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# Role of Digital Marketing in Promoting Educational Brand in India

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**ABSTRACT:** During the last few years, digital marketing has gained momentum because of the rapid change going on worldwide. Nowadays Startups have been leveraging digital tools to create a market by winning new customers with retaining the old one. The scope of digital marketing is very wide in every aspect, but in this paper, I confine and focus on the role of digital marketing in promoting brands, especially in educational start-ups, and its impact on businesses and consumers. This concept has not been popularized, and the only related study we find is on the strategic role of digital marketing to promote technical education, which indicates that social media has a purposeful strategy to optimise communication with the student and is the platform where these start-ups can promote their brand by demonstrating their capabilities to draw the attention of new students. Therefore, the objectives of this paper are to highlight certain pertinent issues in promoting brands digitally and to further establish that as the most viable form of digital marketing to engage the audience.

**KEYWORDS:** - Digital marketing, Promotion, Brand, Startup.

## I. INTRODUCTION

The promotion of brands via the internet and other digital communication channels is known as digital marketing, Sometimes known as online marketing. This comprises text and multimedia messages as well as email, social media, and web-based advertising as marketing channel. In the 1990s, the phrase “digital marketing” initially appeared. With the advent of the internet and the creation of Web 1.0 platform, the digital age truly began. Early in the 1990s, Archie, the first search engine, made its debut, kicking off the search age. Soon after came SEO (search engine optimization). In 1994, the first clickable online banners were released. and the first recognisable social networking platform was founded in 1997. Many websites that are still in use today were discovered in the 1990s, including Google and Yahoo's web searches, both of which debuted in 1998. With the advancement of technology, we now rely heavily on the internet as a promotional tool.

The worldwide epidemic brought on by COVID-19 has fundamentally altered a number of industries. One of those sectors is the educational sector. The global pandemic has encouraged the demand for online education, shifting the traditional method of instruction to the internet. As a result, digital marketing has become increasingly significant for the global education sector. Digital marketing empowers the educational sector to take advantage of the power of social media. While sharing the information with the global target audience, various social media platforms are being used. The shared content with great creativity of videos etc. The digital advertisements distributed through these social networking sites have a significant impact on how students make decisions. More than 98% of today's youth are active on social networking sites, which is the primary motivation for most educational brands to use social media to reach their student populations.

India, one of the world's largest nations, has a strong presence in all its states in the fastest-growing educational industry. Due to the intense competition in India, many entrepreneurs and venture capitalists are investing in the educational industry. Experts in digital marketing have benefited from it as well as created enormous possibilities. Even educational brands have been implementing new marketing methods, such as appealing and updated websites, search engine optimization, and various social media platforms. The majority of consumers place a greater emphasis on creative content like films, pop-up ads, noises, and visual effects. Organizations are working hard to lengthen customers' attention, spans and using numerous strategies to do so. The purpose of the present study is to find out the impact of digital marketing in promoting educational brands in the highly competitive Indian market.

## II. REVIEW OF LITERATURE

**D. Chaffey (2000)** investigated the traits of effective internet marketing. It is stated that specific internet marketing goals that are tracked as a part of measuring the effectiveness of internet channels are crucial for success. It is recommended that the special qualities of digital media be taken advantage of by developing two-way dialogues through websites and emails that are used to gather marketing intelligence and better address customer needs through improved products and personalised marketing communication. A successful internet brand will typically develop brand identity recognition through a combination of online and offline promotion, clearly communicate the identity value proposition and credibility of the company, develop affinity and trust with target customer groups, and provide a high level of service quality integral to all stages of the buyer's decision.

**Dara.Sonia.(2016)** emphasis on the value of digital marketing to both businesses and consumers, and also discusses the distinction between traditional and digital marketing because digital marketing techniques build on and adopt the principles of traditional marketing, utilising the advantages and difficulties provided by digital media.

**P.Sathya.(2017)** observed that marketing professionals utilise digital marketing as a means of electronic communication to promote their products and services to potential customers. The main goal of digital marketing is to appeal to consumers and give them the opportunity to interact with the product through digital media. This paper focuses on how important digital marketing is for both marketers and consumers. and evaluate the effectiveness of digital marketing based on the company's sales.digital marketing is for both marketers and consumers. and evaluate the effectiveness of digital marketing based on the company's sales.

**K.kishore.(2019)** This study is primarily concerned with the development of digital marketing in the current environment. The purpose of the study is to identify the phenomenon connected to the trend in digital marketing. As a result, three parties—the company, the third-party agency, and the consumers—were included in the dispute. and found that everyone is in agreement that internet literacy is a requirement for the expansion of digital marketing.

**A. Ali, Gubhaju Manisha (2020)**, has a study that shows building and maintaining relationships with customers can be done creatively and efficiently through the use of digital marketing. The most advantageous online platforms and channels for start-ups include websites, industry-specific sources, and forums. Also, it implies that a new business can grow significantly through digital marketing by increasing customer knowledge, brand recognition, and trust. Unfortunately, the majority of start-up businesses are hesitant to use digital marketing methods at the outset of the business's existence.

**A.Lavanya, M.Radhikamani.(2021)** This paper provides a critical perspective on the significance of digital marketing in today's era. As the world transitions from analogue to digital, digital marketing, social media marketing, and search engine marketing are all becoming more popular as technology advances. The number of internet users is rising quickly, and as digital marketing relies heavily on the internet, it has benefited the most. Consumers are altering how they make purchases, and they prefer digital marketing to traditional marketing.

### Objectives of the study

1. To study the impact of digital marketing in promoting educational brand in India
2. To ascertain certain pertinent issues in promoting brands digitally.
3. To determine the most viable form of digital marketing.

### The significance of the study

The present study is supposed to be useful, especially to present and potential ed-tech start-ups and their stakeholders in India.

## Research Methodology

This paper is entirely descriptive in nature; it is analytical research that is based on secondary data and reviews past research. All of the pertinent data were gathered from secondary sources, such as general newspapers, government publications, websites, research papers, articles, and a variety of online sources.

**There are many digital marketing tactics, some of which are:**

- Search engine optimization (SEO)
- Social media marketing
- Content marketing
- Affiliate marketing
- Email marketing
- Influencer marketing

Digital marketing provides the following major benefits:

- **Improve brand awareness:** A new business must prioritise brand awareness because it is the fastest way to spread word about your venture. Digital marketing's evergreen tactic of search engine optimization (SEO) serves as a means of giving any company a strong online identity and presence. It prints an audience's favourable thoughts, and as a result, businesses will get more traffic.
- **It is cost-effective:** This is a cheap but effective way to advance the business. Digital marketing tactics, including campaign marketing, paid marketing, etc., are cost-effective. Businesses and startups don't need to spend a lot of money on them; they can quadruple their return on investment with less money.
- **Availability of demographics:** With the advent of online marketing and analytics, finding potential customers has become a piece of cake. Social media management companies can make the best use of demographics to reach potential buyers with the least amount of effort and save both time and money. Identifying target customers and understanding buyer personas can be easier with digital marketing than with traditional marketing.
- **It engages the audience:** With the use of various social media platforms, such as Facebook, Instagram, YouTube, Pinterest, and others, we can publish both business-related and general information with our target audience to attract and engage them.
- **Availability of web analytics:** One of the main reasons why digital marketing is so prevalent today is because it makes it easier to gather important analysis, plan reports, and forecast startup activities. The analytics tool's matrix assists with customized marketing, which is necessary to access any campaign and obtain accurate data for better results.
- **Strategies decision maker:** You don't have to spend your valuable time or money to make the right decision for your business to get out the growth tunnel. Digital marketing will lead the way in the right direction. With the help of SEO companies, they will show how to test and try this tactic for the company and determine whether it is the right one for making money.
- **It has plenty of strategies on its bucket list:** Marketing is a dynamic activity that changes as per business requirements and buyer personas. SEO services, Ecommerce SEO services, search engine marketing, social media management, affiliate marketing, email marketing, app marketing, PPC management, etc. are a few well-known strategies with the sole vision of making a startup grow with their vibrant approaches.

## Digital marketing and educational sectors

India, which has the world's largest population of about 500 million people between the ages of 5 and 24, presents a significant opportunity for the education industry. The edtech market in India is anticipated to grow from US\$ 750 million in 2020 to US\$ 4 billion by 2025. India has overtaken the US as the second-largest market for e-learning, according to KPMG. By 2022, the industry is projected to be worth US\$ 2.01 billion, with 9.6 million users, up from US\$ 247 million and 1.6 users in 2016.



Figure: The education sector witnessed some major investment and development in recent past.

### Online education trends in India

In 2020, 100 deals helped Indian EdTech startups finance more than US\$1.43 billion. Parents and educational institutions were forced to adopt tech-enabled learning strategies as a result of the COVID-19 pandemic disruptions and ensuing lockdowns, making EdTech the most heavily supported industry in the nation. Byju's takes the lead with 57% of the total (10.5%) and cash raised, followed by Unacademy Vedantu (9.5%).

Indian EdTech start-ups raised more than US\$ 1.43 billion across 100 deals in 2020. The COVID-19 pandemic disruptions and subsequent lockdowns compelled both parents and educational institutions to implement tech-enabled learning solutions, making EdTech the most funded sector in the country. Of the total funding raised, Byju's leads with 57%, followed by Unacademy (10.5%) and Vedantu (9.5%).



Four EdTech start-ups (Unacademy, UpGrad, Eruditus, and Vedantu) and one decacorn (Byju's) have been unicorns in India since 2020. A decacorn company is one valued at over US\$ 10 billion, whereas a unicorn is one valued at over US\$ 1 billion.

### Advantages of digital marketing in the education sector

- Credibility :** Any educational institution can gain credibility by having a presence online.
- Better ranking:** An institution's ranking can be raised if students, parents, and other stakeholders have favourable opinions of it and are promoting it on social media or other online platforms.
- Easy access to students (target audience):** As all of the target audiences for educational institutions are engaged online, digital marketing is a simple way to connect with them.
- High conversions and immediate feedback:** The amount of traffic generated by digital marketing affects the conversion rate. In a short amount of time, it is also simple to replace an underperforming digital marketing approach with a new one.



These are marketing plans for educational brands based on information from 2020

SL NO.	Digital Marketing element	Brief detail & stats of digital marketing in education
1	Visual content	45% of the marketers are of the opinion that visual content works best as a digital marketing element in education sectors.
2	Podcasting	17% of marketers agree that podcasting is going to be an important element in digital marketing in 2021.
3	Social media marketing	71% of online customers are interested in buying something if it is referred on social media.
4	Mobile marketing	On average, Indian adults spends almost 2 hours 30 minutes on mobile every day.
5	SEO	More than 85% of consumers refer to google search results before choosing an educational institution or brand.
6	Email marketing	More than 50% of brands and businesses use different automation tools for brand awareness through email marketing.
7	Video marketing	Landing pages with videos increase conversions more than 85%

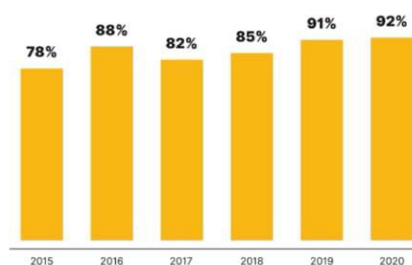
### What are the best digital marketing tactics for an education brand in India?

Education institutions must advertise their brands just like any other business. We must compete with other education brands at the moment if we want to draw more pupils. In order to stand out from the competition and for the correct reasons, we must develop balanced and powerful campaigns. These digital marketing tactics have been adopted widely and have been adopted to many education brands.

#### 1. Video promotion

"A picture speaks a thousand words," they say. Just consider the impact a video may have. Currently, viewers are more likely to stick around for a 2- to 3-minute film. Our target audience is much more likely to watch a video to the end if we can make one that is intelligent and interesting. The majority of education brands, including BYJU's and Unacademy, employ video to motivate students to work hard in class. The most successful digital marketing tactic for educational brands is video marketing. Its foundation is the obvious reality that humans are visual beings. They are better able to assimilate visual information as a result. The younger generation also observes and learns from others.

Is video an important part of your marketing strategy?



Source: Wyzowl State of Video Marketing Survey 2020



**2. User-generated content**

Customers generally don't believe what businesses have to say, especially when it comes from them directly. This can be utilised by an educational brand. i.e., through client feedback. Many more prospective students are likely to take you seriously if you can get current and former students to endorse your education brand. We can share user-generated content in addition to review on social media sites like Instagram and Facebook stories, post on LinkedIn and Twitter, and other online communities. The greatest way for an education brand to utilise user-generated content is as follows:

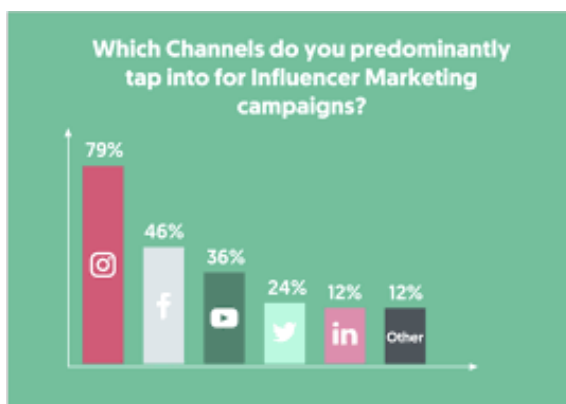
**3. Optimal use of social media**

Nowadays, almost everyone uses social media. So, in order to capture the interest of their audience, education businesses must utilise social media. An education brand may use social media to do a variety of things, like provide useful information about your programmes, post information about their campus, generate polls, do faculty Q&As, host webinars, organise live sessions, and much more.



**4. Influencers Marketing**

While utilizing social media marketing tactics, contact social media influencers to promote our services. Those with large number of following on social media are considered social media influencers. They can affect our target audiences. They are incredibly active across a variety of social media channels. As a result, we can share our material with their followers to raise awareness of our brand.

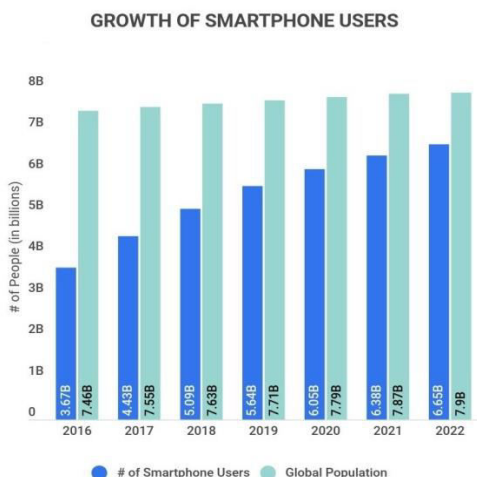


**5. Create a mobile marketing strategy**

Today, almost all students have access to mobile devices, particularly smartphones. As a result, we must consider how to make our marketing efforts responsive to mobile devices. Due to the fact that the majority of our target audience will be using smartphones to explore the web, the first thing we should do is make sure our websites are mobile-friendly. In



terms of internet use and access, mobile users have surpassed desktop or laptop users a long time ago. So, we will lose out on a lot of potential students if our websites don't support mobile devices.



## 6. Use segmented email marketing.

We must persuade our target audience to visit our online platform if we want to use email marketing to get their attention. Thus, we can't just send them a generic email that we send to everyone. We won't be helped by this. Instead, concentrate on modifying the email list to reflect current trends and preferences. Keep track of website visitors from your audience. Use such data to tailor emails so that each recipient receives pertinent communications.

## 7. Link Building

A good tactic for education branding is link building. It's an SEO tactic. The quality of online pages today goes beyond just the content. The number of backlinks to our websites affects how long people spend on a page on average. If your website doesn't have any pertinent hyperlinks, the user will simply skim the content. They'll want to leave our websites and visit others instead. Yet, we can boost user engagement when you provide lots of backlinks and access to further information. It is crucial to boost the number of backlinks pointing to our website and keep users on the page.

## 8. Google Ads

You will run advertisements. Thus, think about the platforms that the majority of our target audience will be using. Sort them by age group, geography, demographics, and language to better target our search and display advertisements. It is crucial to take controlled ad placement into account. Through this method, Google AdWords are posted on websites that are pertinent to our programme. For instance, it is preferable to post our ads on websites that are concerned with education or academia if we want to advertise the most recent online courses. As a result, more people will be interested in taking that course. Also, we can place advertisements on websites that promote further study and job progress.

## 9. On-page SEO

One of the most crucial components of any effective digital marketing strategy is SEO. As a result, we cannot overlook that. Our brand's online presence will improve, and we can think about different techniques, like the use of rich title tags, accurate meta descriptions, optimum keyword density, internal links, enhanced headers, and more.



## 10. Garner Media Attention

One of the best ways to market our educational brand is through this. To stay current with news, we must be aware of the most recent advancements in the higher education field. Keep current by reading the news and taking action. For instance, if you keep up with the most recent trends and encourage our faculty to express their ideas in a pitch, it may better utilise their knowledge and attract media attention.

### Brands that grew in 2020 through digital marketing

#### 1. BYJU's

Byjus is one of the brands that is expanding the quickest in the online education sector. BYJU initially used TV commercials and advertisements. During an India vs. Pakistan game in 2017, their first television commercial aired. That was quite popular. Currently, they advertise their education brand online and through TVCs. BYJU's debuted a brand-new series of TVCs this year, in 2020, with Bollywood actor Sharukh Khan to gain more attention. BYJU's given the entire app's material for free in light of COVID-19. They also featured live classes taught by well-known teachers. Hence, it is very clear that BYJU's made significant TVC investments. It is one of the most crucial strategies for attracting the interest of their intended market. They posted videos on various online and social media channels using the TVCs. This takes us to video marketing, which is another potent tool for connecting with their target demographic. It's made the most of video marketing as an online education company. One of the amusing aspects of BYJU's video marketing is that Sharukh Khan always ends each video by urging viewers to "download the app today." BYJU's employed branded keywords on Google AdWords, they used Google Display and shopping Ads. Also, they used Facebook Ads for booking more online counseling session directly from Facebook.

#### 2. Unacademy

Unacademy, which was founded in 2015, connects experienced educators with millions of students to provide high-quality education online. It began as a YouTube channel and is a well-known online education business in India. Regarding its marketing tactics and media mix, the majority of their advertising budget is used for television. The OTT and digital platforms are very well-liked in metro areas, where they are also used for digital marketing advertisements. Yet, because Tier 2, Tier 3, and Tier 4 cities prefer TV, 60% of it's marketing spending goes there. The remaining 40% goes to print media, cinema, radio, and out-of-home venues.

### Strategies for digital marketing employed by Unacademy

Karan Shroff, the vice president of marketing at Unacademy, thinks podcasting is the most practical type of digital marketing to engage the audience while preserving social distance in order to continue developing in 2020 amid COVID-19 and aiding kids in education. For their web campaign, "Let's Crack It with Cyrus Broachha," Unacademy teamed up with Gaana. There are a number of legends on Unacademy, a campaign that Unacademy developed as part of the Let's Crack It programme. Bret Lee, Brian Lara, Jonty Rhodes, Shashi Tharoor, Virat Kohli, and Anushka Sharma were invited as part of this programme to inspire youngsters and provide life lessons on a variety of subjects. These subjects covered physical and mental fitness, handling stress, taking the initiative, and pursuing their goals.

#### 3. Vedantu

Vedantu came to life in 2014 with the vision to solve the challenges and problems of the offline learning model via a holistic online portal. Vedantu asserts that it was the first company to launch interactive, live online learning for all subjects, from kindergarten through the 12th grade (K-12). The webpage includes the course material for all significant boards as well as other competitive exams like NEET and JEE. In May 2020, as the country was gradually emerging from the lockdown, the online education sector was among the top gainers. The number of users on Vedantu increased by 220% between March and May. Also, it exceeded 1 billion minutes of total viewing time across all of its platforms

and channels. The interactive learning platform's sales revenue increased by more than 80% in May compared to the previous month.

### **Vedantu marketing strategies**

This e-learning platform is targeting India as a prime user. It has chosen a pretty intriguing marketing strategy that is effective in luring in lots of content from Indian users. It primarily advertises its services online through its blog, websites, and Google advertisements. Second, the melodic and appealing marketing for this online tutoring company that is broadcast on TV and other media platforms is drawing children's interest. The TV commercial, which features a catchy jingle, is incredibly engaging and relates to a joyful learning experience.

*"Samaj aaye ga toh maza aaye ga, maza aaye ga toh samaj aaye ga"*

### **Ten Major Challenges for Digital Marketers in 2023**

#### **1. Learning about our Customers**

In 2023 and beyond, audience targeting will be more important than ever. We cannot afford to squander time or resources on content or keywords that are too general or poorly targeted as SEO and paid advertising become more competitive. One of the best methods for selecting the correct audience is a buyer persona, which helps you picture and comprehend our typical consumer. Creating buyer personas is made simple with the help of a useful tool from HubSpot called Create My Persona. By polling and interviewing your audience on your blog and social media pages, you may also discover more about your clients.

#### **2. Generating Qualified Leads**

The lifeblood of any firm is leads. A competitive market is to be anticipated in 2023 as many service-based businesses strive to increase their focused lead generation. The costs of paid advertisements like those on Facebook and Google are going to increase. Marketers who are savvy will discover how to take advantage of less expensive lead generation techniques like LinkedIn networking, video marketing, and creating interactive channels like webinars and virtual conferences. Delivering strong value to prospects is vital before you can expect to close a transaction as lead generation becomes more competitive. Get a great overview of lead generation tactics by reading this guide.

#### **3. Managing cash Flow**

Businesses may experience cash flow issues in difficult economic times. For instance, if the 2020 holiday season is successful, a protracted period of low consumer spending may follow. Company owners and marketers need to manage their cash flow with extreme caution. Leaning out and reducing wasteful spending may assist. Thankfully, putting all or a portion of your business online often results in cost savings on things like leasing office or retail space. Businesses with consistent, reliable customers might wish to think about alternative finance strategies like invoice factoring.

#### **4. Creating engaging content**

The importance of content marketing to digital marketers will only increase in the future. Clients and prospects are constantly looking for new information that informs them and directs them towards a solution. In 2023, short-form videos, live-streaming material, podcasts, and Instagram and Facebook stories will all be particularly popular. Because interactive material enables users to express their thoughts, audiences love it.

#### **5. Complying with Privacy and Data-Sharing Regulations**

Regulations like the GDPR won't be eliminated. We should prepare for more of this type of legislation globally. Because a website may receive visitors from any nation, you must abide by the rules that apply to the people who make up your intended audience. Be careful to be open and honest about your website's cookie, data-sharing, and privacy

policies. Be careful to maintain compliance in areas like data storage. For instance, GDPR places time restrictions on how long you can keep visitor data. To ensure that the individuals on your email list continue to get your emails in their inboxes rather than the spam folder, you need to make sure to increase your email deliverability in addition to complying with GDPR (and any of its future revisions).

#### **6. Making websites accessible**

Another rapidly expanding issue that all website owners need to be aware of is accessibility. A website that is accessible can be used by users who have hearing, vision, or other disabilities. Making a website accessible can be done in a number of ways. For instance, include alt text with every image you post so that users with vision impairments may comprehend it. This is beneficial for SEO as well. Also, since Not everyone is able to use a mouse, so it would be best to make sure people can navigate our website using only a keyboard. Comprehensive information about web accessibility is available from the Web Accessibility Initiative (WAI).

#### **7. Developing a Mobile-First Strategy**

More people than ever browse and shop on their smartphones and tablets. Marketing professionals promoted a mobile-friendly strategy a few years ago. This approach is quickly evolving into a mobile-first one. Make sure our website is optimised for mobile users if we want a piece of the rapidly growing mobile market. Test every functionality on various hardware. Make sure that customers can simply add goods to their online shopping carts, complete checkouts, and make payments using mobile devices. Be aware that downloading huge photos and videos may take longer for mobile users.

#### **8. Establishing an Omnichannel Marketing Strategy**

Consumers are becoming more active across various platforms and devices. Concentrating all of our efforts on a single tactic, like email or Facebook, is no longer sufficient. You should make it simple for your fans, subscribers, and clients to stay in touch with us wherever we are. This does not imply that we must constantly be present. Pay attention to the platforms where your audience is present. The idea is to offer a seamless transition from one channel to another so that customers can do so with ease. link to your website and social media accounts, for instance, in our emails.

#### **9. Maintaining brand consistency and authority**

We want our clients to regard us as an authority in our field. Also, we want to develop a distinctive brand identity that attracts devoted clients. In a cutthroat market, it would be best to go above and beyond in providing high-quality goods and services. Follow the example of brand-building gurus like Apple and Nike, whose clients actively seek them out rather than opting for competing goods. Decide what your unique selling offer is and emphasise it (USP). Be consistent in your tone and presentation across all platforms and mediums.

#### **10. Maintaining Knowledge of Google's Algorithms**

Google's status as the top search engine will probably remain unchanged in 2023. Google is, if anything, expanding its digital empire. You must closely monitor the most recent features, guidelines, and algorithms published by the industry leader in search. Locally active businesses must make sure their Google My Business listing is complete and up-to-date. Position Zero in Google's search results, sometimes referred to as ranking for Google Snippets, is another essential area to keep an eye on. Lists with numbers and FAQs that address your clients' most frequently asked queries are the ideal content formats for this highly sought-after region.

### **III. CONCLUSIONS**

Digital marketing in the education sector is a relatively new concept as compared to other sectors. It has a significant impact on promoting the education brand. The majority of education brands, including BYJU's and Unacademy, employ videos posted on various online and social media channels using TVCs. The most successful digital marketing

tactics for educational brands are video marketing, social media marketing, influencer marketing, and SEO. Through email and SMS, educational start-ups get a high response rate and easily reach their targeted group in an effective way. However, the majority of parents today evaluate learning institutions based on their websites, online presence, ratings, and reviews, and expatriates and outstation students depend more on the web. Apart from what has already been said, changing people's attitudes towards online learning is one of the industry's issues. Across the nation, a sizable portion of pupils are reluctant or feel some level of anxiety. The student can get over that fear with the aid of online educational resources. Furthermore, these are some issues in promoting brands digitally, i.e., for service-based businesses, the quality of leads determines their success. So we have to focus on nurturing a lead all the way until they convert and focus on user engagement: create webinars, use video marketing, offer value, and keep them engaged. However, 96% of marketers are using paid advertising, and for this, businesses need to budget smartly, be more laser-focused in targeting, and understand who the ideal customer is, and craft ads that appeal to them. Moreover, marketers should level up their content by creating interactive content, and they also need a skilled PPC agency to protect them from fraudsters who exhaust ad budgets. Last but not least, they should stay updated with Google's recommendations; even the slightest hint of shady tactics will destroy years of efforts. So marketing agencies need to be doubly diligent.

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