

Digital Advertising Landscape Analysis of Higher Education

Digital advertising, also called Internet advertising ("Internet marketing") is a form of marketing in which businesses leverage Internet technologies to deliver promotional advertisements to consumers. Digital advertising includes promotional advertisements and messages delivered through email, social media websites, online advertising on search engines. It is of great significance to analyze Digital Advertising Landscape as a big chunk of the population spends most of their waking hours interacting on social media and surfing the web. So, therefore, whether it is a product or service, an Institute or organization everything needs to market itself. Keeping this in view, it has become far more important to analyze the ever-changing market landscape. The digital platforms should be analyzed thoroughly and suggestions should be made to strengthen the digital presence of the organizations or institutes. Specifically, For the research purpose, only higher education institutes were taken as there is a lot of competition in the education sector as well, so institutions should have a strong digital presence to stay ahead in terms of quality education and holistic development. The objective of my study is to understand and analyze the digital behavior of learning partners and Faculty and to analyze the digital advertising landscape analysis of New Delhi Institute of Management and the most important is to understand the strategies adopted by the colleges to engage with the partner in learning (Students). To understand the same a questionnaire was prepared to study the behavior of respondents on the digital platform and understanding the positioning and communication of the respective institutions with their Content mix to engage with the audience. A sample size of 150 respondents was taken and covered through an online survey. The target group selected for the survey was NDIM Students and Faculty. The Study helps us to provide an idea about a number of strategies adopted by institutes in competition. Further suggestions/recommendations and point of action for NDIM will be made to improve their digital presence.

Defining the Role of Social Media as a Marketing Tool in Educational Institutes

The development in information technologies has made higher learning institutions change the way they communicate with their stakeholders. Facebook (Galan, Lawley, & Clements, 2015; Tantipongnant & Laksitamas, 2014), Twitter (Palmer, 2013), and YouTube (Constantinides & Stagno, 2011) have been used to communicate with the current and prospective students by higher learning institutions. With a focus on Facebook and Twitter, Universities have active social network accounts to answer students' questions and serve as an online news channel.

As Noted by Kuzma and Wright (2013), it is an undeniable fact that higher education institutes all over the world are identifying the potential of using social networking as an outreach technique for their marketing campaigns, which could act as a catalyst for strategic change within the education sector. Ernest and Ronald (2015) revealed that social media sites offer universities a great opportunity to listen to the wants and needs of the stakeholders as well as show to their stakeholders that they are listening, thus increasing trust.

Social media provides new avenues to educational institutes for communication and collaboration with their stakeholders. Palmer (2012) described the use of social media marketing in a small academic program and suggested a supplementary study to design and develop Facebook as part of a strategic departmental communication and marketing tool. The development of techno- and social media-marketing campaigns has assisted the engagement of university students in voluntary activities on campus, which endorses active citizenship and community cohesion (Thorpe & Lim, 2013). At present, universities are developing online communities in higher education, where social networking sites are used as marketing tools (Michaelidou, Siamagka, & Christodoulides, 2011) to get students during admission processes. It is noticeable that the use social media as a marketing tool in penetrating in promoting, branding, and marketing of universities and institutions across the globe.

Review of Literature

The current study is an attempt to accomplish the main aim of the topic “Digital Advertising Landscape Analysis of Higher Education”. For this purpose, some research paper and articles have been referred to and reviewed and the findings are presented as follows:

Andreas, et al., (2009) reported in their research that the virtual social world Second Life (SL) received considerable interest in both the popular and business press. Based on a series of 29 qualitative, in-depth interviews, this study investigated what types of behaviors consumers showed within this environment and what business opportunities it offered for companies. The results indicated that users did not consider SL as a mere computer game but as an extension of their real lives. This had implications for how marketing managers could use this online application that went beyond those known from traditional computer or online games.

Glynn Mangold and David Faulds, (2009) discussed in their study that the emergence of Internet-based social media had made it possible for one person to communicate with hundreds or even thousands of other people about products and the companies that provided them. Thus, the impact of consumer-to-consumer communications had been greatly magnified in the marketplace. This study argued that social media was a hybrid element of the promotion mix because in a traditional sense it enabled companies to talk to their customers, while in a nontraditional sense it enabled customers to talk directly to one another. The content, timing and frequency of the social media-based conversations occurring between consumers were outside managers’ direct control. This stood in contrast to the traditional integrated marketing communications paradigm whereby a high degree of control was present. Therefore, managers must learn to shape consumer discussions in a manner that was consistent with the organization’s mission and performance goals. Methods by which this can be accomplished were delineated herein. They included providing consumers with networking platforms and using blogs, social media tools and promotional tools to engage customers.

Abed Abedniya and Sahar Sabbaghi Mahmoudi, (2010) investigated in their research that the Internet and the World Wide Web had become two key components in today's technology-based organizations and businesses. As the Internet was becoming more and more popular, it was starting to make a big impact on people's day-to-day life. As a result of this revolutionary transformation towards the modern technology, social networking on the World Wide Web had become an

integral part of a large number of people's lives. Social networks were websites which allowed users to communicate, share knowledge about similar interests, discuss favorite topics, review and rate products/services, etc.

These websites had become a powerful source in shaping public opinion on virtually every aspect of commerce. Marketers were challenged with identifying influential individuals in social networks and connecting with them in ways that encouraged viral marketing content movement and there had been little empirical research study about this website to diffuse of viral marketing content. In this study, they explored the role of social network websites which had influence on viral marketing and the characteristics of the most influential users to spread and share viral content. Structural equation modeling was used to examine the patterns of inter-correlations among the constructions and to empirically test the hypotheses.

Camilla Bond, et al., (2010) observed in their research that the rapid rise of social media had captured the attention of marketers and consumers on a global scale and together with a rapidly changing communications environment marketer now confront new challenges in terms of their understanding of consumer behavior and consumption patterns in the new millennium. Social media brought with it powerful opportunities for brands to engage with consumers, one method being through interactive advertising. To broaden their understanding and assist in managing marketing communications effectively, this exploratory research investigated the role of social media within the broader advertising and communications mix. Qualitative focus groups were conducted with Consumers to assess perceptions and attitudes towards social media advertising and preferences for brand engagement through this channel. Findings suggested that the use of social media advertising in a multichannel communications approach could have powerful impact on brand loyalty and engagement.

David Joshua Perdue, (2010) found in his study that social media marketing involves the use of online social media tools - such as Facebook, Twitter and LinkedIn to reach consumers in innovative ways. Given the increasingly large numbers of consumers using social media, businesses of all types were getting involved in social media in an attempt to reach new audiences and strengthen their ties with existing customers. However, the magnitude of resources available and the potential consequences of a failed social media marketing campaign had left many companies in a state of uncertainty.

Instead of simply focusing on popular social media applications, companies need a set of guidelines with which they can effectively utilize various forms of social media as strategic marketing tools.

Therefore, this research presented the principles of social media marketing by explaining the social media phenomenon, detailing how to create and capture value with social media and discussing the process of formulating a social media marketing strategy.

Ellie Brown, (2010) reported in his research stated that social media was transforming the way the public and brands interact. Marketing strategies that once included careful message development broadcast to mass audiences, were now giving way to the idea that the public was a co-creator of brand messages and a trustworthy promotion channel. Two-way interpersonal communication was re-emerging as a necessary strategy for engaging a public who are growing increasingly skeptical of traditional marketing tactics. Despite its emerging popularity, many brands were wary to invest the time to participate in social media because it remained unproven if social media engagement translates into increased sales. However, the experiences of three well-known brands, Ford, Chevrolet and Starbucks showed that brands can increase sales if their social media strategies build brand loyalty through the cultivation of reciprocal relationships and appropriate interaction within their social networks. Purchasing behavior was supported by inclusion in branded social media marketing strategies that encouraged the promotion of guided messages.

Almadhoun, et al., (2011) in their study found that undoubtedly, marketing was an important tool to position and brand Higher Education Institutions (HEIs). Now-a days, higher education was facing big challenges, which had made a lot of HEIs interested in attracting more students. Likewise, education marketing division in the Ministry of Higher Education (MOHE) Malaysia was set up for the purpose of promoting Malaysian higher education. In recent years, with the rising importance of social media, many promotional tools like traditional print and broadcast media had faced major challenges, as many newspaper and television channels lost their audiences. Overwhelmingly, the majority of Malaysian HEIs were beginning to embrace some forms of social media for promotional purposes. This research was mainly descriptive and explanatory and partially exploratory in nature.

The collected data will be qualitative and quantitative based on survey questionnaires and semi-structured interviews on the application of social media in promoting Malaysian higher education. Beside these methods, secondary data collection from an analysis of Malaysian HEIs' online social communities will be conducted.

Megan Sponcil and Priscilla Gitimu, (2011) evaluated in their research about the social media used among college students and how it affected communication with others and college students' self-concept. In this study, students completed a questionnaire which assessed personal use of social media, communication skills with friends and family and effects on self-concept. Results indicated that all of the sampled college students were using at least one form of social networking website. There was a .586 Pearson correlation between usage of social media and communication with family and friends. There was a .658 Pearson correlation between usage of social media and self-concept. These findings provided implications for future research on why these social networking sites had gained popularity.

Sri Jothi, et al., (2011) evaluated in their study that Internet was the emerging information technology with the credibility of immediacy and fastness, thus, it brought globalization in every aspects of communication. Communication through internet was more specified, with effective interactive strategy among its users. In recent days, internet advertising had taken new forms which had more advantages over the traditional mediums like print media, television and radio. Marketing communication was becoming precise, personal, interesting, interactive and social. Different strategies of communication were followed in various social networking sites like Face book, Twitter and Orkut. They not only created impact over the audience but also made them interact with the marketing statistics created. People get attached to brand communication in social networking sites than usual banner and pop up ads. These networking sites brought more interactive communication with advertising. Social networking sites will become the primary arena for highly targeted marketing and advertising. Therefore, it was necessary to study the effectiveness of brand communication strategy followed in social networking sites which were mainly accessed by Indian users. This research attempted to find the effectiveness of brand communication strategy in promoting and advertising their brand in social networking sites. The effectiveness was determined with the help of survey from people who use these sites and the content of three social networking sites was analyzed.

Megan Mahaney and Michael Ziolkowski, (2012) discussed in their research that the use of social media as a form of marketing in higher education, specifically used by public colleges. The focus will be on the intended use and the actual results of its use, as a case study of The College at Brockport. They detailed the reasons why students did or did not follow their school's social media. The College at Brockport Facebook page had only about 1,078 followers out of their 8,413 students, while SUNY Cortland had 7,576 followers with 7,358 students enrolled. That's roughly 1 in every 8 students at Brockport versus the equivalent plus faculty (and probably many alumni too) at Cortland. Social media had become the main form of communication among the younger generations. If firms or colleges in this case, did not adopt social media, they may be potentially losing out on a huge marketing opportunity. By focusing on this issue, colleges will be able to refer to the practices of others, in this case The College at Brockport can reform their methods to better fit their community.

Objectives of the Study

- To understand and analyze the digital behavior of learning partners (Students) and faculty.
- To analyze the digital advertising landscape analysis of NDIM.
- To understand and analyze the social media strategies adopted by the colleges to engage with partners in learning (Students).

Research Methodology

Universe of the study:

The universe for the study includes all the students and teachers at New Delhi Institute of Management.

Sample size and Sampling Technique:

- **Sample size:** - Keeping in mind all the constraints 150 respondents were selected.
- **Sampling techniques:** - The sampling techniques used is convenience sampling.

Methods of Data Collection:

Research work is exploratory in nature. Information has been collected from both primary and secondary data.

- **Primary source:** - Primary data has been collected by conducting surveys through questionnaire, which includes both open-ended and close-ended questions.
- **Secondary source:** - In this research project, secondary source used were books and websites.
- The Data is obtained by going through the social media pages of the institutions and try to understand the type of content mix they are using to engage with the audience. This help us to understand positioning and communication of the respective institution. We also analyze how institutions are using their different social media platforms like Facebook, Instagram as a part of their digital marketing strategy.
- The study is conducted by keeping below parameters in the mind: -
 - 1)- Fan following of the page
 - 2)- Frequency of content
 - 3)- Content Mix
 - 4)- Types of content on each platform: - videos, GIFs, Static.

Institutions Considered

- For the purpose of the study, the primary institution taken is New Delhi Institute of Management (NDIM). While During the course of the research, a theoretical comparative analysis will be attempted between NDIM & Trinity Institute of Professional Studies (TIPS) another institute affiliated to Guru Gobind Singh Indraprastha University (GGSIPU).
- The other main reason to select these institutions because they are very active on social media platforms.

Limitations

- Geographical scope of the study was limited to NDIM only, which does not represent the whole India.
- Size of the sample is 150, which is of course, small in comparison to entire population.
- Due to limitation of time only few people were selected for the study. So, the sample of consumer was not enough to generalize the finding of the study.
- The time constraints faced in the project might have affected the comprehensiveness of its findings.
- There can be many interpretation and explanation to the data collected. This is empirical study and the research provides the explanation as understood by the researchers only.
- The source of data for the study was primary data with the help of self-administered questionnaire. Hence, the chances of error cannot be eliminated though all necessary steps were taken to avoid the same.
- The chances of biased response cannot be eliminated through all necessary steps were taken to avoid the same.

Major Finding:

- All the respondents are aware about the fact that institutes also advertise on social media.
- There are only 14% of the respondents who do not read any information regarding institutions but majority of the respondents (86%) read information regarding institutes on Internet.
- Most of the respondents think that institutional website is most source of information. So, colleges must update their website.
- The most of the respondents think that word of mouth and digital marketing is important for an institute. Thus, from my research it is also proved that institute should give due importance to the digital platforms.
- Only 2% of the respondents think that presence on social media is not important. This also proves that social media is important which is the part of the digital platform.
- Now a days Colleges/Institutes are giving importance to social media but if see, on OTT platforms 26% respondents are active but only 2% of the respondents are seeing the advertisement so there is a lot of scope and also target audience is there for the institutes. Thus, from this they can get first mover advantage.
- Only 2% of the respondents see advertisement on Meritnation (till 12th Class NCERT Sol.) so there is huge footfall on this site and target audience is also there for institutes/colleges. So to gain first mover advantage, the colleges/institutes should also advertise themselves on educational websites.
- According to this research, youngsters (18-20) are not that much active as compared to other age groups and as we proceed further, the respondents are more active. Thus, to target mainly adults the colleges should advertise on Facebook.
- As seen in the above figure, youngsters are more active on Instagram as compared to Adults. So to target the youngsters Institutes/Colleges should choose Instagram as their first preference.
- OTT Platforms are other great platforms to target young audiences as 24 respondents between the age group of 18-20 are giving time to OTT platforms as compared to adults only 6 respondents in the adult category are giving time.

- Most of the respondents don't give much time on content sites as compared to other sites. But every platform has its own importance. Thus, this can't be overlooked by the institutes.
- According to this data more youngsters are given time to news apps/sites as compared to adults. But News platforms have a mix of both the age groups. Thus, this platform is the most important as from one platform we can target different age group at once.
- This data shows that 45 respondents belonging to the age group of (18-20) are using educational websites. Thus, this platform is also very useful for the targeting the young audience and promoting.
- 94% of the respondents say that they get the complete information about the college from the college website. Thus, the college websites should be up-to-date and all the information should be there. As this can also help in promoting.
- 80% of the respondents say that the college is posting mainly In-college activities which is a good part but as we see 0% of the respondents say that college is not posting about the study material. Study material is the most important vertical which can help them to promote.
- Most of the respondents are aware that the college posts all In-college activities on the social media.
- NDIM is very active on Facebook. They are posting around 3-5 post per week & 10-13 post per month.
- TIPS is very active on Facebook. They are posting around 4-7 post per week & 15-25 post per month.
- NDIM is not very active on Instagram. They are posting around 1-2 post per week & 5-10 post per month. As NDIM stopped posting for a while on Instagram. So, there is no data between November to January.
- TIPS is active on Instagram. They are posting around 2-5 post per week & 7-20 post per month.

Conclusion

- According to the research TIPS is more active on Facebook page as compare to NDIM.
- TIPS is posting a good mix of both image and video post as compare to NDIM. NDIM is also post video but not in good quantity.
- TIPS is having more followers on Facebook Page as compare NDIM.
- NDIM and TIPS are post every activity which is happing in the college like: - (industrial trip, blood donation camp, social cause activity and their respected college fests and many more).
- The general content mix which they are using is brand post, topical post and product post.
- Both the colleges give importance to Alumni and post their respective achievements.
- Facebook was launched on 4th Feb, 2004 and has 2.27 billion active users. Instagram was launched on 6th Oct, 2010 and has 1 billion active users
- TIPS is also active on Instagram as they are active on Facebook. But NDIM is not that active on Instagram as compared to their Facebook page.
- TIPS uploads their most of the College activities on their Instagram page but NDIM is not posting their activities on Instagram rather they are posting it on their Facebook page.
- TIPS has more follower base as compared to the NDIM. This is because TIPS is very active on Instagram too.

Suggestions

- OTT platform can be an upcoming platform for advertising/promotion of academic institutions and to target the youngsters of age group (18-20). As from the research, it is proved that there is a lot of footfall of the users on OTT platforms and this is the best platform for advertisement/promotion as individuals spend lot of time on the platform.
- Institutes can also advertise on educational websites as there are youngsters who use them and for any institute, youngsters are the main target audience. So they can advertise on Meritnation, SlideShare, Shiksha.com etc.
- From the research it is proved that NDIM is not posting anything about study material/Course Content, which is an important vertical as it is a basic requirement for any student. So, to make its digital platform strong, NDIM can post about study material/course content.
- So, to reach up to its level NDIM should try to strength its presence on both the platforms and can follow the suggestions given in context of both these platform (Facebook, Instagram).

Suggestions for Facebook Page of NDIM

- The most important suggestion for Facebook page is to improve the cover page. They can show the picture of their building on half of the cover page and information on the rest of the page or they can upload a video of campus tour which will help the college to gain more traction or viewer engagement.
- NDIM can select days like National Science Day (February 28th), World Theatre Day (for Dramatics society) (March 24th), International Dance Day (for the Dance society) (April 29th), International Literacy Day (September 8th) which are less known in India and promote heavily so as to break the clutter which happens on more topical days like Women Day, Republic Day etc.
- As NDIM is doing honors by admiring the “faculty of the week” they should continue these types of the posts as they can bring engagement and these type of post can also help students to understand the college. Also they can post about “student of the week” so that students think they are also important in creating the organization/college.
- Achievement post/ Gist post (College achievement or Alumni Achievement) should be there in every 2 months or 3 months.

- The logo size can be decreased so that all the information can be seen in a proper way.
- All society pages of NDIM should be linked with the main Facebook page. So that it will help in increasing engagement and followers both at the same time.
- They should also add links to their Instagram page and YouTube page on Facebook
- The most important post should be pinned to the top. So that it can easily be viewed.
- NDIM Should use hashtag to make posts to increase their reach.
- They can also use the event tab in the Facebook page so that all the event can be seen on the Facebook page easily.

Suggestions for Instagram page of NDIM

- NDIM is not posting any Informative post on Instagram as compare to TIPS. Every platform is different so if NDIM will post activities from current scenarios they can gain engagement and traffic on their page which will help to grow their follower base.
- They can give their other social media platform links also in the intro section of Instagram.
- They should use more Instagram as it provides easy posting on other social media. It will also save a lot of time as Instagram allows to share a post on other social media platforms instantly through its built-in feature like on (Facebook, Twitter, Tumblr).
- Logos should be same throughout the social media platforms. Like Instagram is showing a different logo as compare to Facebook.
- NDIM should post/ cover all in-college activities as Instagram today's world more active users as compare to Facebook.
- They can also save the stories on the Instagram for the future purposes as it will help the future traffic to get update without completely going through the Instagram page. And this is also the latest update from Instagram so not many institute are using this feature of Instagram.
- NDIM can also repost the "Faculty of the week" post which they are posting on Facebook. As to can more engagement as they have a very low follower base on Instagram as compare to Facebook.

Suggestions by Respondents

- Need to maintain a record of daily works that covered by teachers in the class and those topics that are left to be done in the upcoming lectures in a digitally manner.
- Institutions must Focus more on improving their websites and should optimize their sites for mobile platforms. Social media accounts should also be updated constantly with relevant posts and updates.
- They can make different login id for every student so that they can use it regularly or whenever they required. For this institutions must have updated all the work and daily activities that happen in the class.
- Updates for any events and workshops with proper information.

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