Sustainability of Digital Marketing in Education Sector

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The higher education system is third largest in the world next to United States and China. The Higher Education sector has witnessed sudden surge in the number of Universities and Colleges. The education system is undergoing major shift from the traditional business model to digital practices. We shall mention in detail about the sustainability of new digital practices in education sector.

1. Introduction

The Internet as we know it today really came into its own in 1997, and even then most Internet sites were crude. In the last decade or so, broadband has become commonplace and mobile devices are now highly integrated with the Internet. That’s changed everything. We have become increasingly dependent on the Internet for things we need to maintain our normal life. If this trend continues, as most expect it will, we may not be able to survive so easily without the Internet. The evolution of social media has given everyone the opportunity to connect with likeminded people or their targeted group. For this, one should need small amount of time on a daily basis. The following are great tactics on exploiting the power of digital media for Institutions.

Implementing Educational Technology in India

For long, the idea of implementing educational technology in India has largely been limited to niche segments that include either the prestigious educational institutions or well-funded private colleges or government initiatives that cover only a few rural establishments. Widespread adoption of educational technology has been a long distant dream. It is primarily because of this factor that investors and technology providers have traditionally shied away from venturing into the technical domain. However the scenario is set to change on account of two factors – the introduction of digital educational tools & the awareness around it and
secondly, the emergence of the neo middle class that is willing to spend for quality education.

The typical Indian classroom in schools and universities that was once characterized by students sitting through one hour long monologues by teachers is gradually giving way to digital teaching. This has largely been possible because of the symbiotic participation of educational technology vendors and educational institutions especially the affordable private school segment. The technology penetration in private schools has been found to be very high and thus this has been the playing ground of technology vendors for some time now.

The introduction of E-learning in Education sector did revolutionise the way of teaching and learning. The students could explore global learning standards and are beneficial for their overall growth in their thought process and perspective towards career. The E-learning market will continue to grow even though there is a financial downturn worldwide. The recent developments include use of cloud computing and mobile technology in E-education. While “scalable methods and concepts will take some time to refine”

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1. **Cost Effective** Digital Marketing platform is much affordable compared to conventional marketing strategies. Internet marketing strategies like Social Media, Email Marketing, and Mobile marketing require less investment and return good conversions. Thus educational institutions can target a larger audience at a low budget and yield better conversions.

2. **Results are Measurable** With better tools available in the market; one can track the reach of the institution brand visibility to the targeted audience on web. With the available statistics one can narrow down the Institutions strategy to implement and boost educational institute goals.

3. **Quick Feedbacks** Digital marketing platforms offer quick feedback as messages or queries are read immediately and possible to receive instantaneous feedback. Twitter, Facebook are the best medium to obtain instantaneous feedback from students.

4. **Power of Social Media** With the increase in followers and increase in the conversations on a Facebook page, one can determine the fan following the Institutions page. Today, many students have got Facebook and social network apps installed on their smartphones.
Liking or sharing a post hardly takes any time. Make sure the Facebook posts are engaging one. The more it gets shared, the more the institutions publicity.

Student Behaviour Is Changing Fast.
The younger generation, in particular, has all but abandoned print newspapers and magazines in favour of digital media—and broadcast television is losing ground as well. It’s not that Students are spending less time consuming media. On the contrary, media consumption has risen in recent years. Students are just spending less time consuming traditional media. In Europe, according to Statist, overall viewing climbed from 44 hours per week in 2009 to 48 hours in 2015, but traditional media lost ground by 2.5 hours while digital consumption increased by 6.5 hours. Facebook data shows that in the US, the average person (15-25 year olds) now spends approximately 60 minutes each day on Facebook, Integrum, and Messenger.

Students are also more digitally savvy and increasingly impatient with traditional marketing techniques and intrusive or irrelevant content and messages. More than 25% of all smart phone users have installed ad blockers, according to marketer, and that figure is climbing rapidly. When selecting new courses and colleges, students rely more than ever on advocacy from people they know and trust. Personal recommendations are now five times more trusted than brand marketing, according to the Word of Mouth Marketing Association.

2. The Introductory Stages of Digital Marketing
The Educational Institutions Should Look In The Other Side Of The Unseen Face Of Their Brand Reach As Mentioned Below.

Building the Basics The colleges now build and update websites which deliver customized student content and pushes out personalized messages about course, advice on study methods and resources, and reminders.
Most of the institutions start by allocating a portion of their digital advertising budget to display, search, and social advertising. They may upgrade their digital touch points by revamping the company website, fine-tuning e-mail interactions. They may also build in-house analytics capabilities and hire specialized digital marketing agencies. But these activities are typically embedded in traditional ways of working, which means that digital marketing is more or less relegated to an alternative medium in the media mix.

**Targeting and Personalizing**

Institutions begin to use rich consumer data to tailor and target ads with greater precision, optimizing the return on investment of individual campaigns or of the digital elements in the media mix. Advertising and promotion campaigns become more relevant to individuals.

**Transforming Through Test-and-Learn Techniques**

At a Later Stage, Institutions Fully Embrace Test-and-Learn Techniques and Use What They Learn to Transform Their Approach to Marketing. Test-and-Learn Informs Nearly All Aspects of the Business, Including the Way Online and offline Campaigns are designed across Channels.

In a digital-marketing world, students can be targeted individually and messages can be tailored to match the precise point where students are in their decision journey. Facts—not proxies—drive marketing efforts. This allows Institutions to focus on the students most likely to make a decision.

**Test and Learn, Everything**

In the digital age, institutions can apply the speed and flexibility of digital marketing to change the elapsed time required. They can test new ideas with no fixed assumptions—not only interrogating the effectiveness of messages or information but also defining the most appropriate target audiences. Multiple tests can be run in parallel, yielding meaningful insights with low media investment.

Now days, higher education is not only a valuable degree, but necessary for understanding and solving complex, real world problems. To remain relevant to our students and to the ultimate consumers of our output, businesses, the marketing curriculum must evolve with both the changing technological environment.
Outlook

“Traditional Marketing is turned Upside Down” - Digital marketing is not simply an add-on to traditional marketing. It’s a completely new way of expression and brand building on web.

3. References

4. www.blogs.adobe.com