

## A RESEARCH PAPER ON “THE IMPORTANCE AND BENEFITS OF DIGITAL MARKETING IN THE EDUCATION SECTOR”:

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### 1. ABSTRACT

Every year, digital marketing methods grow more prevalent, and they have become an integral element of every marketing and sales plan. Digital marketing is critical to an organization's success in reaching its target consumers. The marketing and sales fields have seen significant changes in the present digital age. Traditional marketing tactics have been surpassed. Digital marketing is a kind of advertising that promotes products and services in the marketplace. As of October 2020, almost 4.66 billion individuals were active internet users, accounting for 59 percent of the world population, according to a global statistics study. The number of internet users in India is expected to reach 820.99 million by 2022. Mobile has grown so user-friendly for internet access that it currently accounts for 91 percent of all internet users globally. In the midst of the epidemic, young students and working professionals spend the most time on the internet, and the number of users is growing by the day. The purpose of this research paper is to investigate the influence of digital marketing and how it affects the education sector as a target group. The education group has been used as a research sample.

**Keywords:** Digital marketing, customer, marketing strategies, management, education industry.

### 2. INTRODUCTION

The fluctuating market, unanticipated pandemic situations, and changing day-to-day demand are all having a significant influence on products and service purchases and sales. Digital marketing has taken the role of traditional marketing. To stay competitive and distinguish out in today's globalised world, all global industries are going toward the digital world. As a result, it is not incorrect to state that everyone today lives in the digital world, which has no geographical limits and no reach constraints. According to a statistical study conducted in 2019, the average amount of time spent on cellphones per day has increased, with average use rising 11% to 5.5 hours in March 2020 (pre-COVID) from roughly 4.9 hours in 2019. According to the research, individuals are spending more time with their families, with an average time spent with them increasing by 26%. (from 4.9 hours pre-COVID to 5.5 hours post-COVID). Every industry is making attempts to engage the consumer on the digital media platform, thus

marketing teams are working and delivering novel commercials, creative videos, voice commands for a search, and so on. Customers are more likely to trust visual effects, pop-up ads, music, motion, videos, and imaginative e materials than they are to read instructions. Organizations are putting out their best efforts to boost client attention spans and are developing a variety of solutions to keep customers engaged and committed to a certain marketing activity. This year's digital statistics have risen as a result of newspapers, magazines, and adverts being released in digital form throughout the epidemic, resulting in a consumer-driven concept with a direct influence on the targeted population.

In a word, digital marketing is the promotion of a product or service via the use of an electronic device or the internet. It's a slang term for online marketing. Hundreds of thousands of companies now use digital marketing to reach a big number of consumers since it is simpler and more cost-effective.



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

- Search engine optimization (SEO)
- Paid search
- Display advertising
- Social media marketing
- Content marketing
- Email marketing
- Influencer marketing
- Affiliate marketing

Traditionally, corporations used television, radio, periodicals, events, and direct mail to reach their target demographic. Businesses are attempting to attract prospective consumers via digital platforms as individuals spend more time online. Marketers must, after all, go where the people are.

### **2.1 The following are some of the primary advantages of digital marketing:**

Frequent Communications Increase Customer Loyalty – attracting and converting new customers costs more than retaining current ones. Customer loyalty is a tough thing to achieve.

A satisfied consumer is more likely to make another purchase or refer your company to others, resulting in increased revenue. It is critical to stay in touch with consumers in order to retain them, and digital marketing makes this simpler than ever. This is accomplished mostly via the use of personalised emails and social media.

**2.2 One of the most significant advantages of web marketing is its cost-effectiveness.** Businesses may save money and get more leads by using digital marketing. Small-to-mid-size firms find it challenging to compete with bigger enterprises using standard marketing strategies. Big corporations can afford to spend money on TV adverts, radio spots, and other forms of advertising. Small firms find it difficult to compete with these bigger corporations as a result of this. Digital marketing, on the other hand, equalises the playing field for all firms. It's a cost-effective technique to reach out to potential customers. Many digital marketing and advertising strategies are cost-effective. Digital marketing is trackable - When money is put in a marketing effort, it's critical to keep track of the outcomes. It's critical to assess if a plan is producing outcomes that will help your company expand. The capacity to track results is one of the most important advantages of a digital marketing plan.

**2.3 Keep track of your progress.**

Traditional approaches may be incredibly successful, but they are difficult to quantify.

With conventional approaches, there is no obvious way to trace the origin of leads without questioning every individual who comes to the firm. The effects of a campaign may be monitored with accuracy using digital marketing approaches.

**2.4 Conversion rate enhancement is one of the most noticeable advantages of digital marketing.** Conversion rates may be improved by investing in online marketing tactics such as conversion rate optimization (CRO).

Because of the capacity to target more particular leads, this is the case. The possibilities of gaining a conversion rise when the emphasis is on those who are more likely to be engaged in business. This, in turn, aids the company's expansion.

**2.5 Aids in the identification of suitable clients** - You must reach the proper individuals in order to have a successful marketing effort. Organizations must reach out to individuals who want to conduct business with them. The capacity to target individuals directly is the most major advantage of internet marketing, out of all the benefits.

It's challenging to target consumers using conventional marketing tactics. Messages are sent to everyone in the goal of contacting those who are interested in business. Getting enough leads to justify your marketing budget is difficult. Organizations may reach out to customers who are interested in their products or services via digital marketing. Consumers who are interested in a company's business, services, or goods are explicitly targeted by organisations. It's a degree of granularity that conventional marketing just can't equal.

### **3. Sectors of Digital Marketing and Education**

Through the many social media platforms and channels to which target clients are easily linked, digital marketing has enabled direct connection with a greater degree of engagement. Digital marketing is trackable, the target population converts quickly, feedback is received quickly, and improvements are adopted promptly, making it less costly and more successful than

conventional marketing. When feedback is not received on time, it becomes more costly and ineffective. As long as technology improves, digital marketing will be more imaginative and creative to serve clients, giving education institutions a bright future. The educational sector/institutions may now take use of the power of social media thanks to digital marketing. Various social media channels are utilised to share information with the worldwide target audience. The material was conveyed with a lot of creativity in the form of videos and other media.

#### **4. Digital promotions on social networking sites like Facebook have a significant impact on student decision-making.**

Today's young population has a presence on social networking websites of more than 98 percent, which is the major reason why most educational institutions are adopting social media and students are using it more. India is one of the world's biggest countries, with the fastest-growing educational sector hubs in all of its states. With increasing competition in India, numerous entrepreneurs and venture capitalists are venturing into the education industry. Experts in digital marketing have taken advantage of the situation and created a great opportunity. Even educational schools and institutes have begun to use modern marketing channels such as beautiful and up-to-date websites, search engine optimization, and numerous social media platforms to ensure their survival in the market.

#### **5. As digital marketing has grown in importance as a marketing technique, The Importance and Benefits of Digital Marketing in the Education Sector:**

- Reach of brand awareness:
- System of Real-Time Feedback It is quantifiable.
- It's measurable Easy to Access
- Impactful

### **6. LITERATURE REVIEW**

TriptiDhote\*, Yatin Jog, NutanGavade, and GesuShrivastava (Indian Journal of Science and Technology, Vol 8(S4), 200-205, February 201) argued that "Digital marketing extends and improves conventional marketing functions using the internet and information technology." It has a broad range of applications across industries, but in today's environment, with the growth of digital and social media, it has exploded in popularity and has become a vital element of the decision-making process for young students pursuing higher education.

P. Sathya (International Journal of Science and Research (IJSR) ISSN (Online): 2319-7064) suggested that digital marketing has become a critical component of many businesses' strategies. At this moment, small company owners still have an exceptionally cost-effective and effective means of promoting their goods or services

in the public by employing digital marketing. It has no limitations. Tablets, smart phones, TVs, computers, media, social media, e-mail, and other devices may be used to promote the firm and its goods and services. If customer demands are prioritised in digital marketing, it may be able to accomplish more.

The research, according to AfzalBasha (IJRAR) Volume 6 Issue 1 (E-ISSN 2348-1269, P-ISSN 2349-5138), aims to emphasise the extension of abundant approaches to digital marketing in order to improve the education sector's understanding of current digital marketing trends. Advances in artificial intelligence and technology provide a wide range of options and opportunities for students and the education sector to meet demand, but they also pose challenges for marketers. Digital marketing can be customised, updated as trends change, is less expensive, has a high conversion rate, and a high return on investment.

## 7. METHODOLOGY

A questionnaire was prepared and primary data was gathered to investigate the influence of Digital Marketing Strategies on the Education Sector. Secondary data was gathered from a variety of sources, including the internet, journals, research papers, and books. Because there was a high turnover of non-respondents who were replaced by active respondents, convenience sampling was employed. The Cochran's formula was used to determine the sample size. The standard deviation was unknown because the population was unknown.

The sample size needed is calculated using formula

as given under.† Necessary Sample Size = (Z-score

\* StdDev/ margin of error)<sup>2</sup>

$$n = (Zs/e)^2$$

The confidence level is set at 95%, and the z score corresponding to this degree of confidence is 1.96. Because the standard deviation was unknown, it was commonly assumed to be 0.51. This is the most lenient figure, ensuring that the sample size will be sufficient. The margin of error is assumed to be 6%. We obtain the following results by plugging the values into the formula:

$$n = (1.96 * 0.5/0.06)^2$$

$$= 266.77$$

$$\approx 267$$

The research is conducted in a conclusive manner. Both an analytical and descriptive investigation are included in the concluding research. The influence is often investigated using a causal study design, sometimes known as "as conclusive as it is feasible to draw a conclusion."

MBA students were the target audience, and the sample size was set at 267. The research is confined to Bangalore.

The following is the research hypothesis.

*Digital Marketing strategies have no effect on Education Sector.*

The above research hypothesis was formulated as statistical hypothesis as under:

**H<sub>0</sub>:** There is no significant difference in the number of admissions before and after adopting the digital marketing strategies.

**H<sub>1</sub>:** There is a significant difference in the number of admissions before and after adopting the digital marketing strategies.

The above hypothesis was tested using paired t test at 5% significance level. The another research hypothesis was proposed as

*Majority of the students have taken admission to college by referring to information available on the internet which is digital marketing strategy adopted by the colleges.*

The above hypothesis was formulated as statistical hypothesis as under:

Around 70% of the students are admitted to colleges using digital marketing strategies.

**H<sub>0</sub>:**  $p = 0.7$

**H<sub>1</sub>:**  $p \neq 0.7$

$\alpha = 0.05$

The test of proportions was used to test the hypothesis. Both the hypothesis were tested using the software BlueSky Statistics.

## 8. Statistical Analysis

### *Hypothesis 1:*

#### *Summary Statistics*

	vars	n	mean	sd	median	trimmed	mad	min	max	Range	skew	kurtosis	Se
<b>Before</b>	1	1	93.33	53.72			38.54						
		2	33	88	75.5	86	76	48	212	164	0.8612	-0.5839	15.5102
<b>After</b>	2	1	111.9	62.58	89.5	104.	43.73	59	240	181	0.6476		
		2	167	44		4	67					1.0689	18.0666

**Paired t-test**

Null Value Considered: 0					
			sample estimate	confidence: 0.95	confidence: 0.95
t	df	p-value	mean of the differences	lower	upper
-5.1378	11	0.0003	-18.5833	-26.5443	-10.6224

**Hypothesis 2:**

1- sample proportions test without continuity correction

Null Value Considered: 0.5					
			sample estimate	confidence :0.95	confidence :0.95
X-squared	df	p-value	p	lower	upper
0	1	1	0.5	0.0945	0.9055

**9. RESULTS**

The information is gathered from bangalore's numerous colleges. The results of the research study are assessed based on input from institutions and students on how digital marketing methods have influenced their decision-making, as well as if they are successful enough for educational colleges and institutes. A research also revealed how digital marketing methods are altering MBA applicants' perceptions and having an influence on admissions.

The majority of the pupils were between the ages of 20 and 23. Female students made up a larger proportion of the sample than male pupils. During the investigation, it was discovered that female students are more aware of digital platforms than male students.

The paired t test was used to assess the first hypothesis. 0.0003 was found to be the p value. This is less than the 0.05 threshold of significance. As a result, the null hypothesis is rejected. The number of admissions before and after the use of digital marketing tactics was shown to be significantly different. The admission situation before and after using Digital Marketing Strategies is shown in the graph below.

The colleges are shown on the x axis. For the purpose of privacy, the names of colleges are obscured and assigned numbers. The information is gathered from the schools that provide the MBA programme. It was discovered that when it comes to graduation, parents have an important role in determining the institution and course their child should enrol in. However,

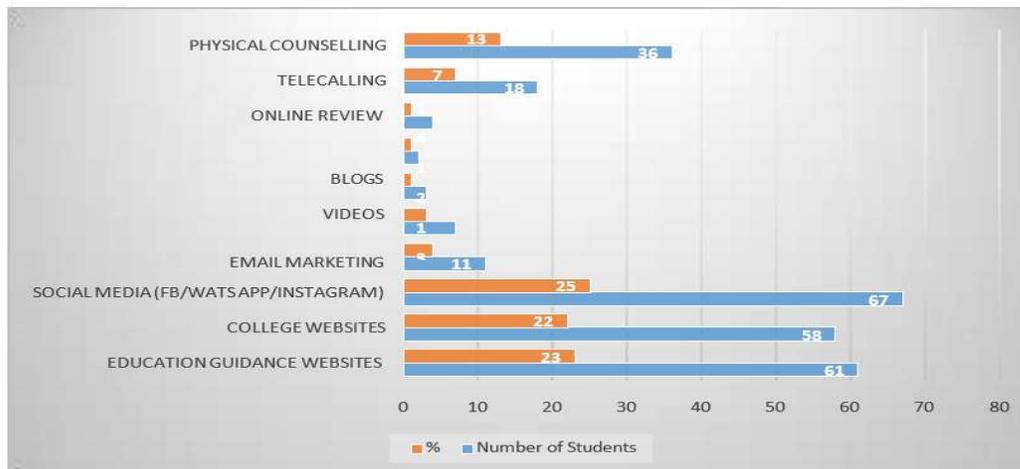
after graduation, the majority of students choose their courses and colleges for admission. These kids use the internet to learn about other institutions.



The proportions hypothesis was evaluated using a one-sample test. The population is regularly distributed since both  $np$  and  $nq$  are greater than 5. The  $p$  value was 1, which was larger than the 0.05 significance threshold. As a result, the null hypothesis was not rejected. Around 70% of admissions are obtained via digital marketing tactics. As a result, it can be stated that the majority of students applied for college based on information found on the internet, which is a digital marketing approach used by universities. The graph below depicts the percentage of students who utilise digital marketing vs those who do not.

Education can help everyone live a better life. The correct institution makes a difference in the lives of a student. A person using a digital marketing platform is also encouraged to consider and make the best option possible while applying for admission. Due to the pandemic condition, all educational establishments are supplying and creating digital platforms to provide students with better online admission process instruction.

Students were not ready to believe in the notion of e learning before this research, but it was concluded that digital marketing tactics have a significant and beneficial influence on students, and that their attitudes are shifting toward e learning, resulting in an increase in digital marketing trends. Students were discovered to utilise a variety of venues to acquire information about institutions. The following are a few of them.



The marketer is confronted with difficulties. In the present epidemic, digital marketing methods are assisting all educational institutions in completing their tasks in an online form. Colleges and institutions are also attempting to meet the present demand. Despite the fact that almost every country was in lockdown, through various digital marketing strategies, institutes were able to complete admissions. Additionally, with the changing current teaching needs, institutes have adopted various teaching learning online modes that have proven to be cost effective and up to date. Digital marketing methods in the education industry have had a beneficial influence and resulted in a considerable difference in the number of admissions before and after they were implemented.

Digital marketing has provided insight into the ideal target demographic, resulting in a significant contribution from all of Nagpur's institutions and institutes.

## 10. CONCLUSIONS:

In this day and age, digital marketing is a relatively new notion. Though it has already engulfed several industries, the adoption of Digital Marketing Strategies in the education sector is still in its infancy. Despite the fact that it has entered the education sector, its throw is still restricted. To examine the influence of digital marketing tactics on different elements of the education industry, further study is required. The purpose of this research was to evaluate the influence of digital marketing techniques on the admissions process and student perceptions of digital marketing methods.

Digital marketing is the promotion of companies and brands online using digital media channels such as websites, social media, radio, television, mobile, and even non-digital media such as billboards and transit signs. To put it another way, digital marketing refers to any marketing medium that is provided electronically.

In the sphere of education, the rising usage of the internet and digital media has had a significant impact. Because the vast majority of students are internet users, the education industry has been transformed.

This has a direct impact on how educational institutions and colleges should use the internet and mobile phones to reach out to more students.

And internet marketing is the most effective method that educational institutions can use to reach out to potential students.

For a variety of reasons, digital marketing is the most effective way to reach the bulk of today's student population. These are some of the reasons:

- The population of prospective students is already looking for educational and training courses on the internet.
- Students spend more time on the internet than on other forms of media like television.
- When compared to offline advertising, online advertisements are very effective.
- Traditional advertising is outperformed by display advertising.
- Today, the majority of parents and guardians assess a school or institution primarily on its website and online presence, as well as reviews and ratings.
- The majority of students have begun to evaluate a school or institution based on its internet presence.
- The internet is the most popular and convenient method of applying and inquiring about admissions.
- For college admissions, expatriates and outstation students rely increasingly on the internet.
- Parents and students regard the internet as a handy tool for completing admissions and other needed tasks.

The following are some reasons why educational institutions might consider using digital marketing:

i. **Boost Brand Awareness:** Because they reach a big audience, social media platforms and online exposure are the ideal way to efficiently build brand awareness and reach the proper target group.

They can assist you boost your following, which will lead to a higher conversion rate. Several educational sectors have effectively used social media marketing tactics to increase leads, audience, and brand exposure.

ii. **Virtuous Response:** The easiest way to connect and engage with your target audience in no time or less time is to do it online. Individuals read questions quickly via social media channels, and online marketing channels respond to audience reaction.

Digital Marketing channels are cost-effective when compared to conventional marketing tactics. Email marketing and social media marketing are examples of online marketing tactics that have a low execution cost or expenditure. Educational enterprises may target a larger audience at a lower cost and reap significant advantages via digital marketing.

iii. **High Conversion Rates:** Because of their proximity to people, e-mail and SMS are significant parts of Digital Marketing that may assist educational institutions acquire high response rates.

Educational institutions may easily contact their target audience with the help of Digital Marketing services for schools and colleges.

Conclusions that can be measured: You may use digital marketing monitoring tools to track and assess the effectiveness of your internet marketing campaign for schools and colleges. Improve your education industry marketing aims by gathering crucial information or insights for your Digital Marketing strategy.

In today's evolving digital marketing trends, the education business has been rising as a leader. Digital marketing in the education industry helps universities and schools, as well as colleges and universities, create their brands and increase student recruitment.

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