



Study of the effectiveness of digital marketing on B-Schools in Mumbai

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Abstract

Digital marketing involve use of electronic devices, such as personal computers, smartphones, cell phones and tablets to engage with stakeholders. It applies technologies or platforms such as websites, e-mail, apps and social networks. The main motive of the survey was to understand the massive contribution of Digital Marketing for B-schools in Mumbai and to know its splendid efforts towards promotion in practice by using Digital Marketing. This project aims to understand the student's perception towards contribution of Digital Marketing in order to seek admission in the Institute and also to understand the effectiveness of digital marketing to generate leads for Institutions. The study is exploratory in nature and survey method was used to collect the data. For the study, a self-designed questionnaire was developed which constituted of 15 items. Data was collected from 300 respondents. Data analysis resulted in understanding the effectiveness of Digital Marketing with reference to B-Schools in Mumbai.

Keywords: digital marketing, digital era, b-schools, Mumbai, effectiveness, awareness

1. Introduction

Digital marketing is marketing that makes use of electronic devices, such as personal computers, smartphones, cell phones, and tablets to engage with stakeholders. Digital marketing applies technologies or platforms such as websites, e-mail, apps and social networks

Types of Digital Marketing

In normal outbound marketing, we will use pull and push marketing strategy. Like that in digital marketing also pull and push are types.

In push digital marketing the marketer sends a message without the recipient actively seeking the content, such as display advertising on websites and news blogs. Email, text messaging and web feeds with customized

Contents can also be classed as push digital marketing when the recipient has not actively sought the marketing message. Push marketing allows you to target your demographics and use your marketing dollars to promote your product to the people you know are interested in what you have to sell. A push marketing campaign can be more expensive when it comes to upfront costs, so you really need to be sure that your marketing is going to reach the right people at the right time. Behaviour targeting is good example for push digital marketing.

In Pull digital marketing includes blogging, email marketing, social media, info graphics and other forms of visual messaging and search engine optimization (SEO). A pull marketing campaign also includes public relations or other ways of reaching out to potential or already realized customers who you want to keep engaged. While a pull marketing campaign can be less expensive to get started, you will incur costs in other ways. For example, if you are running a social

media campaign, you will need to hire someone to manage your social media and respond to people who leave comments or ask questions. Social media gets people talking and that has a major impact on sales. Pull marketing also requires a greater investment in time, but it gives you more ability to entertain your customers and educate them about your company. But don't get confused by seeing Email in push and pull, there is a difference. If marketer is sending emails with customized content or banners to specific group of customers is push digital marketing. If marketer is sending emails with the same content or banner to all customers is pull digital marketing.

Digital Marketing Channels

SEO (Search Engine Optimization)

Search engine optimization (SEO) is the process of affecting the visibility of a website or a web page in a search engine's "natural" or un-paid ("organic") search results. SEO may target different kinds of search, including image search, local search, video search, academic search, news search and industry-specific vertical search engines.

As an Internet marketing strategy, SEO considers how search engines work, what people search for, the actual search terms or keywords typed into search engines and which search engines are preferred by their targeted audience. Optimizing a website may involve editing its content, HTML and associated coding to both increase its relevance to specific keywords and to remove barriers to the indexing activities of search engines. Promoting a site to increase the number of back links, or inbound links, social book marking, directory submission is the SEO tactic.

Directory submission

It is a part of SEO (Search Engine Optimization) off page

work. Directory Submissions is a process of submitting your Website URL to theme related Directory like if your site is Health Related you should Submit your site URL to Health related directories sites for getting Back link from them.

Social bookmarking

Essentially, a social bookmark is a link that people post to social websites for others to see because they find it interesting, valuable or cool. In a way, social bookmarks are just like the bookmarks you already have on your private computer. The difference between the two is that social bookmarks are saved to the web where they can be easily shared while private bookmarks are saved to your own browser. The idea behind social bookmarking is simple: post links on popular social bookmarking websites to increase your own traffic and gain an ongoing stream of new readers and customers. Content that are openly shared with other Internet users literally have unlimited growth potential. For example, one link can quickly multiply and reach thousands of desktops across the world if one user passes it on to others, and those users in turn do the same, and so on. Online marketing has gravitated away from true-and-true ad and affiliate marketing toward the rapidly growing world of global social networking. Social bookmarking is a great traffic-boosting search engine optimization (SEO) strategy because it's easy, effective and trendy.

SEM (Search Engine Marketing)

Search engine marketing (SEM) is a form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages (SERPs) through optimization and advertising.¹ SEM may use search engine optimization (SEO), which adjusts or rewrites website content to achieve a higher ranking in search engine results pages, or use pay per click listings.

There are four categories of methods and metrics used to optimize websites through search engine marketing.

- 1. Keyword research and analysis** involves three steps ensuring the site can be indexed in the search engines, finding the most relevant and popular keywords for the site and its products, and using those keywords on the site in a way that will generate and convert traffic. A follow-on effect of keyword analysis and research is the search perception impact. Search perception impact describes the identified impact of a brand's search results on consumer perception, including title and Meta tags, site indexing, and keyword focus. As online searching is often the first step for potential consumers/customers, the search perception impact shapes the brand impression for each individual.
- 2. Website saturation and popularity**, or how much presence a website has on search engines, can be analyzed through the number of pages of the site that are indexed on search engines (saturation) and how many backlinks the site has (popularity). It requires pages to contain keywords people are looking for and ensure that they rank high enough in search engine rankings. Most search engines include some form of link. Popularity in their ranking algorithms. The following are major tools measuring various aspects of saturation and

link popularity: Link Popularity, Top 10 Google Analysis, and Market leap's Link Popularity and Search Engine Saturation.

- 3. Back end tools**, including Web analytic tools and HTML validators, provide data on a website and its visitors and allow the success of a website to be measured. They range from simple traffic counters to tools that work with log files and to more sophisticated tools that are based on page tagging (putting JavaScript or an image on a page to track actions). These tools can deliver conversion-related information. There are three major tools used by EBSCO: (a) log file analyzing tool: Web Trends by NetIQ; (b) tag-based analytic tool: Web Side Story's Hit box; and (c) transaction-based tool: Tealeaf Reali Tea. Validators check the invisible parts of websites, highlighting potential problems and many usability issues and ensuring websites meet W3C code standards. Try to use more than one HTML validator or spider simulator because each one tests, highlights, and reports on slightly different aspects of your website.

2. Review of Literature

Jaffrey Graham (2014): Jaffrey Graham has published his article entitled "Web advertising's future e-Marketing strategy" This report was written to analyse the effectiveness of Internet marketing and advertising on companies. The report studies research from dozens of companies and calculates the cost and effectiveness of advertising across various companies. This research was conducted to understand, identify and analyse how branding is effectively done through Internet as a medium of communication. This research study implies that Internet is more effective in driving recall than television, magazines, and newspapers and at least as good in generating product interest.

Nielsen (2012): Nielsen has published his article entitled "Consumer's act after seeing social ads" This research was conducted to understand, How consumers act after seeing social ads, This report also focuses on how consumers has adopted Social media in order to obtain information about products, this article also explains more about each of the world's current most widely used social medias that has been used by the consumers, This research study implies that online social connections are used to filter, discuss, disseminate, and validate news, and products for consumption.

Garder's survey (2013): Garder has published his article entitled "Top priorities in digital marketing" This research was conducted to study and understand the top priorities in digital marketing investment, which are necessary to enhance and improve brand image of a company through social media marketing and content creation. The key findings of this report revealed that a company's marketing success relies mostly on their website, social media marketing, and digital advertising, which are all parts of digital marketing. This research study implies that companies spend 10 percent of their revenue on marketing and 2.4 percent on digital marketing, which will increase to 9 percent in the future.

3. Research Objective

- To study the impact of digital Marketing on lead generations with the reference to B-schools In Mumbai.

- To identify the effectiveness of digital marketing in creating awareness amongst students with reference to B-schools in Mumbai.

4. Research Question

Does digital marketing activities is effective in creating awareness and lead generations with reference to B-Schools in Mumbai?

5. Research Methodology

Research Design: Exploratory Research.

Population: The Population for the study includes, Management and students of B-school in Mumbai.

Sample Size: 300 Respondents & 5 B-schools.

Sampling Technique: Stratified and Snow ball Sampling.

Sources of Data: Primary and Secondary Data.

Tool for Data Collection: Survey Method & Interview Method for Primary Data.

6. Data Analysis

Part A

1) Is Your Institute involved in any kind of Digital Marketing activity?

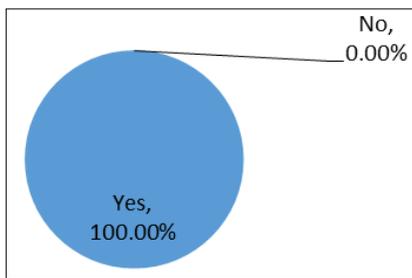


Fig 1

Interpretation: All of the B-school Institutes that has been approached for this research study are involved in some or the other kind of digital marketing activities because in this digital era it has become a necessity for each and every organisation to have their presence digitally.

2) What kind of digital marketing do you engage at your Institution?

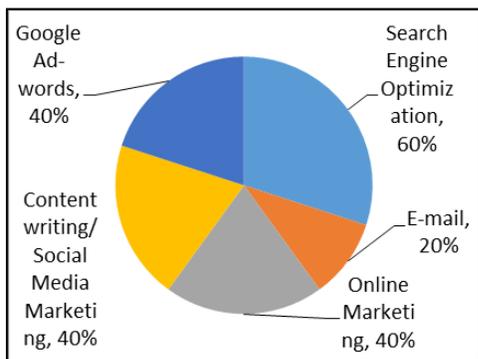


Fig 2

Interpretation

Majority of institutes focus more on SEO (60%) because,

There is a clear preference for Digital marketing activities that don't require much expenditure and that focus on attracting interest through high-value content, instead of online advertising (40%) and most of the institutes also prefers Google Ad-words (40%) even though it requires a good amount of investments because its contribution is moderate in terms of lead generation. On the other hand digital marketing activities like E-Mail marketing (20%) are not much preferred by institutes because this activity does not provide a niche and specific target audience.

3) What percentage of the overall marketing activity for your Institute is digital?

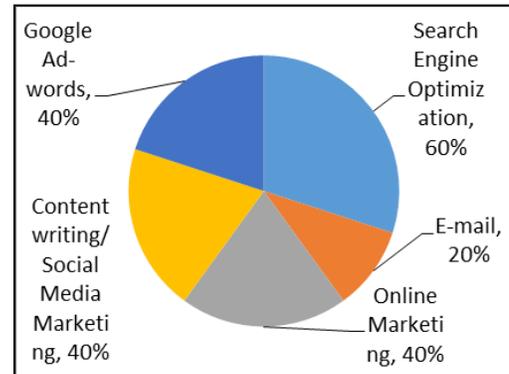


Fig 3

Interpretation

Digital Marketing activities contributes 40% from the overall marketing of the Institutes. While the dominance of digital marketing is no surprise, 60% of their overall marketing still happens offline. Which means that majority of the institutes are still based on traditional marketing activities (i.e. depending majorly on word of mouth, OHH and newspaper adv.) and the other reasons for not adopting the changes can be lack of resources, lack of Budget or Lack of Knowledge.

4) Overall how effective do you consider these marketing activities for your institute?

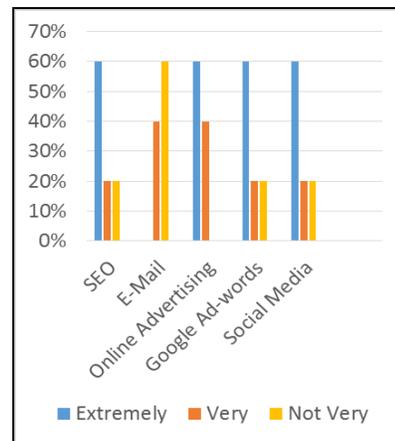


Fig 4

Interpretation

Majority of the institutes consider these marketing activities to

be very effective because High quality content promoted via SEO and social media offers a powerful marketing opportunity for any institute, so it is expected that they are making good use of it. And also majority of the institutes consider email marketing in general as ineffective.

5) Overall, do you consider each of the above mentioned activities better for driving awareness or for lead generation?

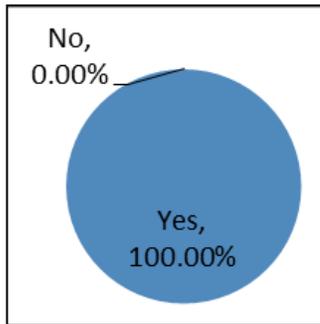


Fig 5

Interpretation: All of the institutes approached for this survey, consider digital marketing activities as better for driving awareness and lead generation because most of the students prefer the valuable information provided by the institute through internet and online advertising which is done with the help of above digital marketing activities and also the positive reviews given by the existing students helps the institute to attract more students thereby resulting in more sales and lead generations.

6) Do you feel the factors listed below are limitations on the success of your digital marketing?

- Lack of Budge-Lack of Resources
- Lack of Knowledge
- Competition

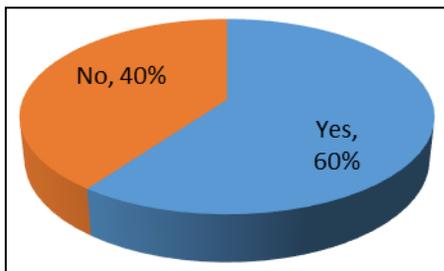


Fig 6

Interpretation

Majority of the institute’s feels these factors act as a limitations on the success of their digital marketing because they does not have an appropriate knowledge about this activities and how to successfully implement those activities and also the funds required to invest for those marketing activities. Whereas some of the Institutes lack the resources like appropriate man power to implement those activities.

7) Was your institution involved in any kind of Digital Marketing activities for past 3 years?

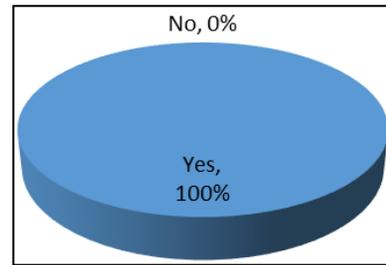


Fig 7

Interpretation

Majority of the Institutes have realized the significance of Digital Marketing and its positive impact on lead generation and hence it is imperative that most of them have consistently used Digital Marketing as a medium of promotion.

8) How much do you currently spend on each of these digital marketing activities for your institution?

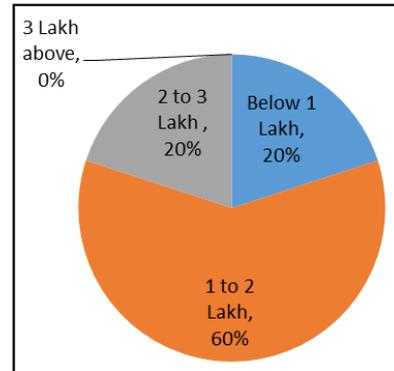


Fig 8

Interpretation

(60%) of the Institutes invests around 1 to 2 lakhs in digital marketing activities. These activities majorly contain paid advertising like Google Ad-words and on-page activities, on the other hand (20%) institutes which invests below 1 lakh are engaging in activities that cost little money, such as content and social media marketing.

9) Compared to previous year, are you planning to spend more money on Digital marketing activities in future?

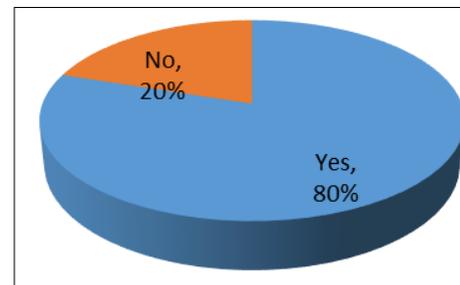


Fig 9

Interpretation

Majority of the institutes are planning to spend more money on Digital marketing activities in future because content marketing and social media are crucial growth areas in digital marketing and hence they are preferring more to invest in it. Whereas some of the institutes are not willing to invest more in digital marketing because of the resentment experience faced by them and to some extent because of lack of budget and knowledge.

Part B

1) How did you get to know about the institute in which you're currently pursuing your MMS?

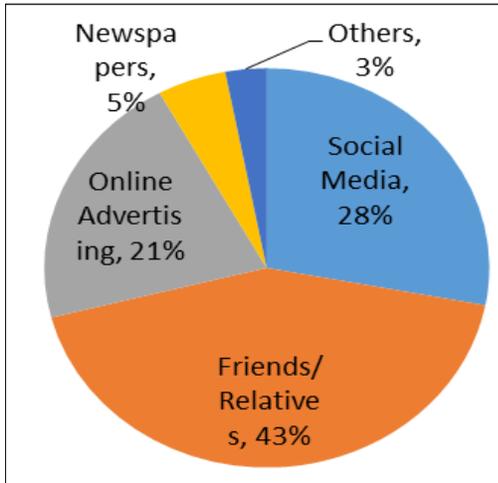


Fig 10

Interpretation

Most of the students (43%) get to know through Friends/Relative (WOM), because these people are connected or part of the Institute act as an advocate by giving positive reviews and opinion to them that gives a sense of security in the minds of the students to take admission. Whereas majority of them get to know about the Institute through digital platform (i.e. Online Adv. (21%) or social Media (28%).

2) Before taking admission did you search about this institute on social media?

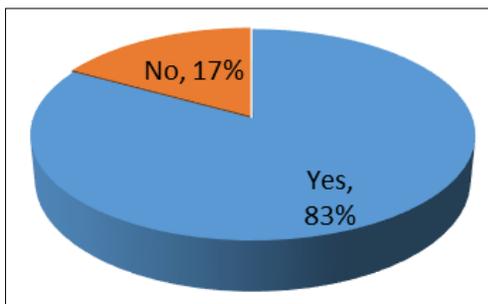


Fig 11

Interpretation

Majority of the students (83%) search about the Institutes on

social media before taking admission because this helps them to get some familiarity with the Institutes environment, students, academic and non-academic activities, which assist them to take further step in taking admission. Whereas few of them did not prefer to seek information on social media because they already have some idea about the ongoing activities in the Institute through their Friends/Relatives.

3) If yes, then the content displayed on social media was attractive enough?

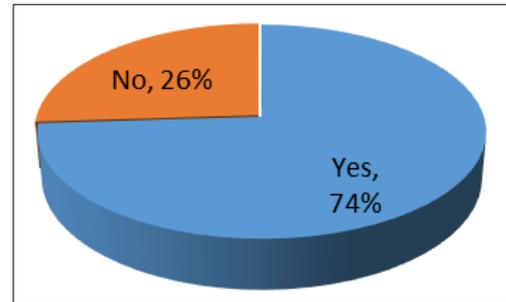


Fig 12

Interpretation

Majority of the students (74%) were of the opinion that the content displayed on social media was attractive enough in terms of ongoing or previous events, seminars, cultural activities, Sports etc. that makes them understand and feel the connected by the Institute.

4) What is the impression on the content provided to you online of this Institute?

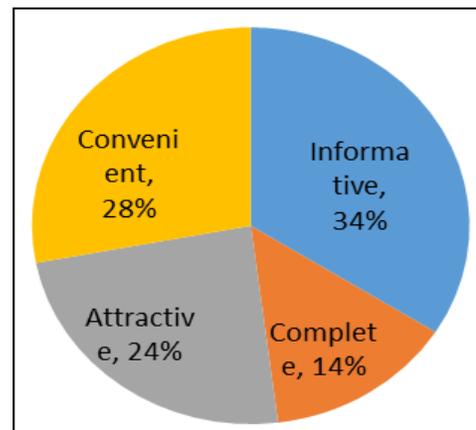


Fig 13

Interpretation

Informative content on a website plays a significant role not only in providing complete details but also making it convenient for the students for a decisive action on seeking admission. Many of the students were of the opinion that the content was informative and also added convenience while browsing details on the programs/activities offered by the Institute.

5) Is the information provided to you online was specific enough in terms of

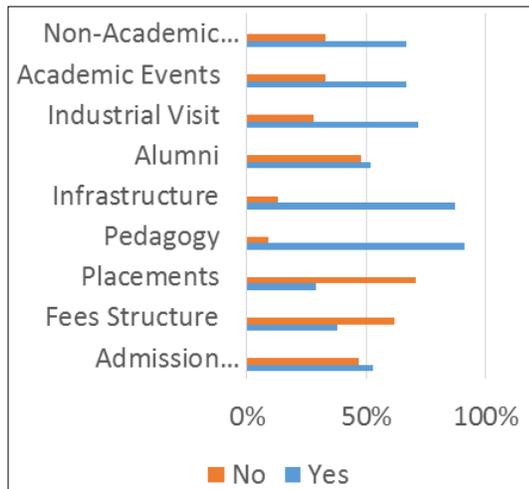


Fig 14

Interpretations

From the above analysis it is clear that majority of the Institutes are reluctant on in providing details on fees structure as it is subject to minor changes due to introduction of new modules in the academic system. Since many of the organisation also restricts in allowing the institutes to share their details on digital platforms, hence many of the Institutes refrain in imparting details online.

6) The online information/content about this Institute was?

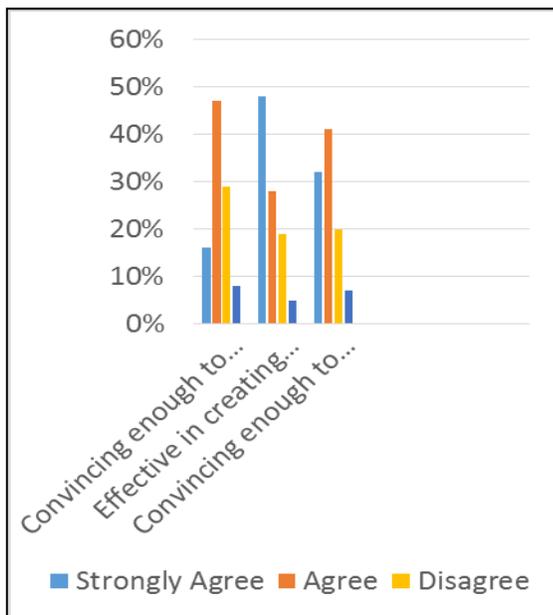


Fig 15

Interpretation

47% of the students agree that the online information/content about the institute was convincing enough to seek admission because of the accurate and desirable information provided to

them and also 48% strongly agree that the information provided online and on social media was informative and attractive enough to create awareness and to develop interest for the Institute, Many of the students (41%) also agreed upon acting as an advocate to the Institute and recommending it to their Friends/Relatives in future.

7. Major Findings

It was analysed that the B-school that has been approached for this research study are involved in some or the other kind of digital marketing activities. Institutes focus more on SEO because, there is a clear preference for Digital marketing activities that don't require much expenditure and that focus on attracting interest through high-value content. All of the institutes approached for this survey, Considers that digital marketing activities are better for driving awareness and lead generation because most of the students prefers the valuable information provided by the institute through internet and online advertising which is done with the help of digital marketing activities. Digital Marketing activities contributes 40% from the overall marketing of the Institutes. While the dominance of digital marketing is no surprise, 60% of their overall marketing still happens offline. Majority of the students get to know about the Institutes in which they are currently pursuing their MMS through Friends/Relatives. But at the same time students also search about the Institutes on social media before taking admissions because this helps them to get some familiarity with the Institutes environment, academic and non-academic activities, which assist them to take further step in taking admission.

8. Conclusions

The study concludes that students rely upon more than one medium (Social Media, Online Adv., Word of mouth etc.) in order to enhance their knowledge regarding the Institutes. It means that they use the combination of various sources for making final decision of taking admission in the Institute. Even though majority of the students are influenced by their Friend/relatives to take admissions in a particular institute they still prefer to search about that institute in order to get familiar with Institutes environment, students, academic and non-academic activities, which assist them to take further step in taking admission. Digital Marketing activities makes it convenient and easy for students to get complete and desirable information about the Institute. The study also reveals that along with the traditional sources, Institutes also heavily rely on modern marketing tool i.e. online advertising & Social Media. Students do require detailed information about the Institute so as to evaluate its strengths & challenges. This ample amount of information then saves their time by allowing them to make the decision quickly. Institutes have identified that Digital Marketing is truly advantageous through which they can serve their purposes of creating more awareness and increasing their sales and lead generations. So they are planning to spend more money on Digital marketing activities in future.

9. Recommendations

Conclusion given above reveals that students use more than one medium to make choice in taking admission, therefore it

is recommended that

Institute should invest more in online advertisements, like making use of Bulk E-mail/SMS marketing to reach their desired target audience. This can be done in collaboration with coaching Institutes wherein they would assist in providing database of the students appearing for entrance exams (CET, CAT, and CMAT). These will help to spread awareness amongst the students seeking admission. Since Digital Marketing has become a promising platform in the education sector, the Institutes should work on their digital presence by outsourcing digital marketing services to reputed consultancies to reach large number of students and parents with ease. Institutes website being a valuable source of information it is important that it should provide complete facts and figures on updated and revised fees structure and placement opportunities created in last academic year to convince the prospects for seeking admission. Institutes should display precise and unique content of advertisements which students can relate to themselves.

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