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Question: New York Institute of Technology (NYIT) is interested in opening 2 of its branches in New Delhi and Mumbai. It is looking for an extensive marketing strategy to tap as many Indian students as possible. According to you what kind of marketing strategy should NYIT adopt to compete with its Indian counterparts and establish itself within the Indian market.

Answer: -

The *New York Institute of Technology (NYIT)* is a private research university founded in 1955. It has two main campuses in New York—one in Old Westbury, on Long Island, and one in Manhattan. Additionally, it has a cybersecurity research lab and a biosciences, bioengineering lab in Old Westbury, as well as campuses in Arkansas, United Arab Emirates, China, and Canada.

Now they are planning to open their university in India as well so for that they must make their strategies very efficiently because India has a very large population, and it is a very diverse group of communities and there are different types of languages they are speaking. So, keeping all these things in mind and then plan accordingly. Here are some strategies which will help NYIT for their establishment in India: -

A. Identification of target audience

A target audience is the specific group of people that you want to reach with your marketing. You can determine who your target audience is by looking at who is engaging with your brand, and your marketing. Here's some strategies which will help us to identify our target audience: -

1. **Interview your customers:** First, look at the demographics of your customers—what are their job status, where do they live, how old are they? Are there any patterns that emerge as you do so? Pay careful attention to patterns with your loyal, repeat customers. Then see if there are patterns in your one-time customers. Next, it's time to talk to your customers. This is the best way to get an idea of why they love your brand, your product, or team. That'll help you with your positioning, including the benefits you'll highlight in your copywriting and conversations.

2. **Audit your social following:** Your social followers are another existing audience that you can look at to see who your current marketing is appealing to. Even more, it gives you an idea of the consumers genuinely interested in your brand. The most common reasons people follow brands on social channels are to get access to discounts, to keep up with company news, and to find out about new products or services.

3. **Review your marketing performance metrics:** The next existing audience you need to take some time to dig into is your website visitors. Who is reading your content already? Who is downloading your whitepapers? Who is engaging with your videos?

   Google Analytics is the natural place to start when you're looking for this type of information. You can learn:

- **Demographics.** See how your users break down by location, including country and city.

- **Where users are coming from.** Is Twitter a big referral source? Is it a niche industry news site? A certain blogger? This gives you more information about where to target your marketing campaigns.

4. **Take notes on your competition:** Look at who your competitor is targeting in their marketing. Where are they advertising? Facebook? Instagram, or Twitter? Who are they addressing in their ads? What pain points are they stressing? Analyze their ads, their messaging, and their brand to put together a target audience and see how it compares with yours—including how it overlaps and how it differs. The overlap might help you see, and the difference. That'll help you better articulate your brand's differentiation.

5. **Set your parameters:** So, for this step, look at all of your information your customer interviews, your social following, your website visitors, and your competition's comparable audiences. Then identify the gaps that you don't serve. Setting your parameters will help guide your marketing—and even your business strategy. After you've aggregated all the data about your followers, all the anecdotal information about your customers, and all the details from your competition, the final step is to put it together in a target audience profile. Your target audience profile will include specifics that are relevant to your brand, too.

B. Targeting and Positioning strategies

Targeting and Positioning creates marketing strategies that focus on customers, discovering, and optimizing marketing towards your target audience and segment. The targeting and positioning model helps us apply marketing principles, the marketing mix, and design marketing plans in our businesses.

Targeting Strategy:

In the case of university or any educational organisation, one of the most typical target audiences is prospective students. But "prospective students" is a broad term, one that can include a diverse range of users: undergraduate and graduate students, part-time students, international students, transfer students, and other audience segments. Your site also has secondary audiences such as parents, faculty, staff, alumni, partners, donors, influencers, and members of the community. Gearing your content to speak to such a diverse group can be challenging. That's why prioritizing these audiences can help focus your content strategy. To prioritize your target audiences, start by listing all potential audiences. Next, group them into categories (such as prospective students, faculty/staff, and partners/community). Then, you can prioritize the groups as primary, secondary, and tertiary audiences.

Positioning Strategy:

A positioning strategy is a strategic marketing plan that helps you determine where your business stands in the market and how it should be positioned to attract more customers.

There are four main types of positioning strategies: competitive positioning, product positioning, situational positioning, and perceptual positioning.

- Competitive positioning involves comparing your product or service with that of the competitors.

- Product positioning includes creating benefits for customers by aligning those features with specific needs.

- Situational positioning includes positioning your product as a solution to the specific needs of targeted customers.

- Perceptual positioning includes changing how people feel about their situation by altering perceptions.

C. Marketing Plan

These are some marketing plans that will help NYIT for their marketing plan.

1. **Social media:** With the introduction of social media and the internet, high schoolers have moved away from needing direct mail to know their options. When it feels like every college in the country is sending a letter, it feels impersonal to prospective students. The solution is moving forward and reaching them through social media. Students have moved online, and it's important for your university to follow suit.

2. **Define your brand image:** Every university has a brand. It's how the university is viewed by outsiders. Each one has a different approach to its brand, and you should strive to stand out among others. To define your brand image, establish how you want to be seen. Your university should have a 'voice'. This 'voice' turns it into a person, something people can use to simplify their thoughts of your university.

   Keep these tips in mind when defining your brand image:

   - Using consistent branding across different mediums establishes what your brand is all about.

- Graphic design plays a large role in marketing and shouldn't be taken lightly. It helps solidify your image as a place of learning for your audiences.

3. **Focus on the students:** Students are the life of your university. Without them, there wouldn't be a school. It's important to remember the importance of them and show appreciation for your population. A marketing strategy focused solely on them is one that targets both current and prospective students.

4. **Video marketing on all the platforms:** In the digital age, it's effortless to watch a video instead of reading the synopsis. Across all website and social platforms, there are options to include videos. Videos can provide quick information for those looking to learn about your university. It also offers a perspective into the university's personality that doesn't appear as easily on still posts and pages. Major video platforms such as YouTube are easily accessible for universities and students to use. Content that might be deemed 'too busy' for standard usage can thrive in a video if done correctly. Many universities already use it to show everyday life, classes, and activities. There's also using the platform to live stream major events like graduation or homecoming. Unlike other platforms that could restrict word counts or the size of a file, using video is almost unlimited.

5. **Showcase success:** For some, knowing what alumni are doing after graduation is important. Just like statistics, this can easily deter or motivate others to apply to your university. It showcases a side of the university not commonly addressed.

Take these into consideration when showcasing success to market your university:

- What are your alumni doing after they're no longer attending your university? If too many aren't using their degrees to the fullest potential, it might reflect negatively back on your professors and advisors.

- Not every student is going to become a celebrity in their industry, but they may hold an important position at a respectable organization.

- Find where your alumni are now and highlight their accomplishments. Your university played a role in their success, own it.

D. Communication Plan

Marketing communications strategy is the strategy used by a company or individual to reach their target market through various types of communication. Strategic Communications Plan is responsible for advancing the message and mission of New York Institute of Technology across all media platforms. Driven to support student recruitment, retention, reputation, and philanthropy, we creatively and proactively curate and develop content for the responsive-design website, award-winning ad campaigns and social media.

1. Create a unified brand and message strategy across the University, building buy-in from stakeholders and develop specific execution strategies for each unit.

- Develop an internal communications platform and network to inform campus stakeholders of upcoming communications, marketing messages and events to support more collaborative efforts and strategic knowledge-sharing.

2. Develop customized marketing materials based on programs and audience types.

   - Create "personas" based on geographic and demographic qualities to enhance experience customization.

3. Create enhanced central messaging focused on Stan State's value proposition, academic quality, access and career outcomes.

   - Share success stories of students and young alumni.

   - Develop refined marketing messages that emphasize high-quality academics and connection to career outcomes.

4. Enhance our digital presence

   - Develop a stronger digital presence to help penetrate less traditional, more modern markets.

   - Update the website design and enhance user navigation with a strong focus on the mobile, flow of content and user experience.

   - Utilize social media to drive traffic to Stan State's website and integrate with other media campaigns.

   - Develop digital media guidelines and work with campus communicators to promote consistency and integration.