# The Impact of Digital Marketing Tools In Managing Educational Brands

## Dr. Pranati R. Tilak

*Department of Management, Tilak Maharashtra Vidyapeeth, India*

*Email id: pranati.tilak@gmail.com*

## *Abstract:*

*Creating brand awareness is the first and most important stage of marketing communication. Many types of marketing communication tools have been used to do this in educational branding processes. Digital marketing tools are actually a deconstruction of traditional marketing tools and have become more important by providing interactivity. Social media is a spectacle that has become a significant feature and developing the way institutes interact with clients. High speed internet connectivity brings together enormous number of young crowd in social media indicating dealer should be more focused and determined in digital marketing tools for effective and efficient pursuing of market also to achieve other organizational goals. The future of marketing is in educational sectors, digital marketing, companies etc. are quickly moving towards it because clients are spending aggregate amounts of time online. This paper concludes that social media is more operational than some of the traditional advertising channels, it cannot be implemented in remoteness without enlarging it with other forms of traditional advertising channels. The inferences are that social media alone cannot single handedly create brand cognizance or even develop business.*

***Keywords** – Digital Marketing, Communication, Education sector, Consumer, Digital Media, Social Media*

# 1. Introduction

Digital marketing is nothing but a broad marketing concept that describes the promotion of products or services using digital expertise, mainly on the Internet, but also includes display advertising, mobile phones, and any other digital medium. Digital marketing is the promotion of products or brands through one or more forms of electronic media and it differs from conventional marketing in that it involving the use of channels and methods that allow a business to analyze marketing campaigns and understand what is working and what isn't in a quicker and more authentic way.

Internet is the most widely use channel in digital marketing, yet there are other means including wireless text messaging, electronic billboards, mobile instant messaging, mobile apps, podcasts, digital television and radio channels, etc. The overall digital marketing concept actually covers all the digital platforms and modern technologies in interaction, use, execution and control of marketing strategies and plans for better customer satisfaction and to reach organizational goal.

Usenet is a hybrid between email and web forums and the discussions therein are threaded with modern news reader software (http://nzblord.com/usenet/).User Generated Content entered usage in 2005; it covers a variety of media information available. It includes all digital media technologies such as, blogging, digital video, forums, podcasting, social networking, review-sites, mobile phone photography and wikis. Hence User Generated Content is the sum of all methods in which people make use of the social media.

New communication tools evolving with the expansion of internet technologies are called **"digital communication tools"**. Digital communication tools, are Facebook, Instagram, Twitter, and similar social networks that are used online and virtual platforms like microblogs, web sites, and search engines. With the arrival of new communication tools, already accessible communication tools are now becoming to be called as **"traditional communication tools"**. Traditional communication tools are printed (newspapers, journals etc.), visual (cinema, television etc.) and audio (radio) communication tools. Also, digital communication tools provide a communication environment that can be accessed by anyone irrespective of social identities. In real life, platforms that people come together and have discussions vary according to their income level, educational background and professional life. However features like gender, race and religion lose its significance in digital environments and people can build relationships without any social segregation.

## 2.  Objective of The Study

➢ The essence of this study is to research how an education sector can seize the moment of using social media networks to create brand awareness and also explore its challenges to draw the attention into social media networks to increase brand visibility.

➢ On the other hand, listening to the analysts and some scholars, the census is that the traditional ways of advertising i.e. newspapers, television, radio, etc., are no longer effective due to the rise of social media.

➢ To identify the factors that influence customer's psychology.

➢ To identify the digital and social media's impact.

➢ To measure the relative impact of digital marketing tools on consumer.

➢ Learning impact of marketing through digital media.

## 3.  Research Problem

From the above defined objective the study research problem can be considered as can social networks be used by educational sectors to create brand awareness and what are the challenges of online branding to be faced? Social networks refer to the connection, interactions and relationship that take place within the social media platforms. On a marketing perception, these are interactions between the traders and those interacting within the clients. In order to study the above research question, it is therefore divided into the following research problem area;

➢ The role of social media and its impacts on branding

➢ The challenges of online branding

➢ Awareness about digital and social media

➢ Social media networks are the paramount tools for creating brand awareness.

## 4.  Literature Review

Though the term digital marketing is comparatively new yet its influence is enormous, intimidating and complex. As it is one of the important tools in promotion mix, institutes are looking for a definite way to start digital marketing but they have shortage of understanding and implementing it. Now-a-day, social Medias such as Google Plus, Facebook, Twitter, and other

social Medias have effectively transformed the attitudes and insights of targeted clients. This Digital marketing was done through measureable wide network of clients with reliable data with real-time feedback of client experiences. Normally digital marketing is the use of modern technologies to help marketing activities to improve client knowledge by matching their needs and wants (Chaffey, 2013). Since the start of Yahoo in 1994 in internet industry, many institutes, companies started to maximize their presence in online. For search optimization in 2001, the market was dominated by Google and Yahoo. In 2006, internet search traffic developed hugely; the growth of search engine optimization grew for major companies like Google (Smyth 2007). In 2010, being the development and use of smart phones and internet connectivity, in the developed world, companies have understood the significance of digital marketing. It has been observed that to do business well or successful managing of client both online and traditional methods are needed at the same time.

Online advertising is an influential marketing tool for building brands and increasing traffic for organizations to achieve success. Digital marketing in term to deliver result for institutes, digital content such as accessibility, navigation, speed and customization are defined as the key features for marketing. Another vibrant role of using digital medias to achieve success is that the use of word-of-mouth WOM on social media and for making the site popular among mass population. Furthermore, word-of-mouth is linked with creating new members and increasing traffic on the website, online events or pages which in return rises the visibility in terms of marketing communication. Facebook, the most popular tool for social communications, has opened the door for marketers to communicate with millions of people about products and services and has opened new marketing prospects.

Social networking community can be assembled into two; offline and online network. Offline networks are mostly generated through face-to-face meeting encounters for example, in organizations, committees or even social gathering events. And online networks are created on the social media platform. Both these two networks are influenced by the effect of Word of mouth communication. Individuals who have met on an offline network can transfer their relationship to web-based networks such as twitter, Facebook etc. Social networking sites are not necessarily platforms for looking for new connections with people; significantly, they are primarily for communicating with people who might be already part of their extended social network.

Brand equity can be more significant in some educational sectors than in others. The four factors that show when the brand equity matters most are;

➢ Brand equity will be most significant for low-involvement consumptions with simple decision processes.

➢ Brand equity is important when the clients use of the artifact is highly visible to others

➢ Brand equity is essential when experiences connected with the artifact can be passed from one individual or generation to another

➢ The role of brand can be critical for credibility goods, when it is difficult to assess quality prior to consumption

## 5.  Marketing Through Digital Media And Its Impact

**Definition of Digital Marketing**

Digital marketing is a canopy term for the marketing of products or services using digital technologies, mainly on the Internet, but also including display advertising, mobile phones, and any other digital medium. Since the 1990s and 2000s Digital marketing has developed strongly and it has changed the way brands and organizations utilize technology and digital communication tools for their marketing. Digital marketing campaigns are becoming more extensive and efficient, as digital platforms are increasingly combined into marketing plans and clients everyday life, and as people use digital devices instead of physically going to shops.

Digital marketing is in fact a modern marketing communication tool to use different electronic devices and technologies to carry marketing messages to clients more effectually and proficiently. Organizations influence digital channels such as social media, Google search, email, and their websites to connect with their current and prospective clients.

While describing digital media, it is meant normally that any media that are encrypted in a machine-readable format are called as digital media. Generally digital media can be created, used, distributed, modified, viewed, reviewed and preserved on digital electronics devices. The following can be classified as the examples of digital media: computer programs and software; data and databases, video games; digital video; digital imagery, web pages and websites, including social media; digital audio, such as e-books and mp3s; etc. Digital media are often contrasted with print media, such as newspapers, printed books, and magazines and other traditional (analog)

media, such as pictures, audio tape or film though these flat form are uniquely distinguishable and separable.

The marketing objective is to provide marketers with information about market needs, client experiences, trends and competitive movements. By using social media sellers can know about consumer perception about the product as well as the challengers move on similar products to make and apply the strategic marketing plan.

Digital Marketing improvement gives the brands an opportunity to reach the maximum number of audience with more cost effective way. Therefore the brands also prefer this communication platform to introduce, implement and innovate their marketing strategies through this digital media.

## 6.  Digital Marketing Communication Tools

Digital marketing altered the structure of marketing by generating platforms that allow users to generate and share content. Digital marketing, adds a new dimension to the communication recognized between a more restricted user groups in traditional marketing process. Pages, sites that open created on virtual environment are no longer platforms that address a specific group; relatively they have become channels that address a wider user group. Digital marketing enabled reaching organizations and individuals at different locations with different qualities around the world in a more rapidly manner.

Digital marketing can be defined as sharing the content created according to customer groups, using layers in the digital media in demand to reach client, on global networks at the right times in order to generate brand awareness. Two essential features of digital marketing are being (1) interactive and (2) digital.

Interactive can be inferred as giving information to potential clients and responding to incoming questions and communicating with the clients by involving them in the process. In this manner, interaction of client and brand is two way. In terms of being digital, abilities of the new environment where marketing takes place matters. Values in digital media are appropriate, moreover, this changes according to qualities of the user, its content and the way the tool is used.

Communication tools used in digital marketing process are digital environments that are launched over the internet in order to market services that activate communication and interaction between people and organizations and that enable contented related with these media to be created.

Communication tools used in digital marketing are called "digital marketing communication tools" and content produced are called *"digital content".*

Digital content cover photo, text, video, visuals, created for tools in digital media (social networking sites, web sites, SMS, etc.). The basic feature of digital content is that they can be changed, re-generated (copied) and reproduced. Digital contents can be updated quickly, distributed quickly, can be transformed and can change form.

Digital marketing tools composed of digital contents are classified under two titles:

(1) Marketing communication tools which create paid digital contented and (2) marketing communication tools which create practical digital contented.

## 7. Awareness And Knowledge About Digital And Social Media

Though 55% of the respondents get positively prejudiced by content present on social media, only 39% think that the content in considerable and 29% think that the information on various platforms is exact. This clearly indicates that 16% of the respondents get prejudiced even if the content is not considerable and 24% of the respondents get prejudiced without having knowledge about accurateness of the information. 54% of the defendants think that digital media content helps in taking critical decisions whereas 65% of the respondents believe that people incline to change their decisions because of digital media effect. Nevertheless survey results reflect that only 48% have actually reformed their decision in the past due to digital/ social media influence. Though almost all the defendants considered digital media as effective, when asked about uncertainty of content and imperfect information on digital media, 44% of the respondents believed that the content is vague and imperfect. Digital and social media and related content should be 'convenient, relevant, and credible'. We decided certain parameters to check convenience of use in terms of digital media like faster access to information, favored time, time involved in availing information and live interaction etc. The Digital media are perceived convenient on an average by 79 % of the defendants.

Accessibility can be in terms of time required, convenience, etc. Overall effectiveness of digital media were analyzed based on parameters such as up-to-date content, influential content, interactivity associated, appealing nature, issue addressed, evaluation capability, relevance, always convenience, available nature, networking ability.

So far as digital media is concerned 'Credibility' was found to be the biggest concern. Defendants were asked questions portraying their credibility in social /digital media content. The parameters selected for examining credibility were authentic sources, accuracy, content crosschecking with other resources of information, hesitation to provide information on the social /digital media platforms. One more important factor was how many prefer traditional media over digital media based on serious nature of decision on a scale of 1 to 5, credibility was rated as 2.7. Review based websites Blogs and are gaining acceptance now-a-days because of the ease of access of information and also ease of assessment based on others opinions.

After using Social/Digital, 77 % of the defendants said that they are likely to continue using these media because of the suitability and comfort provided. Apart from the fact that they will continue to use it, some of them also stated that they would refer it to other to benefit them in decision making process.

## 8. Online Branding And Its Challenges

Online branding is not only about a new brand finding and its way in the social media, but in reality, it is a brand that is already well established which can be simulated online. It is for this reason that a good branding strategy for both online and offline branding should be in place to upkeep all channels. Four qualities that educational institutes suggest that great brands share are;

- ➢ **The client capacity: -**The contents on the social media and web sites should convey the same message, and the brand promise should also be appropriate and implicit.
- ➢ **Build trust by delivering on that promise: -** It is significant to create a brand with a message that users will trust overtime. Honesty is very essential.
- ➢ **Repeated improvement: -**The biggest social media chance lies in gathering insights to drive continual incremental developments. These developments can be realized through getting response from the online community on the inadequacies of a brand.
- ➢ **Inventing beyond the familiar: -**Fresh vision from the social media by way of interrelating with the online community.

**Challenges of Online Branding:**

It was never been an easy journey for online marketers trying to establish their brands online. The marketers faced contests as they struggled to influence social media, since clients too, also

learned to influence brands for their own purposes and ends. Social media can be likened to a "double aged sword" which can cut both the ways, i.e., it can build and destroy brand reputation at the same time also. Despite the fact that seller's foremost idea was to cherish relationship with online groups on Facebook and other forms of networks, it has not been calm on them.

Besides harm caused by online networking communities a marketer might also suffer from self-inflicted disaster. For example, an organization is estimated to suffer reputation risk if it uses anonymous people or invents clients to effect discussions to recommend a company´s services in social media. This is very immoral way of presenting one´s offerings, and may cause harm to the institution. Subsequently there is a danger in affecting brands online because of possibility of reducing brand equity in case the site happens to be poor in terms of structure, presentation or information content.

On the other hand, institutions are ready to invest on social media marketing, grab the prospect of replicating their already existing brands online. Knowing well, online brand marketing might have good Return on investment (ROI) spreading its wings to a bigger zone which is likely to create amplified brand awareness, which is likely to enhance the organization's profitability curve in future.

## 9.  Results And Discussion

The purpose of this study was to clarify how Design with Benefits could take advantage of digital marketing more effectively in their overall marketing strategy. After a detailed study of traditional marketing and different aspects of modern marketing, the incontestable fact is that the future of marketing is progressively shifting towards the online world. This includes social media advertising, as well digital marketing tools such as newsletters and search engine marketing (SEM), including search engine optimization (SEO), social media optimization (SMO), and pay per- click (PPC) advertising. Their business is new in the US market, so the company's visibility and awareness are low. The target segment also needs a more precise definition. According to studies, emotional branding is the most effective way to strengthen brand

Equity because emotionally attached customers are the most profitable since they do not need promotions or offers to buy the brand.

Design with assistances needs to focus on increasing awareness, which happens through promotions, well-planned marketing and campaigns. For this, digital marketing is an ideal addition

to their marketing strategy because, through various channels such as Facebook, Pinterest, blogs, newsletters, search engines, and paid ads the company can achieve greater visibility among their precisely-defined target group. Also, the institute should try to engage their target market, as studies have indicated that involved clients are more likely to promote the institute in social media.

The challenging thing at this point is to indicate the right digital marketing channels. In the study, it became obvious that design with Assistances' target group would most likely to use Facebook, Twitter, Pinterest, and find information from design and environment related blogs. In summary, digital marketing's potential for institute's lies in its opportunity to manage marketing actions with lower budgets, the potential to adjust the commercials' demographics very accurately, and can engage the users with the institutes.

## 10.Limitations

Focus was mainly on analyzing effectiveness of digital marketing for education related decisions, the generalizations drawn are only indicative and not conclusive. However there is a scope for future research where gender wise influences of digital marketing for various other decisions can be studied. This study already provides some interesting insights into the online behavior of potential students and also provides the basis for developing further research propositions. An issue requiring further investigation is whether the social media play in fact a more important role as source of study information and advice than this survey indicates.

## 11.Conclusion

Digital channel in marketing has become essential part of strategy of many institutes. Nowadays, even for small business owner there is a very cheap and efficient way to market his/her products or services. Digital marketing has no boundaries. Company can use any devices such as smartphones, tablets, laptops, televisions, game consoles, digital billboards, and media such as social media, SEO (search engine optimization), videos, content, e-mail and lot more to promote company itself and its products and services. Digital marketing may succeed more if it considers user needs as a top priority. The watchwords "test, learn and evolve" should be at the heart of all digital marketing initiatives. Institutes should create innovative customer experiences and specific strategies for media to identify the best path for driving up digital marketing performance. It is for

sure that the growth of internet and mobile communication widening the horizon for more people to reach and communicated, hence the proper market research and followed by a comprehensive inclusions of digital marketing tools and strategies in a firms integrated marketing communication can surely ensures bring more effective and efficient marketing.

## *References:*

[1] *AlexaBezjian.A, Calder.B and Lacobucci. D; New Media Interactive Advertising vs. Traditional Advertising, Journal of advertising research (July. August 1998)*

[2] *Evans.D with Jake McKee; Social Media Marketing, The Next generation of Business Engagement (2010)*

[3] *G. Reza Kiani, (1998) Marketing opportunities in the digital world, Internet Research, Vol. 8 Iss: 2, pp.185 – 194.*

[4] *Harris, L. and Rae, A. (2011) Building a personal brand through social networking, Journal of Business Strategy*

[5] *Kaplan.A.M and Haenlein. M, Users of the world, unite! The challenges and opportunities of social media (2010) Vol.53, 59-68*

[6] *Leeflang, P.S.H., Verhoef, P.C., Dahlström, P., Freundt, T. (2014) "Challenges and solutions for marketing in a digital era." European Management Journal, No 32, p. 1–12.*

[7] *Mangold G. and Faulds D., "Social media: The new hybrid element of the promotion mix", Business Horizons, Volume 52, Issue 4, , Pages 357–365, July–August 2009*

[8] *Teo, T. S.H. (2005), "Usage and effectiveness of online marketing tools among Businessto- Consumer (B2C) firms in Singapore", International Journal of Information Management, Volume 25, Issue 3, June Pages 203–213, 2005.*

[9] *Winer, R.S. (2009) "New Communications Approaches in Marketing: Issues and Research Directions." Journal of Interactive Marketing, No 23, pp. 108–117.*

[10] *Yannopoulos. P, 2011, Impact of the Internet on Marketing Strategy Formulation, International Journal of Business and Social Science, Vol. 2 No. 18; October.*