<b>100</b>

**Source: Primary data**

About 12% employees are very satisfied, 64% satisfied, 24% are neutrally satisfied with the marketing strategies and brand engagement efforts at Edwin academy. Hence it can be inferred that majority employees are satisfied with the marketing strategies and brand engagement efforts at Edwin academy.

**CHI-SQUARE TEST**

**Table No 2.16**

**RELATIONSHIP BETWEEN GENDER AND OVERALL SATISFACTION WITH THE MARKETING STRATEGIES & BRAND ENGAGEMENT EFFORTS**

Gender	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Total
Male	4	11	5	0	0	20
Female	2	21	7	0	0	30
<b>Total</b>	<b>6</b>	<b>32</b>	<b>12</b>	<b>0</b>	<b>0</b>	<b>50</b>

$H_0$  = There is no significant relationship between Gender and overall satisfaction

$H_1$  = There is a significant relationship between Gender and overall satisfaction.

$$x^2 = \frac{\Sigma(O - E)^2}{E}$$

Calculation:

$$X^2 \text{ (calculated value)} = \mathbf{2.193}$$

At 5% level of significance,

$$\begin{aligned} \text{Degree of freedom} &= (r-1)(c-1) \\ &= (2-1)(5-1) \\ &= \mathbf{4} \end{aligned}$$

Table value of Chi-square is = **9.488**

Since, calculated value is less than the table value, we accept the null hypothesis. Therefore, we interpret that there is no significant relationship gender and overall satisfaction with the marketing strategies & brand engagement efforts.

### 3.1 FINDINGS

- From the study it was found that majority of the employees were female and of the age group 20-30 and had a work experience in Edwin Academy for 6-12 months .
- Majority of employees were from Sales and Marketing department and least of the employees were from HR & Administration department.
- Majority of the employees believed that Instagram was the most effective social media platform for brand engagement at Edwin academy and least employees believed YouTube.
- Majority of employees believed that social media is the most used marketing strategies in the Edtech industry and least believed in Email marketing.
- Majority of the employees neither agreed nor disagreed that marketing strategies in the company effectively reach out target audience.
- Majority of employees agreed that marketing strategies align with goals and missions of the company.
- Majority of employees agreed that they feel engaged and connected to the brand identity of the company and least employees disagreed.
- Majority of employees agreed that the company communicates its brand values to the employees and least employees disagreed.
- Majority of employees agreed that the marketing strategies differentiate Edwin academy from their competitors and least employees strongly disagreed.
- Majority of employees were very much aware about the marketing strategies employed by Edwin academy and least employees were extremely aware.
- Majority of employees said that the company consistently message brand through various marketing channels and least employees says inconsistent.

- Majority of employees said there is good collaboration between different departments of the company and least employees said there is both limited and excellent collaboration.
- Majority of employees were satisfied with the marketing strategies and brand engagement efforts at Edwin academy and least employees were very satisfied.

### 3.2 SUGGESTIONS

- Create plans that balance employees differing perspectives on how best to reach the target audience while take into account the objections of those who strongly disagree.
- Develop programs to enhance employee awareness and understanding of marketing strategies. This can contribute to a more informed and engaged workforce, aligned with the company's brand values.

### 3.3 CONCLUSION

The study examined Edwin Academy's marketing tactics and brand engagement in the Edtech sector using a systematic approach and used a sample size of 50 by systematic random sampling. The results show that most employees were content and they also recognize how well the Company's present tactics are conveying its values and connecting with its aims. In order to have a thorough grasp of long-term trends, the study recommends lengthening the research period. It also supports staff training initiatives to improve brand alignment. Edwin Academy should keep concentrating on utilizing social media to connect with its target audience in light of these findings. The business should also keep informing its staff of its brand values and matching its marketing methods to its objectives and missions

These observations provided a useful framework for both improving Edwin Academy's marketing strategy and acting as a standard for other Edtech Companies managing the complex world of educational technology.

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