Digital Advertising Landscape Analysis of Higher Education
(A case of New Delhi institute of Management)

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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.

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