

# DIGITAL MARKETING;

## A Modern Digital tools preferred by Educational Institutes.

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### **Abstract :**

Indian economy's digital statistics are showing impressive trends from past few years. We have approximately 481 million internet users in India. There's enough development in devices, internet networks, operating systems, processors and operator strategies to suggest that India is on track to resolving the issues of affordable, simple and faster internet access. The average price of smartphone that having inbuilt advance features, is falling rapidly as the customer base is growing. This digital revolution has not left the Educational Sector untouched and it is affecting the student's behavior to a significant extent from awareness, evaluation and final selection of professional education college to the post admission-stage.

This paper aims to find the most preferred digital channel to target the students, while selecting professional education. Paper also covers the available resources, digitalization of India and other variables, while students use digital channels for searching education information online. Along with these objectives the paper attempts to understand the impact of digital marketing practices followed by Educational Institute on aspirants of professional education in Nagpur. To achieve these pre-decided objectives, all relevant information was collected from secondary data. On the basis of observation and use of available secondary information on Internet, were all 100% professional education seeker using digital media to search the information of institute and all other information as required because government and Directorate of technical Education & medical education are perform all the process online only.

### **Key Words:**

- 1) Indian Scenario
- 2) Digital Consumer Behavior
- 3) Digital Marketing by Professional Institutes
- 4) Available Tools
- 5) Digital Marketing Strategy

## INTRODUCTION

The tremendous growth of the Internet and World Wide Web led to consumers and firms participating in a global online marketplace which caused firms to experiment with innovative ways of marketing to consumers in computer-mediated virtual environments. People are embracing digital technology in way that was almost inconceivable a few years ago. These are not the tech-savvy innovators and early adopters but these are the majority people like me and you who are integrating the digital technologies seamlessly in their lives and available of social media. When a student searches on a browser for a specific information or service, they are identifying themselves as aspirant students. No one is forcing customer to read or buy or pay attention to something. It is the customer who is deciding to buy or to read. It's not about pushing unidirectional. It's both about push and pull. Digital marketing looks to meet up on beautiful platform, where mutual conversations drive transactions and relationships with customers.

Indian economy's digital statistics are really impressive with approximately 481 million internet users. TOI, 2018 revealed that the Internet penetration in India remains at 20%. However, the low penetration means that India presents unmatched growth opportunity for the Internet sector in coming years. There's enough development in devices, networks, operating systems and operator strategies to suggest that India is growing to resolving the challenge of affordable, simple Internet access. The average price of smart phones that deliver much richer inbuilt contents; due to competition and economies of scale.

Digital marketing is a very wide but hasn't been very well defined. Some people confuse it with internet marketing but digital marketing has broad appeal and scope than the internet marketing. Digital marketing not only includes many of the techniques and practices of internet marketing but also extends itself beyond this by including other channels with which to reach people that do not require the use of the internet.

The most common digital marketing channel available today are: banner advertising, search engine optimization (SEO), pay per click, email, RSS (Real Simple Syndication), voice broadcast, fax broadcast, blogging, podcasting, video streams, digital brand engagement, blog, wireless text messaging, instant messaging, mobile phones, sms/mms, display/ banners and digital outdoor (Kent Wertime and Ian Fenwick 2008). So, digital marketing is the promoting of brands using all forms of integrated digital advertising channels to reach consumers.

## RESEARCH METHODOLOGY

The study aimed to study importance of digital media for professional education seeker whereby researcher wanted to understand the most preferred digital channels of the students, demographic profile of the customers who use digital channels while taking admission in professional institutes and the impact of digital marketing on student's behavior.

## Data Collection

All the information collected through internet and reviews the available literature, blogs and news on Internet only.

## Research Objectives

The present study aims to assess whether there is any impact of digital marketing practices adopted by Professional Institutes on the students behavior or not. The purpose of the study is to review how do students get access to digital information, i.e., which is their preferred medium of getting information about Professional Institutes, how do they evaluate it and finally, whether the digital marketing practices alter their purchase decision? To be more precise, following objectives are conceptualized in the study:

1. To study the most preferred digital media channels among customers while selecting the professional Institute.
2. To study the impact of digital marketing practices on students buying behavior

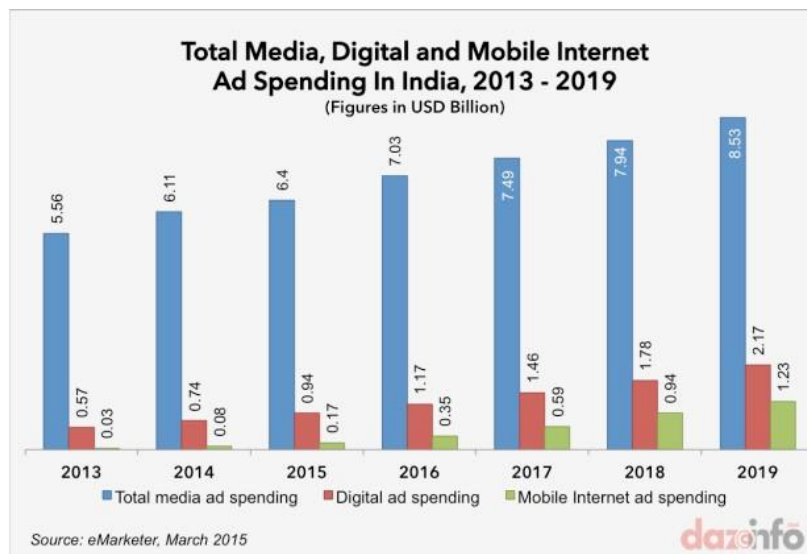
### 1) INDIAN SCENARIO:-

Digital Marketing industry in India is spread to across all the business ventures. Some of the applications of E-Marketing are shopping and order tracking, online banking, payment systems and content management.

The power of digital marketing allows boundary barriers to disappear making all consumers and businesses on earth potential customers and suppliers. It is known for its aptitude to allow business to communicate and form a matter anywhere and anytime.

Digital marketing industry in India is on boom today. In a country with a rapid growth economy, it is expected to have a very high significant growth in Digital marketing career. The growth in the digital marketing scenario is making a very substantial impact on marketing and advertisement. The big picture of Digital Marketing industry in India cannot be complete if short overview of the past digital marketing figures is not made.

The report by the International Journal of Advanced Research Foundation revealed that summarized that India is getting to see the golden period of the Internet sector between 2013 to 2018 with unbelievable growth opportunity and secular growth adoption for E-Commerce, Internet Advertising, Search, Social Media, Services and Online Content relating digital marketing.



### Total Media, Digital and Mobile Internet Ad Spending in India (2013-2019)

Today, digital marketing industry in India is growing at its peak, and is still continuous. Many factors are responsible for this growth. The use of communication media has rapidly changed in the year past. The below figure indicates the digital marketing data.

The belief was that online information is virtual information full of lies. No one could listen to any online advertisement not to talk of purchasing groceries, furniture or clothes. The story has really changed. The whole thing from marketing to sales can be done online. This is due to the trust that has been restored back to online communication in India. This has really helped the marketing initiatives. The revolution is from the communication industries. Low cost of handset is now available making it possible for India to have about 600 million internet users which ultimately creates a attractive business opportunity to attract the students.

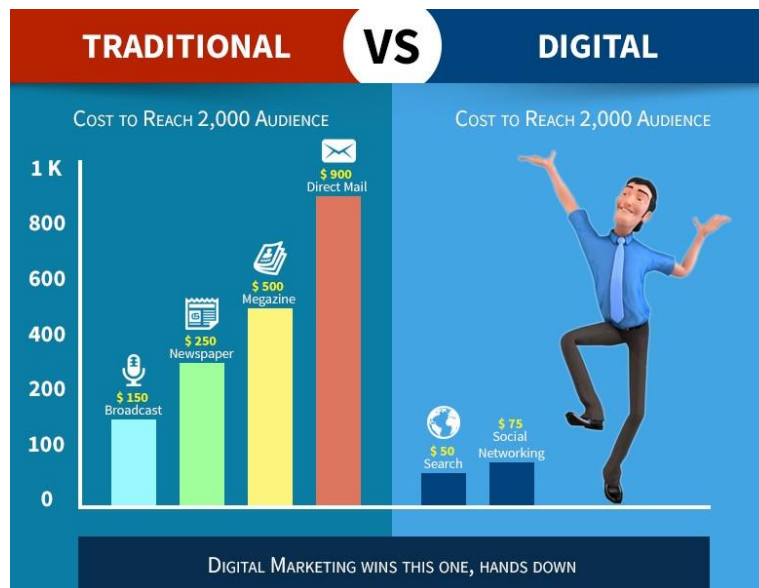
Moreover, the development in the digital marketing industry in India evident in the marketing shifts from anonymity to identity. Interaction on the Internet now looks more physical as opposed to the anonymity of identity in the past. Also, marketing information's is moving along in the same line with entertainment. People of India needed an exciting spirit always. This aspire students their interest into the marketing information.

Several factors have been found to give to the growth of digital marketing in India. Before now, internet usage was only meant for the wealthy. There is a great change in the standard of living of the middle class. The Very popular now have use to the internet in India. Internet and 4G penetration revolutionized the marketing trends for both students & Institute.

The following figures from people indicate the size of Digital Marketing industry in India:

34% of the companies already had an integrated digital marketing strategy in 2016

72% marketers believe that traditional model of marketing is no longer sufficient and this will make the company revenue to be increased by 30% by the end of 2017



### Traditional Marketing vs Digital Marketing

In 2017, 80% businesses will increase their digital marketing funds which may surpass the IT funds.

## 2) DIGITAL CONSUMER BEHAVIOR

Digital marketing has affected the consumer behavior up to a great extent. Digital marketing is characterized by speedy information flow round the globe, shift of control from producer to customer and active involvement of the customers in the marketing process etc., has not left traditional marketing unchanged. Now customers are not passive as they used to be traditionally. As far as promotion is concerned, it is indispensable to take permission before sending the promotional material to the customers. Leave the promotion to the people, the users and consumers. They will shape and spread the message to the targeted groups. Customers now exert a significant pressure on the pricing also.

Digital technology is changing consumers. Earlier consumers who used to seek out family and friends for word-of-mouth product recommendations now read online reviews, compare features, compare prices on web sites and discuss options via social-networking sites. This information flow not only empowers consumers but also allows marketing departments to be part of the conversation that the consumers have as they actively learn about product categories and evaluate choices. In fact, now consumers want marketers to help them in order to make rational decisions. They just don't want to feel subjected to the hard sell but they expect marketers to engage them, not dictate to them. Many marketers consider this as a new form of buzz marketing and designing a podium for effective interaction to the consumers.

In the digital age, product is no longer something that has been made after a long customer research according to the preferences of the customers. Now you have to take decisions even on the hourly basis. Make such a product that has the capability of being communicated. Leave it to the people. They will pull the content and via threads send it to others. Retailing has also felt the effects of digital revolution. Here also there is no need to focus more on physical layout and merchandize, easy availability to make it customer friendly. Customers

will do that for you. All it needs is few clicks and you get the items sorted on the basis of price, quality, size, colour etc.

The influence of the traditional marketing tools has lately diminished as customers have become accustomed to interactive and virtual connections with the marketer (Wertime & Fenwick, 2008). As a result of these profound changes, the field of marketing is going through a major modification that has never been seen before. This change compels to re-write the basic models of marketing and to re-consider the multiple choices in media and channels. What more important is to understand the new models of customer behavior—what makes the new digital channels, services and networks important, and how to use and prioritize these opportunities. The consumer is more approachable and involved at all the phases from product design to distribution activities.

### **3) DIGITAL MARKETING BY PROFESSIONAL INSTITUTES**

Digital marketing by Professional Institutes includes the utilization of digital channels that includes leveraging the power of social media, behaviorally targeted advertising, search engines, lead generation including micro sites, landing pages and other tactics that involve other digital channels. Indian car segment players are actively embracing digital marketing practices. Educational sector is emerging as the top advertiser in the digital space. By 2020, the Education sector in India had surpassed other leading advertisers in FMCG and Telecom in the digital and mobile media advertising space. Print and television attract over 80% advertisements by the Education sector, but digital spends by the sector has crossed the 10% mark in 2017. Digital advertising by Education sector is reportedly growing at over 100% rate in India with search queries for Professional Education growing more than ever.

Institutes now spend as much as 30%–40% of their marketing budget on social media (ASSOCHAM Survey, 2012). Professional Educational Institute use social media platforms, particularly, Facebook, Twitter and YouTube to build their own communities, forums and webpages. Engineering, Medical & Management Institutes in India have some of the biggest fan pages on Facebook and obviously they are putting huge advertisement spends in building the renowned communities.

The prominent digital channels used for the same included search, social display and mobile marketing. A relatively new player in Indian Education sector; in the year 2017, the Institutes invested 3% of its marketing budget on digital marketing whereas 8% of its total marketing spend was kept reserved for digital marketing for the year 2018. This budget is expected to increase to 12% next year and continue leveraging this medium in the coming year as well. Institute has been very dynamic player in digital marketing areas like being active on social networking sites like Facebook, Twitter, LinkedIn, YouTube to very interactive sites with campaigns

## **4) AVAILABLE TOOLS**

### **A) Paid Search**

Paid search, or pay-per-click advertising, typically refers to the “sponsored result” on the top or side of a search engine results page (SERP). You only pay when your ad is clicked. You can tailor your PPC ads to appear when specific search terms are entered, creating ads that are targeted to a particular audience.

PPC ads are flexible, visible, and most importantly, effective for many different types of Educational organizations. They are also contextual advertisements—ads that appear when a person is searching for a particular keyword or term.

### **B) Search Engine Optimization**

Simply put, search engine optimization (SEO) is the process of optimizing the content, technical set-up, and reach of Institute website so that Institute pages appear at the top of a search engine result for a specific set of keyword terms. Ultimately, the goal is to attract Aspirant students to Educational website, when they search for information related to Professional Education.

SEO can almost be viewed as a set of best practices for good digital marketing. It enforces the need for a well-constructed and easy-to-use website, valuable and engaging content, and the credibility for other websites and individuals to recommend you by linking to your site or mentioning it in social media posts.

### **C) Content Marketing**

“Content is king?” If not, you have now. Great content is the fuel that drives your digital marketing activities:

- It is a key pillar of modern SEO
- It helps you get noticed on social media
- It gives you something of value to offer customers in emails and paid search ads

Creating clever content that is not promotional in nature, but instead educates and inspires, is tough but well worth the effort. Offering content that is relevant to your audience helps they see you as a valuable source of information. On top of that, resourceful content makes it less likely that they will tune you out.

### **D) Social Media Marketing**

It a craze in youth watching videos and posting selfies on social media these days. Many rely on social networks to discover, research, and educate themselves about a brand before engaging with that organization. For marketers, it’s not enough to just post on your Facebook and Twitter accounts. You must also weave social elements into every aspect of your marketing and create more peer-to-peer sharing opportunities. The more your audience wants to engage with your content, the more likely it is that they will want to share it. This ultimately leads to them becoming a customer. And as an added bonus, they will hopefully influence their friends to become customers, too.

## E) Email Marketing

Email has been around for more than two decades, and it's not going anywhere anytime soon. It's still the quickest and most direct way to reach customers with critical information. The reason is simple: Consumers are very attached to their emails. Just ask yourself how many times you have checked your email in the past hour...See what we mean?

But great marketers know that not just any email will do. Successful email campaigns must be engaging, relevant, informative, and entertaining. To succeed, your marketing emails should satisfy these five core attributes:

- Trustworthy
- Relevant
- Conversational
- Be coordinated across channels
- Strategic

## F) Mobile Marketing

As mobile devices become an increasingly integral part of student's life, it's vital that Institute understand how to effectively communicate on this unique and extremely personal channel. Mobile devices are kept in our pockets, sit next to our beds, and are checked constantly throughout the day. This makes marketing on mobile incredibly important but also much nuanced From SMS and MMS to in-app marketing; there are many ways to market on mobile devices, so finding the right method for your particular business is key. Beyond the mechanisms to deliver your message, you also need to think about coordination of your marketing across digital channels and make sure mobile is a part of that mix.

## G) Marketing Automation

Marketing automation is an integral platform that ties all of your digital marketing together. Without it, your campaigns will look like an unfinished puzzle with a crucial missing piece. Marketing automation software streamlines and automates marketing tasks and workflows. Most importantly, it measures the results and ROI of your digital campaigns, helping you to grow revenue faster.

When used effectively, marketing automation will help you gain much-needed insight into which programs are working and which aren't. It will give you the metrics needed to speak confidently about digital marketing's impact on the bottom line.



## **5) DIGITAL MARKETING STRATEGY:**

Since 2012 Media have run an informal poll to see how widely used digital marketing strategies are. The outcome have shown some big improvements in past years. A few years ago found around two-thirds to three-quarters did not have a digital marketing plan. Now that number has shrunk to 49% in latest survey, although that is still quite high, and means almost half are still doing digital with no strategy in action.

When Media did the research for our free **Managing Digital Marketing** report, were interested to see how this percentage looked for a defined sample

This is what found in our survey about the level of digital marketing adoption:



So, our latest research suggests an improved approach to planning in this sample of marketers, with less than 50% without a digital strategy. Congratulations if you're one of these companies! If not, read on.

### **Reasons why need a digital Marketing strategy?**

#### **1. You're directionless**

It found that Institute without a digital strategy (and many that do) don't have a clear strategic goal for what they want to achieve online in terms of gaining new visitors/ Enquiry or building deeper relationships with existing ones. And if you don't have goals with SMART digital marketing objectives you likely don't put enough resources to reach the goals and you don't evaluate through analytics whether you're achieving those goals.

#### **2. You won't know your online audience or market share**

Customer demand for online services may be underestimated if you haven't researched this. Perhaps, more importantly, you won't understand your online marketplace: the dynamics will be different to traditional channels with different types of customer profile and behavior, competitors, propositions, and options for marketing communications. There are great tools available from the main digital platforms where we can find out the level of customer demand, we recommend doing a search gap analysis using Google's Keyword

planner to see how you are tapping into the intent of searchers to attract them to your site, or see how many people interested in products or services or sector you could reach through Facebook IQ.

### **3. Existing and start-up competitors will gain market share**

If you're not devoting enough resources to digital marketing or you're using an ad-hoc approach with no clearly defined strategies, then your competitors will eat your digital lunch!

### **4. You don't have a powerful online value proposition**

A clearly defined online students value proposition tailored to your different target students personas will help you differentiate your online service encouraging existing and new customers to engage initially and stay loyal. Developing a competitive content marketing strategy is key to this for many organizations since the content is what engages your audiences through different channels like search, social, email marketing and on your blog.

### **5. You don't know your online customers well enough**

It's often said that digital is the "most measurable medium ever". But Google Analytics and similar will only tell you volumes of visits, not the sentiment of visitors, what they think. You need to use other forms of website user feedback tools to identify your weak points and then address them.

### **6. You're not integrated ("disintegrated" )**

It's all too common for digital marketing activities to be completed in silos whether that's a specialist digital marketer, sitting in IT or a separate digital agency. It's easier that way to package digital marketing into a convenient chunk. But of course, it's less effective. Everyone agrees that digital media work best when integrated with traditional media and response channels. We always recommend developing an integrated digital marketing strategy and once Digital Transformation is complete digital marketing activities will be part of your marketing plan and part of business as usual.

### **7. Digital doesn't have enough people/budget given its importance**

Insufficient resource will be devoted to both planning and executing e-marketing and there is likely to be a lack of specific specialist e-marketing skills which will make it difficult to respond to competitive threats effectively.

### **8. You're wasting money and time through duplication**

Even if you do have sufficient resource it may be wasted. This is particularly the case in larger companies where you see different parts of the marketing organization purchasing different tools or using different agencies for performing similar online marketing tasks.

## 9. You're not optimizing

Every company with a website will have analytics, but many senior managers don't ensure that their teams make or have the time to review and act on them. Once a strategy enables you to get the basics right, then you can progress to continuous improvement of the key aspects like search marketing, site user experience, email and social media marketing. So that's our top 10 problems that can be avoided with a well thought-through strategy.

So, the good news is that there are powerful reasons for creating a digital strategy and transforming your marketing which you can use to persuade your colleagues and clients. There is also now a lot of experience from how other businesses have successfully integrated digital marketing into their activities as explained in the example digital plans, templates and best practices in our digital marketing strategy toolkit.

## FUTURE SCOPE

The current study deals with knowing the most preferred digital channel used by students while selecting & preparing Professional Educational Institute; along with knowing the impact of digital marketing practices of various Educational Institute on Students decision making process. The study concludes that Students use digital channels while dealing in admission process. However, it can't be denied that students don't find themselves at ease regarding use of digital communication while selecting professional education because of technical nature involved.

Some people also doubt the authenticity of the information over digital channels; that's why according to them it's not possible to take decisions solely on the basis of digital marketing. Moreover, Professional Education in India is a Family issue rather than an individual issue; so it is quite possible that family plays an important role in deciding the Professional Educational Institute brand and using digital channels while taking admission. Digital channels being technology oriented medium in nature require behavioral change at the consumer's end along with necessity to deal with compatibility issue. All these issues have not been discussed in the study which widens the future scope of the study.

## CONCLUSION

Internet adoption is not a new experience in India. The rapid expansion of the internet facilities and the importance of customers and social media, digital marketing has stretched at an unrivaled pace. With the rapid adoption of online modes and social media platforms digital marketing has grown leaps and bounds. In fact, it is being widely used these days by Educational Institutes from all spheres of the society. It can be concluded from the study that digital marketing is significantly impacting the student's behavior.

As on today, mostly all the professional educational Institute use Digital media for attract the aspirant students & holistic perspective. Still having a YouTube channel, innovative apps and social Media should be implicit

as a good start to fully control the digital opportunity. During the next few years, we believe that digital marketing by Professional Institute will more admirable option to get inform and attract the aspirant students. Government, Admission & Regulatory authority also focus to deal all education issue online and make students techno savvy.

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