

# Online advertising trends in educational institutes assignment

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SUMMER PROJECT REPORT “ A study on the Online Advertising Trends in the educational sector at Glocalstudy. com” For GlocalEdge Consultants Pvt Ltd. Prepared for the Mumbai University in the partial fulfillment of the requirement for the award of the degree in... MASTERS OF MANAGEMENT STUDIES Submitted By: KEVIN ANTONY JON Roll No: 85, MMS: 2009- 2011 Under the guidance of Prof. Thomas Mathew St Francis Institute of Management and Research, Mt. Painsur, S. V. P Road, Borivali (W) Mumbai. Batch: 2009-2011 1| Page ACKNOWLEDGEMENT

I consider it my privilege to express a few words of gratitude and respect to all those who guided and inspired me in the successful completion of the project. I wish to take this opportunity to express my deep sense of gratitude to Mr. Kush Jain (founding partner & CEO, GlocalEdge Consultants Pvt Ltd) and my guide and reporting manager Mr. Kartik Kakar (Operations lead, GlocalEdge Consultants Pvt Ltd) for their invaluable guidance throughout my project. I sincerely thank GlocalEdge Consultants (Pvt) Ltd for providing me with an opportunity to work with ‘ww. glocalstudy. com’. I thank the whole team at GlocalEdge, who attended to all my requests and helped me to the best of their abilities in all stages of the project. I also convey my sincere gratitude to my faculty Guide Prof Thomas Mathew, St. Francis Institute Of Management & Research, for the guidance, inspiration and constructive suggestions that helped me in the completion of this project. Last but not the least I thank, all my friends and my family for their encouragement and support extended during the course of my project.

Kevin Antony Jon MMS 2| Page EXECUTIVE SUMMARY The report presents the results on “ Studying online advertising trends by educational institutions <https://assignbuster.com/online-advertising-trends-in-educational-institutes-assignment/>

for Glocal Study”, conducted as a part of [www.glocalstudy.com](http://www.glocalstudy.com), a venture by the new-age digital marketing company, GlocalEdge Consultants (Pvt) Ltd. The study was aimed at gaining an understanding of various media of advertising used by the Indian educational Institutions, their effectiveness in attracting students and Return-oninvestment in advertising activities.

Along with the results of the study, this report also gives an insight into the current scenario of advertising in the Indian educational sector, a brief about GlocalEdge and their portal, [glocalstudy.com](http://glocalstudy.com) and some information on their competitors and their offerings to the clients. 3| Page Methodology: For the primary research, a questionnaire was adopted to collect feedback from the respondents, who were the marketing-incharges of selected educational institutions in Delhi/NCR region.

Also, various education portals were contacted by telephone and e-mail to collect data regarding their advertisement offerings, their features and prices. Secondary research was done mainly to collect statistics regarding the Internet usage in India and advertisement patterns adopted by the educational institutions in India. Various competitor sites were closely observed to study different offerings, advertisers & off line marketing activities on the respective sites. 4| Page TABLE OF CONTENTS Sr. No 1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15.

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72-73 74 75 76 77 78-89 5| Page GLOCAL EDGE CONSULTANTS (PVT) LTD

GlocalEdge is a new age marketing company that provides marketing services to its global clients using an offshore delivery model. GlocalEdge enables its customers to gain a competitive edge by giving them access to low-cost assets for their daily marketing requirements.

It provides services like Internet marketing, content management and analytical marketing services to its clients across the globe. GlocalEdge works with companies ranging from Web 2.0 startups to educational institutions & governmental organizations such as University of Chicago & US AID to global IT leaders like Microsoft & Sun Microsystems. Led by a group of seasoned professionals who have managed multimillion dollar marketing campaigns for several fortune 500 companies, GlocalEdge specializes in PPC campaigns, business research, content development, Web and graphic designing, SEO services and all types of online marketing campaigns.

GlocalEdge was founded in 2007 by Mr. Kush Jain & Mr. Aditya Gupta; the former being the current CEO and the latter, the Chairman. Headquartered at Seattle, US, the company operates in ? Management Consulting? industry. It has staff strength of around 20 employees. It has branches in US, UK and India, with the latter being the delivery centre. 6| Page The key offerings of GlocalEdge are: ? Internet marketing: Glocaledge delivers a comprehensive range of services to create a strong online presence. ? Search Engine Marketing (PPC/SEO) ? Website design & development ? Electronic Direct Mailers ?

Analytical Marketing: GlocalEdge uses proprietary technique to solve difficult analytical problems. ? Secondary research ? Market & Competitive Analytics ? Web Analytics & Reporting ? Content Management: GlocalEdge provides 360 degree content management solutions for effective communication. ? Marketing & Sales collateral ? Whitepapers, Datasheets & Brochures ? Presentations creation & Graphics design 7| P a g e HIERARCHY 8| P a g e SWOT ANALYSIS OF GLOCALEDGE Strengths: ? GlocalEdge has proved its expertise in managing multimillion dollar marketing campaigns worldwide with several Fortune 500 companies. GlocalEdge works with companies ranging from Web 2. 0 startups to educational institutions and governmental organizations such as the University of Chicago and the US AID to global IT leaders such as Microsoft and Sun Microsystems. ? Using an Off-shore delivery model, which leverages the time zone differences between the client locations and the delivery centre in Delhi, GlocalEdge provides 40 ??? 50 percent cost savings to its clients. ? GlocalEdge provides highly customizable end-to-end marketing services which include both online and offline options simultaneously. Venturing out into educational consultancy services through [www. glocalstudy. com](http://www.glocalstudy.com) has helped GlocalEdge reduce its dependency on its core marketing services. Weakness: ? GlocalEdge has only been focusing on the International clients. It does not have a single major Indian client, 9| P a g e which can affect the company's performance in the long run. ? GlocalEdge services are priced at a premium which can deter a lot of clients from approaching it. Except for its key international clients, they do not have any loyal clients, primarily due to the price factor. ? GlocalStudy has been in existence for just over a year.

It has a very small database of students as compared to other major education portals. The college listings are on the rise. ? The portal is still under development. Hence, the marketing of [www. glocalstudy. com](http://www.glocalstudy.com) is very weak that the visitor traffic is meager compared to the other education portals. Opportunities: ? The company is enjoying the growing popularity of online marketing activities in countries like India, Singapore etc. ? As of now, there are very few competitors who can match their quality of service at such low costs in the international markets. More and more educational institutions are willing to advertise themselves through internet, which is a major market for GlocalStudy. 10 | P a g e ? Using its expertise in managing online content, GlocalEdge is developing education portals for India, UK, US, Australia, Canada, New Zealand and Singapore markets. Alongside education portals, they also offer consultancy services for both students and institutions. Threats: ? New players are entering the markets, offering the services at a lower price, which can be a threat to GlocalEdge, mainly in the Indian market. Comparatively a new entrant, GlocalStudy is much behind its competitors in terms of brand awareness, visitor traffic, institute listings and registered users database. 11 | P a g e

### INTRODUCTION OF THE TOPIC

Internet as a marketing tool At the beginning of the 20th century, social life was mostly local. It was followed by a period in which commodities were produced on a large scale. Consumer Markets operated on mass marketing principles and business primarily concerned itself with how to build the best sales force. At the end of the century, there was an emerging global culture. The major driver for these changes was technology. Technological change has moved steadily back focusing on the individual consumer. These

changes shape the possibility and conduct of business. Marketing is especially tied to communication and transportation revolution. In today's digital economy, the job and responsibilities of marketers corresponds to the reach of marketing and the tools used for the same. Business transactions are increasingly being made electronically, directly from the producer to the consumer, bypassing the supply chain.

In the digital marketing environment, the consumer becomes an integral player in the development of the product. E-commerce is changing the way products and services are conceived, manufactured, promoted, priced, distributed and sold. The reason being that it is much cheaper; it allows vast coverage and helps in serving the customer better. 12 | Page Marketers around the world have from time to time tried to reach their target audiences through various media. Scientific and technological advancements continue to create newer media to improve communication, and marketers try to use the same to effectively address their audiences.

Internet is one of the latest to join the list of such media inventions. Since it started to gain popularity around 1995 the Internet has become one of the most effective marketing tools ever created. Because of its effectiveness at laser targeting particular niches and the ability to measure results, it is much more cost effective than shotgun approaches such as radio or television. The reach of Internet may not yet be as wide as that of other mass media, but given its unique advantages, it is undoubtedly the communication medium of the future. Traditional V/s Internet Advertising

Marketing over the years, more so recently, has started being used interchangeably with advertising. Now since the explosion of the internet; advertising paradigms have been constantly changing. The first Web advertisement was placed on the Hot Wired web site in October 1994. AT, MCI, Sprint, Volvo, Club Med, ZIMA were the first to try it out and the Internet advertising has come a long way since then. Comparing traditional & Internet advertising, 13 | P a g e Traditional Advertising: ? Traditional advertising is static. ? Space is not a restricting factor ?

The proportion of advertising to editorial is high sometimes 50: 50. ? Does not evoke immediate action. ? Response to the action is not immediate. ? Advertisements are passively received. ? Advertising does not always target a much focused audience. ? Advertisements are ubiquitous. Internet Advertising: ? It is dynamic with multimedia- supporting text and graphics video sound all together. ? Space is a problem, as regards size of the banners etc. ? A web page would be 91% editorial and 9% advertising. ? Invokes immediate action as you at-least need to click on the ad ?

First response is immediate as when the user clicks, the person is directed to other web page with more details. ? The user has high attention level and concentration while using the net, and hence they notice the ad (please refer the chapter) ? This can be much focused. 14 | P a g e ? Advertisements catch users when they are on the lookout for something. For example the search is for travel on a search engine there are ads of travel agents on the net. What makes the internet so powerful? ? The Internet is the lowest cost system



ever developed to communicate with a potential audience of hundreds of millions of people all over the world.

Even locally, the cost of a simple Web site is usually less than the cost of a modest ad in a business telephone directory. A Web site can also give more information than a telephone directory ad, including color photos, detailed descriptions of products and services, and price information that can be changed at any moment, for any reason, instead of waiting for a printed directory's next publication cycle. ? The Internet is faster and more flexible than a newspaper or magazine. Content can be added to a Web site, almost instantly, at any time of the day or night, unlike in print medium.

Corrections, hanges, and updates to a story published on the Internet can be made as fast as they come in without waiting for a printing press to roll Television is also constrained by its necessarily linear information delivery format . i. e. the content is sequenced. A viewer cannot choose to view only a few stories that he or she finds interesting, which may occupy only five minutes out of a 30-minute 15 | P a g e program. On the Internet, a reader is free not only to choose to view just those stories in which he or she is most interested, but also gets to choose the order in which he or she sees them. A website can also offer an advertiser something that is not available in any other medium: ads that link directly, with one click, to a Web page full of compelling reasons to buy the advertised product or service. Even if only a fraction of one percent of all people who see a Web ad click on it, that is still an infinitely higher percentage than can click on a magazine ad or TV spot for additional information??? or even to buy a product directly from the advertiser right now.

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If the cost of an online ad is similar to the cost of one in another medium, it represents a better value because of the ability it gives an advertiser to give an interested person an entire Web site full of information right away, only one click removed from the website in which that ad is running. ? But the most direct way to make money online, no matter how a merchant gets traffic to his or her Web site, is to sell over the Internet. E-commerce has had its ups and downs, but the overall trend is upward, and it is likely to stay that way for many years to come.

Putting up a “ catalog” Web site is far less expensive than printing and mailing paper catalogs, and the Web site can have “ instant” ordering and credit card acceptance built right into it, whereas a paper catalog can 16 | P a g e generate only phone orders that require a live operators to process or mail-in order forms that a customer must fill To quickly summarize, the advantages of the Internet as seen from the point of view of the user as well as the marketer are: To the user: ? Internet gives more control in choosing content.

It offers customization of the content, the way the user wants to view it. It offers a variety of options for information and entertainment. It offers a wide range to choose from for the user. ? It offers tremendous convenience to the user not only in delivery of information, but also in allowing him to transact ??? often in a seamless manner. To the marketer: ? The Internet offers several options to a marketer trying to target a particular community. ? It serves not only as a channel of information, but also of product distribution ?

It offers a highly interactive medium that sometimes (e. g. chats, forums, VoIP) is almost equal to one-to-one interaction with the audience. ? It offers a higher level of identification of the user to the marketer. 17 | P a g e ? It allows the marketer to actually link his spends to action, and pay only on action. This action could be a click on the banner or even product purchased or just a banner impression or per 1000 impressions. Given the payment options and high interactivity, the Internet offers a medium for high level of experimentation at a low cost.

Internet Marketing Tactics There are many different techniques to facilitate an Internet marketing strategy. Some of the most common and effective tools are: Search Engines and Directories: Search engines are one of the most popular means of finding web sites, second only to following links on web pages. Search engines help people find relevant information on the Internet. Major search engines maintain huge databases of web sites that users can search by typing in keywords or phrases. Search engines are information gateways that have high traffic and are good for displaying advertisement banners.

They are used to find Internet information and for this reason, appeal to broad target groups. E-zines (Online magazines): These publications are focused on specific topics and may be a way to reach a target audience interested in that subject. Some companies have gathered the email addresses of potential customers and used these lists to send out product information specific to client interests. 18 | P a g e E-mail: Ethical methods of gathering e-mail addresses are through on-line registration built into the

corporate Web sites, or requests-for-information-forms that request submission to your opt-in lists.

An alternative is to purchase lists of customer e-mail addresses indexed by special interests from a private company such as ' Postmaster Direct'.

**Affiliate Marketing:** Affiliate Marketing enables you to increase online sales by promoting your products and services through a network of Affiliate sites on a payment-by-results basis. It also provides the opportunity to generate additional revenue by exploiting your site's own content to promote the products and services of other online Merchants. Affiliates place the tracking code for various ads and links on their Web sites.

This allows click-through to be tracked online and commissions to be calculated. If a product or service is purchased, the customer pays the Merchant directly and the Affiliate is paid a commission for that transaction.

**Sales Promotion:** Employing methods to stimulate sales through immediate or delayed incentives to the customer. If the incentive is attractive, the price: value ratio is adjusted favorably enough to affect a sale. This strategy should integrate with the overall marketing mix to balance extra sales with longterm profit motives.

**Banner Advertising:** Banner advertising can play an extremely important role within your website strategy. One can use banner advertising as a means of promoting its own products and 19 | P a g e services, raising awareness, or as a way of generating revenue by selling advertising space on your own website. There are currently two widely recognized methods of purchasing banner advertising. The rates for these are usually quoted on a cost per

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thousand basis or (CPM). The rates you pay can vary tremendously as there is currently no standard price model. Pay-Per-Impression: This method of purchasing banner advertising is based on a charge for the number of times someone sees your banner. There are no guarantees as to how many visitors will come to your site as a result of seeing your banner; you are simply paying for the number of times your banner is displayed. ? Pay-Per-Visitor: This method of purchasing banner advertising is based on a charge for the number of times someone visits your site as a result of clicking on your banner. This is a better method of purchasing banner advertising as you are only paying for results, although expect to pay a premium. Pay-Per-Click: The revenue model of the Internet giant google. com has its very own service which offers certain share of the profit that it makes by the click-thru that a website generates from its ad sense codes. The revenue model is known as Google ad sense and almost every successful website uses this model to make profits. The Google ad sense ads can be seen on websites like Times 20 | P a g e of India, Moneycontrol. com, ManagementParadise. com and a lot many other reputed websites. ? Branding. While CTR and cost per sale relate to direct marketing objectives, another way of looking at banner ads is as “ branding” tools.

They create brand awareness, and a brand image in the viewer’s mind, whether or not the viewer clicks on the ad Branding is very difficult to measure, but can be very powerful. Rich Media Advertising: A form of rich media advertising, streaming advertising comes in two basic forms. First, it can either be part of a streaming audio or video program on the web. The other channel for streaming advertising is essentially an infomercial.

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Consumers can download a streaming clip for a product or service from a marketer's website.

Conferences: By their nature, conferences are organized for special interests. Advertising in conference literature, print and electronic, is an excellent way to contact target markets. Collaborative Marketing: Team up with other business to: ? Cross-promote – e. g. setting up links from one corporate Web site to another or offering special promotions in partnership with complementary goods or services. ? Advertise – share advertising. 21 | P a g e ? Participate in joint sponsorship of events, initiatives, informational Web sites, mailing lists, bulletin board systems, directories, etc. Link exchange with trade/professionals associations to support credibility of firm, provide further market information to customers, build their awareness and prepare them for the action of purchasing. Sales Promotion: Employing methods to stimulate sales through immediate or delayed incentives to the customer. If the incentive is attractive, the price: value ratio is adjusted favorably enough to affect a sale. This strategy should integrate with the overall marketing mix to balance extra sales with longterm profit motives. Publicity: The goal of publicity is to have others talk about the small business or its products.

It can be inexpensive or even free and it may have the potential to generate far more in sales than even a well executed advertising plan. Promotional Publications: Facilitate customer education, with the intention of building corporate image and even brand awareness, the small business may sponsor and/or publish its own electronic magazine on the Web, e-mail, etc. These are useful in fields where the customer needs information to 22 | P a g e

develop sufficient knowledge for movement through the first three stages of the sales process of awareness, interest, and desire.

Although time consuming, they replace or complement the print versions of newsletters/corporate magazines/flyers. Subscriptions: Business marketers may use their Web sites to encourage visitors to subscribe to receive regular email messages from the company. These messages are called digests or newsletters, and are a clever way for marketers to push product news to willing customers. Controlled-access Web pages: Clever business marketers may use their Web site to attract new customers. They might publish a Web page that allows customers to download a free trial version of a software application that expires after a time if not paid for.

Or, customers might receive an e-mail message inviting them to visit a private Web page on the company's intranet, and giving them a password. The company, as a way of encouraging a sale, offers customers who visit the page a prize or enticement of some sort. Public Forums: These are often community-based or interestbased sites that allow visitors to communicate with one another. An opportunity for small businesses to reach to their intended target group via these forums is by posting messages or by sponsoring such a forum. E-mail based forums appeal to a wider audience due to the greater use of this application over Webbased forums. Web based forums are advantageous for their superior display of advertising images/messages Resellers: Some sites will remarket other companies' products as intermediaries. The companies that host these sites may have invested significant resources in making them attractive to the target

audience a small business is interested in attracted. By piggybacking on another company's efforts, cost-efficiencies may be realized by engaging in a reselling arrangement.

**E-mail Links:** Visitors to a site should have the opportunity to correspond with the host of that site, especially if out of the telephone area or time zone. E-mail links may be strategically placed throughout the site to elicit response from visitors for at various points. These are also useful for feedback on site maintenance problems. **On-line Surveys:** Information may be collected on the visitors to a Web site through registration forms, on-line surveys, or through tracking of areas of site they visit. These websites also offer referrals wherein if you refer someone to their site and the person becomes a member then you are paid commission on that. **Virtual Malls:** Web based sites that allow companies to post their products or services for sale long with other companies. These may be product specific, may be arranged by complementary products, or may have products that are not related except by their companies' desire to attract a similar target audience.

**Measurement:** The Internet has the unique ability to provide marketers with detailed information about the success of their Web marketing programs. Companies can track visitors to their site and collect information about them from their cookies, then process this information using Web site analysis software. Cookies are a type of digital identification, which is read every time the user connects to a public Web site. The Web site can collect some very basic information about the user (e-mail address, time of day the site was accessed, which pages were visited) and use it to create visitor profiles.

Visitors can then be identified as old or new when they visit the site.

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Internet usage in India The massive Indian market is changing fast. Internet access is mainstreaming among professionals.

The pace of change continues to be rapid with digital channels constantly growing in volume and strength. More people spend more time online in India every year, and the digital tools and sites they use play an ever-growing role in their lives. Smart marketers keep on top of the scale of change and ensure their marketing strategies and touch point's mirror where the consumer is spending their time. According to Internet in India [I-Cube] report published by the Internet and Mobile Association of India [IAMAI] and IMRB, 71 million users have used internet during 2009.

The number of active users who use internet once a month went up from 42 million in September 2008 to 52 million in September 2009 as per the study. This means that there is a growth of 19 percent on year to year basis. Active internet users are those who have used the internet at least once in the last one month ??? this is an internationally accepted benchmark for enumerating internet users. The report also indicates that internet usage went up from . 3 hrs/week to 15. 7 hrs/week. 82% of the users fall in the 'prime life' age group of 19-35 years. On 'multiple' access basis, place of work (office, school, colleges, etc. ) still continues to be the single largest place for accessing internet at 68%. Even though Indian users mostly use the net for sending and receiving emails. information- and entertainment segments have also registered a significant growth. The internet advertising industry is young in India and behaves in a similar way to the Western European internet advertising industry 5-8 years earlier. The sector is dominated by

financial services, IT/mobile and recruitment, education & training related services with consumer package goods and motoring 6 | Page accounting for only small shares of the national online advertising market. In the financial year 2007-08, the size of this industry was at INR 2350 Million. During the year 200809, the industry grew at a high rate of 38% reaching INR 3250 Million. However, a good chunk of active Internet users feel that online advertisements are misleading and distracting. This could be attributed to reaching not to the exact page where product is advertised but to the home page of the advertiser after clicking an online display Advertisement.

This is not in accordance with the requirement of the users who are in a search of a good deal but ultimately leading to the advertiser's home page and not to the product advertised. While 37% of the Internet users state that they tend to ignore ads, however, the corollary is that quite a few of (66%) feel that online display advertisements serve wide variety of products and these advertisements are generally not ignored by them. Education Services online: Education Web portals Education portals or knowledge portals refer to portals that provide educational services to their users. Such portals consist of three main components: a community of practice, a body of knowledge and services to maintain the body of knowledge. 27 | Page

There are three types of education portals: ? Networking Education Portal: This portal provides users a point of access to various educational tools and facilities. It functions as a centre of communication for the different types of users, thus forming a network among them. ? Organizational Education Portal: This portal is constructed for organizations whose core business is to

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deliver educational material. It contains background information about the organization, its philosophy, fund providers and members of the staff.

Projects and research areas of the organization are also highlighted.

Examples of such portals are university or campus portals. ? Resource based

Education Portals: A resource based portal provides access to various

educational resources online. Generally, these types of portals contain

adequate search facilities, links to other relevant organizations or institutions

as well as subscription services. Networking Education Portals In most

networking education portal, the common sections available are: ?

References ??? e. g. online dictionary, online thesaurus and atlas facility 28 |

P a g e Resources ??? includes generic, subject specific or grade specific

resources such as lesson plans, online books, library catalogues and

educational software. ? Links ??? provides access to relevant websites. ?

Functional Navigation Menu ??? the menu is dedicated for browsing

educational content available in the portal. For example, it may have links to

sections that provide online notes, subject discussion forums and other

related information that deals with the main function of the portal. ? Member

Area ??? this relates to the authentication and authorization features of web

portals.

In most education portals, these features are implemented by providing a

login system that differentiates its audience as students, teachers or

parents. The users have to obtain membership, which may involve fees,

before they are granted access to various services. Elements of Education

Portals Our discussion about education portal centers on networking

education portal since it is illustrative of the other two types of education portal. We propose six basic elements for an education portal, as follows:

1. Portal Characteristics: An education portal has the three basic characteristics of a portal, i. e. gateway to information, community based, and multiple services for its community. 29 | Page Access to the portal is a three stage process: authentication, authorization, and presentation.
2. Features of Education Portal: Common features of education portal are members section, functional navigation menus, resources, and references. With these features, it is much easier to recognize an education portal.
3. Presentation and Navigability of Information: An education portal is expected to serve demographically different groups of users in the education field, such as teachers, parents and students.

Contents presented are suited to the various groups for effective interaction between users and the system. Special attention is given to the following aspects: information information, presented, Screen Grouping and Quantity of of of highlighting Usage display standardization, multimedia elements & Navigability

4. Educational Effectiveness: Education portals usually dedicate a whole section to online instructional material for their target students. E. g. : learning content, summaries and revision exercises at frequent intervals etc. 30 | Page 5.

Interaction and Feedback: Interaction in learning is a necessary and fundamental mechanism for knowledge acquisition and the development of both cognitive and physical skills. It goes hand in hand with feedback.

Feedback is defined as the sending back of information to the user about

what action has been done and what result has been accomplished.

Examples of implementations are discussion forums and chat channels,

menus and navigation and search facilities. 6. Technical Aspects: Some

technical aspects that need to be considered are speed, reliability,

availability, security etc. 1 | P a g e NEED FOR STUDY [www. glocalstudy. com](http://www.glocalstudy.com)

was launched by GlocalEdge on Friday, March 13, 2009. It is an online

education guide with an international database of more than 10, 000

colleges and universities, including India, UK, the US, Canada, Australia, and,

New Zealand. The portal aims to simplify search for the right education and

brings loads of career related information about each major discipline of

education ??? Science & Engineering, Medical, Business, Law, Information

Technology, Arts, Hospitality and Graphics & Multimedia.

GlocalStudy primarily serves the interests of students at undergraduate,

graduate levels and post-graduate levels who are looking forward to higher

studies in India or abroad and seeking information on various entrance

exams being conducted for the same. Finance, Discussion Forums, Exam

Dates, News Feeds etc are the other major supplements of the education

information that are provided on the site. GlocalStudy is open for partnership

with educational institutions that are ready to advertise online.

There are a lot of advertising options provided by the site which can be used

by these institutes to boost their visibility, branding, generate leads, attract

placements etc. Advertising on education portals is a highly effective

medium compared to the traditional media to 32 | P a g e attract leads as it

is highly targeted. Also, the performance can be monitored in terms of the

number of clicks on the ads, number of queries from visitors etc unlike the traditional media. Currently, there are several websites who provide these services to the institutions at varying degrees and at a wide range of pricing.

GlocalStudy needs to develop the advertising offerings in lines with the other players in the market, yet distinctly different in terms of features and the prices. For this, a detailed competitor analysis is necessary. Also, the advertising requirements of the target group ??? educational institutions ??? need to be known, so that the offerings can meet these requirements more effectively. Based on the target group's requirements and the offerings presently in the market, new offerings need to be developed.

Lastly, the offerings will have to be presented to the institutions in a way, which is appealing and can convince them to try out the offerings. 33 | P a g e  
OBJECTIVES FOR STUDY ? To understand the latest trends of advertisement & marketing activities in the Indian educational sector. ? To study the key competitor portals like (shiksha. com, minglebox. com, pagalguy. com, studyplace. com & indiastudychannel. com) in terms of their features, offerings to students & mainly, various options of sponsorship & advertising provided to the educational institutions. 34 | P a g e

#### METHODOLOGY

Research Design: A combination of both exploratory & descriptive research methods has been used. The current offerings provided by the various websites to the educational institutes have been studied using exploratory research while a descriptive approach was used to define the trends of online advertising by the educational institutions and to find out their

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advertising needs. The descriptive study has a cross sectional design with all the respondents being approached within the first two weeks of June. Data collection: A mix of primary as well as secondary data was collected for conducting the research.

Primary data: The representatives from all the key competitor portals were contacted over telephone to obtain information regarding their advertising offerings and the pricing for the same. Responses were collected on to a pre-designed template which recorded the features of their offerings and the respective costing. A sample of 30 educational institutes was contacted in person to obtain their views on online advertising and to find out their online advertising activities. A structured questionnaire was adopted to collect the responses. The institutes were located in Delhi/NCR region.

Secondary data: Data were also collected from company websites, other educational portals and the websites of various educational institutes. Several press, print and online media were observed closely to study the various advertisement options available to the educational institutes. The details regarding the features of these ads were also collected from various sources. Apart from these, various magazines, newspapers, ad space companies etc were contacted to obtain details regarding the advertisement options with them and their pricing. Sample design ?

Educational institutions providing higher education (graduate/post-graduate) population to be surveyed. ? A convenience sampling (non-probability) technique has been adopted as only those institutions located in Delhi/NCR region has been selected for the survey. ? Sample size was 30. ? All the

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respondents were contacted in person. ? A structured questionnaire was adopted to obtain the responses from the sample. has been selected as the

36 | P a g e DATA ANALYSIS AND INTERPRENTATION I. Usage level of online advertisements

1. Does your institute advertise online? Extent of Online advertising

	Online advertisers	Traditional media advertisers
Yes	46%	4%
No		
Total	16	14

37 | P a g e 2. Are you aware of the benefits of online advertising over the traditional advertising media? Awareness of the benefits of online advertising

	Not at all aware	Some what aware	Mostly aware	Fully aware
No, not at all	0	15%	28%	57%
Somewhat				
Most of it				
Yes, fully aware				
Total	0	4	8	2

38 | P a g e 3. If you are planning to advertise online, in how many months would you like to do the same? Future plans of online advertising

	1-4 months	5-8 months	9-12 months	Not within 12 months
Never	14%	8%	1	???
4 months	5	???	8	???
8 months	9	???	12	???
12 months	6	1	2	12
4 months	Never			
Total	1	14	39	

Interpretation 1. Extent of On line Advertising: The survey of the 30 colleges revealed that the number of online advertisers is marginally higher than those who use traditional media of advertising. 54% of institutes advertise online as against 46% of those who use traditional media.

2. Awareness of the benefits of on line advertising: Of the latter that use media like press and print, 72% are either fully or mostly aware of the benefits of online advertising.

This is a clear indication that Online medium of advertising is still not utilized by a large number of educational institutions in the survey conducted. 3.



Future plans of online advertising: However, except for one respondent, all the institutes are interested in advertising online in the near future. 64% of the institutes are ready for online advertising within 12 months of which 42% would be advertising online within 4 months. The data indicates that there is a changing trend in the advertising media amongst the educational institutions surveyed. 40 | Page II. Advertising objectives 1.

How would you rate online advertising on the basis of its effectiveness in meeting the following objectives for your institution (1-least effective to 5-most effective)?

Branding 25 20 5 Online advertising 15 4 2 10 0 2 0 1 0 1 1  
 1 2 0 3 0 2 Events/Fairs Radio Television 3 3 4 2 3 5 0 1 0 2 1 1 2 1 4 3 0 1 0  
 2 Billboards Print Press 4 5 41 | Page Lead generation 14 12 10 8 6 4 2 0 0  
 1 0 1 2 1 3 2 Online advertising Events/Fairs Radio 2 0 2 2 0 4 2 5 Television  
 Billboards Print Press 3 0 1 2 3 1 1 3 2 1 0 2 Attracting placements 18 16 14  
 12 10 8 6 4 2 0 0 1 0 1 1 2 2 1 0 3 1 0 2 3 Online advertising 2 2 3  
 Events/Fairs 0 2 1 1 1 0 1 0 2 4 Radio Television Billboards Print Press 2 3 1 3  
 2 2 4 5 42 | Page Keeping with changing markets Online Advertiser 1  
 Branding Lead generation Target marketing 0 0 0 2 0 3 2 1 3 5 3 3 3 4 1 2 2  
 2 5 3 2 2 3 Reducing printing & material 1 costs 43 | Page Attracting  
 Placements Keeping with changing markets 0 0 2 3 3 1 3 3 1 2 2. How would  
 you rate the following media in terms of their effectiveness in meeting the  
 key objective(s) for your institution? (1-least effective to 5-most effective)?

Press Print Billboard Televisio Radi s n o Event s/Fair s Branding 1 1 2 0 3 2 4  
 1 5 4 0 4 2 2 1 1 1 0 2 0 1 3 0 3 3 1 0 0 2 3 0 0 0 3 2 1 0 3 1 1 2 0 1 0 0 0 0 3  
 0 2 2 2 0 0 1 2 0 0 0 1 2 0 2 4 0 0 1 0 2 0 0 1 2 2 Lead generation 1 2 2 0 3 1  
 4 0 5 2 Attracting 1 1 placements 2 0 3 1 44 | Page 4 2 5 4 Resisting

competitio n 1 1 2 0 3 1 4 0 5 2 Keeping with changing markets 1 0 2 0 3 2 4  
 0 5 0 2 2 1 0 2 1 0 0 0 2 0 0 1 0 0 1 1 1 0 0 2 0 0 0 1 1 1 0 2 0 1 0 0 2 0 0 2 0  
 0 2 2 0 0 0 1 0 1 0 0 0 0 1 3 0 0 0 1 1 0 0 Interpretation (Please refer Chart II)

1. Amongst the respondents of on line advertisers, 9 believed that Branding was effective as they gave a ranking of ? ' and above on the scale where ? 5'is the most effective. In terms of lead generation, online medium was much more popular than press and print, while all the other media were rated 3 or lesser. Online ads were also viewed as a better way of Targeting the required segment as against all the other media. 45 | P a g e A large group of online advertisers also felt that online ads help in reducing the printing and other material expenses since they were rated by 3 respondents each. A small section of on line advertisers felt that On line medium was effective with regards to Attracting Placements.

Coming to keeping with changing markets, all the respondents felt that online advertising meets this objective most effectively while all other media fell far behind. 2. Press, print and television were supported by most of the respondents with regard to fulfilling their branding needs. They were rated a 5 against 3 for all the other media, including online advertisements. In terms of lead generation, online medium was much more popular than press and print, while all the other media were rated 3 or lesser. Most respondents supported press in attracting placements with a small section supporting print, Television & online ads in this regard.

Some of the respondents also believed that they could keep with the changing markets & resist competition by advertising. 46 | P a g e The key

objectives to be met through advertising by educational institutions were Branding, attracting placements & lead generation. III. Advertising channels used

1. What forms of online advertising among the following do you use? (Respondents have the choice of selecting more than one option. ) 47 | Page

Display advertisements E-mail advertisements Content sponsorships Featured listing/highlighted listing PR coverage 7 6 2 4 (notification/event 2 promotions/articles) Discussion forums on education portals Communities on social networking sites 2 4 48 | Page

2. Which among the following websites do you use for advertising? 49 | Page

Social networking sites (twitter, orkut, face book, .. 5 etc) Education portals (shiksha, glocalstudy, pagalguy, , .. 9 etc) Job portals (monster, naukri, times jobs,.. etc) Search engines (Google, yahoo, bing,.. etc) Infotainment portals (sify, rediff, indiatimes.. etc) Others 4 8 2 1 3.

3. Which among the following education portals do you use for online advertising, if you use any? Most popular education portals (in terms of advertising) 7% Shiksha. com 38% 13% Pagalguy. com Minglebox. com Studyplaces. com 13% 19% Others 50 | Page

Shiksha. com Glocalstudy. com Pagalguy. com Minglebox. com Studyplaces. com Others 6 0 3 2 2 3 4.

4. What forms of media are used by your institute for advertising? Press (Newspapers/ Magazines/ Journals) Print (Brochures/Pamphlets/leaflets) Billboards Television Radio Events/Fairs Others 9 10 4 2 2 5 4 51 | Page

Interpretation (Please refer Chart III) 1. Display advertisements and e-mail marketing are favored by most of the online advertisers. Communities on social marketing sites like twitter, orkut etc are gaining popularity.

Featured Listing is also used by many institutes. However, content sponsorships and discussion forums are not very popular as they do not always capture the attention of the students. 2. Education portals are used by most online advertisers closely followed by search engines. Social networking sites are also gaining popularity. 3. Among the edu-portals, shiksha. com is the most popular with 38% of the respondents advertising on it. Pagalguj is also a known advertiser with 19% of the advertisers' share while other sites like minglebox, studypalace, and indiaedu. com etc account for the rest. . Out of all the traditional media of advertising, Print (brochures/pamphlets) is used by the most number (10) of institutes. Press (newspaper/magazines/journals) follows closely with 9 respondents using it. Events/Fairs are also used by a lot of institutes to advertise while all others fall behind these three. This shows the popularity of print and press media amongst the educational institutes surveyed. Even though they are costly than the other media of advertising (please refer to appendix), 52 | P a g e institutes still prefer to advertise by print and press.

Events/ fairs are also popular as they target the students better than other media. However, the lack of quality in educational fairs and the long intervals between two consecutive fairs are their major drawback. IV.

Advertising decisions in the institute 1. Who handles the marketing activities for your institute? Marketing management for educational institutes 53 | P a g e Online advertisers In-house department Student recruitment cell 0 in the institute Placement cell in the 2 institute Outsourced external agency Other Total 2 16 from an 2 marketing 10 Traditional advertisers 6 edia 0 2 2

marketing 4 14 2. Who makes the marketing decisions for your institute?

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Marketing decisions for educational institutes 6 5 4 3 2 1 0 5 4 4 5 3 3 2 1 1

1 Online advertisers Traditional media advertisers 54 | Page Online

advertisers Traditional media advertisers Marketing department in the

Institute Chairman Head of the Institute Board of Directors Other Total 3 2 4

6 1 16 3 5 4 1 1 14 3. What is your annual budget for advertising activities?

(in Rs. Lakhs) Annual budget for advertising activities (in Rs lacks) 55 | Page

e Online advertisers Traditional advertisers media

Less than 20 20 - 30 30 ??? 40 40 ??? 50 More than 50 Total 8 3 2 0 3 16 12

1 1 0 0 14 4. When do you make the budgeting decisions for your advertising

activities? Budget decisions timing 8 7 6 5 4 3 2 1 0 7 5 3 5 5 3 Online

advertisers 1 1 Traditional media advertisers Jan - March April - June July

September October December 56 | Page Online Traditional advertise media

rs January ??? March April ??? June July ??? September October December

Total 16 14 5 5 5 ??? 1 advertisers 3 7 3 1 Interpretation (Please refer Chart

IV) 1. Only 53% of the respondents had a marketing cell in their institutes.

In the rest of the institutes, it was the student recruitment cell or other

agencies who handled the marketing activities. 6 of them had someone from

the faculty or administration department doing the same. 2. In those

institutes who advertised online, the final deciding authority was found to be

the Board of Directors (40%) while in those who used other media; it was the

chairman who took the final call. Marketing manager and 57 | Page the

head of the institutes were some of the others who had the final authority in

deciding for advertising. 3. Almost 70% of the institutes spent less than Rs

20 lakhs for advertising annually.

Online advertisers spent comparatively higher amounts than those who used other media. Only 2 institutes spent more than Rs 45 lakhs per annum for advertising and both of them advertised online. The budgeting decisions were made all the year round except for the 4th quarter by most respondents. However, 50% of the non-online advertisers made these decisions during the april-june quarter. 4. The data indicates that online advertisers tend to spend higher than the other advertisers annually. Most of them make the decisions during april-june quarter when the academic session usually starts.

Educational institutions still do not have a fully functional marketing department, primarily because of their seasonal nature of operation. 58 | Page V. Budget Allocation 1. Which among the following media accounts for the largest share in your advertising budget? Traditional media that accounts for the maximum share in annual advertising budget 8% 21% Press Print Billboards 71% Press Print Billboards Television Radio Events/fairs Total 10 3 1 0 0 0 14 59 | Page 2. What percentage of your annual advertising budget is used for advertising on the media which accounts for the largest share in your advertising budget?

Budget allocation to various advertising media 60 | Page Less than 15% Press Print Billboards Online advertising Total 30 1 0 0 8 15 25% % - 25% 35% - 35% - More 45% than 45% 3 1 0 5 0 0 1 2 0 0 0 0 6 2 0 1

Interpretation (Please refer Chart V) 1. For traditional media advertisers, Press tops as the media that accounts for the largest share of their annual advertising budget at 71 %. It is followed by print medium at 21% and

billboards at 8 %. Television, radio and events/fairs are not featured in the list indicating that they are either least preferred media or the least expensive ones. 2. Almost 43% i. e. 6 out of total 14 non-??? online advertisers spend more than 45% of their budget on press while the rest spend 25% or lesser. On the other hand, only 6% i. e. 1 out of the total 16 online advertisers spend more than 45% of their budget on 61 | Page online ads while the rest spend less than 35% for the same. Interestingly, 50% i. e. 8 out of the total 16 online advertisers spend less than 15% of their annual advertising budget on online advertisements. VI. Disadvantages of online advertising 1. If you are not interested in advertising online, which among the following would be the reason for that? 2 | Page Limited reach of internet Lack of expertise in managing online content Insufficient metrics to measure performance Lack of suitable online advertising packages High investment 7 6 3 4 8 Lack of visitor attention due to large number of 6 online advertisers 2. What options/features would you like to be added to the present online advertising services provided by various websites? (open ended question) Interpretation (Please refer Chart VI) 1. Most of the respondents had fairly similar reactions to the disadvantages of online advertising. High investment was the most common reason cited at 57% i. e. out of the total 14 traditional advertisers, closely followed by limited reach of internet in India at 50% i. e. 7 out of the total 14. Lack of expertise in content management, large number of online advertisers was all common responses. 63 | Page 2. To the open ended question to online advertisers, media clutter, lack of effective campaigns, too much of blogs and discussions were all the responses. Thus, educational institutions thus surveyed are looking

out for an efficient medium of online advertisement which can reach their target effectively, without being lost in the clutter and which offers cost savings compared to other media. 4 | Page FINDINGS I. Usage level of online advertisements 1. In the survey conducted amongst the 30 educational institutes, 54% i. e. 16 of them advertise through online medium while 45% i. e. 14 of the institutes utilize traditional medium for advertisements (ref table I. 1). 2. 15 % traditional advertisers are fully aware of the benefits of online advertising over traditional advertising. While around 57 % of traditional advertisers are mostly aware, 28 % of traditional advertisers are somewhat aware, of the benefits of online advertising over traditional advertising.

Also, none of them are ? not at all aware? of the benefits of online advertising. (ref table I. 2). 3. If Institutes undertaking Traditional advertisers plan to utilize online advertising, then, 42% of them would use it within 1 ??? 4 months, 8% in 5- 8 months, 14% in 9 ??? 12 months, 28 % after 12 months and 8 % would never use online advertising (ref table I. 3). 65 | Page II.

Advertising objectives & Media and its Effectiveness 3. Branding: Amongst Institutes carrying out on line advertisers, 3 believe that Branding was most effective by rating ? 5', while 1 respondent rated it ? ' and 5 Institutes rated its effectiveness at ? 3' (ref table II. 1). Lead Generation: 2 Institutes said the Lead Generation was most effective by rating it 5, 2 Institutes rated ? 4', 3 Institutes each rated it at ? 2' & ? 3' (ref table II. 1). Target Marketing: Similar to Lead Generation, but only 2 Institutes rated it ? 2' (ref table II. 1).

Reducing Print & Material Cost: Amongst the 10 who responded, 3 rated it as most effective, while 1 responded it as least effective. 2 rated it at ? 4', 3

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Institutes rated it at '3' & 1 Institute said its effectiveness was at '4' (ref table II. 1). Attracting Placements: Amongst Institutes undertaking On Line advertising, a very minimal response was obtained for most effective i. e. 1 respondent for Attracting Placements. Majorly, the Institutes rated '3' & '4' in terms of effectiveness of online advertising to attract placements (ref table II. 1). 66 | Page Keeping with changing Markets: Again, only 2 out of the total 9 Institutes felt that online ads were most effective to attain the objective of 'keeping with changing Markets. (ref table II. 1) 4. Branding: For traditional advertising, Press is considered to be most effective for carrying out the Branding objectives as 4 out of 8 Institutes marked it '5' 'most effective' (ref table II. 2). Lead Generation: Press and Print is considered by 2 Institutes each as 'most effective', while Press & Television are considered as 'least effective' by 2 Institutes for carrying out the objectives of Generation (ref table II. 2). Attracting placements: Press has maximum Institutes of 4 who consider it to be 'most effective' medium for attracting placements (ref table II. 2). Resisting Competition: On an average, the Institutes rated the effectiveness of 'resisting competition' by giving it a rating of '3', while only 2 Institutes felt that Press was most effective (ref table II. 2). Keeping with changing markets: None of the Institutes felt that the mediums mentioned were either 'least effective' or 'most effective' in terms of attaining the Lead 67 | Page objectives of Keeping with changing market (ref table II. 2). III. Advertising channels used 1. Amongst the various tools of online advertisement, the maximum Institutes prefer it in the form of display advertisement with 7 of them opting for it, while E mail advertising comes a close second as 6 Institutes have opted for it.

Content Sponsorship, PR Coverage & Discussion forum on educational portals on the other hand are the least preferred tools since only 2 Institutes each have opted it (ref table III. 1). 2. In terms of websites used for advertising by online advertisers, Educational portals leads the pack since 9 Institutes opted for the same (ref table III. 2). 3. Amongst the online advertisers who use educational portals for online advertising, 38% of them prefer shiksha. com, which is the maximum, while glocalstudy. com has no preference at all (ref table III. 3). 4.

For traditional advertisers, majority of the Institutes i. e. 10 no's prefer Press as the likely medium of advertising while Radio & television are preferred by only 2 Institutes each as a medium for traditional advertising (ref table III. 4).

68 | P a g e IV. Advertising decisions 1. Out of the total 16 institutes undertaking online advertising, a maximum of 10 have an in house Marketing department which carries out various advertising & marketing functions of the institute. No Institute prefers Student Recruitment Cell to carry out the advertising functions.

In the Institutes that use traditional advertising, a maximum of 6 out of the total 14 institutes prefer In house Marketing department to handle its advertising & marketing functions (ref table IV. 1). 2. For Institutes involved in On line advertising, maximum decisions are taken by the board of Directors with 6 out of 16 Institutes opting for it. While for Institutes involved in Traditional advertising, the maximum Institutes opted for the Chairman i. e. 5 out of 14, as the decision maker (ref table IV. 2). 3. On an average, for Institutes undertaking On Line advertising, they had an annual budget of less

than Rs. 0 lakhs for carrying out advertising activities. While 3 out of 16 institutes had an annual advertising budget of more than Rs. 50 lakhs. In institutes which undertake Traditional Advertising, a maximum of 12 out the total 14 Institutes had an annual 69 | P a g e budget of less than Rs. 20 lakhs for carrying out their advertising activities (ref table IV. 3). 4. For 16 institutes carrying out online advertising, 15 of them were equally divided in their opinion to make their budgeting decisions for advertising activities between January and September. Only one had the opinion to conduct it in the period October to December.

For the 14 institutes conducting Traditional advertising, on an average, budgeting decisions are taken during the April -June quarter (ref table IV. 4).

V. Budget Allocations 1. In institutes undertaking Traditional advertising, Press accounts for the maximum share of their annual advertising budget i. e. 10 out of the total 14 institutes approximately 71 % (ref table V. 1). 2. For the 16 institutes undertaking On Line advertising, on an average, less than 15 % of the annual advertising budget is used for online advertising. While only 1 institute has more than 45 % of the annual advertising budget is used for online advertising.

For the 14 institutes undertaking Traditional advertising, a maximum of 6 institutes have more than 45 % of the annual advertising budget is used for Press advertising (ref table V. 2). 70 | P a g e VI. Disadvantages of online

advertisements 1. For 14 institutes involved in Traditional Advertising, a maximum of 8 institutes said High Investment as the reason for not being interested in on line advertising, if they planned for it. While a minimum of 3

institutes said Insufficient metrics to measure performance as the reason for not being interested in on line advertising, if they planned for it (ref table VI. ).

2. Comments by Institutes with regards to options/features they believe should be added to the present online advertising services :

- A particular Institute undertaking Traditional advertising targeted students from states like Bihar and Jharkhand utilizing traditional media, where internet penetration is very less.
- Online advertisers feel there are too many advertisers online which leads to media clutter and lack of attention to their ads.
- Blogs and discussion forums on web portals also divert the focus students from advertisements, leading to an ineffective campaign by the institutes.

1 | P a g e

RECOMMENDATIONS

1. As per the survey conducted amongst the 30 Educational Institutes, 54% of them use Online advertisement while 45 % use Traditional Advertisement medium to execute their advertising activities. On line Advertising thus has further potential to be tapped. In fact, according to Internet in India [I-Cube] report published by the Internet and Mobile Association of India [IAMAI] and IMRB, the internet usage went up from 0. 3 hrs/week to 15. 7 hrs/week in September 2008 & September 2009 respectively. The report also mentioned that almost 82% of these users fall in the 'prime life' age group of 19-35 years. Glocal Study can target this potential untapped market by offering its services and products by first targeting the institutes who would be using On line advertising in the next 4 months.

2. Many traditional advertisers are not fully aware about the benefits of On line advertising over traditional ones as per the survey, only 15 % of the 30 institutes are fully aware about it. Thus, Glocal Study can devise its offerings in a way which will clearly outlay the benefits like low

cost, a client list involving the entire Globe of online advertising over traditional advertising. 2 | P a g e 3. The survey indicates that, the maximum Institutes that advertise online prefer the Display Advertisement followed by E mail advertising. Thus Glocal Study can customize its offerings with greater emphasis on Display Advertisement. Also, as per the open ended question, institutes have complained about the clutter of display Ads on various Educational Websites, which can be leveraged by Glocal Study by maintaining a clutter free one. 4. As per the survey, amongst the various Institutes who use on line advertising, educational portals have the maximum backing and amongst them, www. hiksha. com leads the pack. While Glocal Study has no response at all. This could be because of a lot of factors like lack of awareness about Glocalstudy. com, lack of content on the website, insufficient database and many more. Thus, Glocal Study should undertake an in depth competition analysis to identify the off line activities of its competitors to understand this trend. 5. The competition analysis mentioned in the appendix, in terms cost comparison can be utilized to identify the current competitor offerings and trends and thereby develop a fair offering of its own. 6.

The comments received from Institutes on the open ended questions should be considered by Glocal Study as a reference in its decisions on on line advertising. 73 | P a g e LIMITATIONS ? A sample size of 30 educational institutions is chosen, which is very small. We cannot draw inferences about the population from this sample size. ? Time period is short and resource constraints are acute. ? The scope of the project is limited to the region of Delhi/NCR. The responses need not be consistent with the present ones in <https://assignbuster.com/online-advertising-trends-in-educational-institutes-assignment/>

other parts of India. ? This study is based on the prevailing trends in advertising by educational institutions.

These are subject to change with time and changes in the educational market in India. 74 | P a g e CONCLUSION 1. Glocal Study should develop its offering on the basis of the current trends in the market and the competition analysis conducted. It should be in a customized form as each Institute might have different needs when it comes to advertising strategies. 2. Many traditional advertisers are not fully aware about the benefits of On line advertising over traditional ones as per the survey, only 15 % of the 30 institutes are fully aware about it.

Thus, Glocal Study can devise its offerings in a way which will clearly outlay the benefits like low cost, a client list involving the entire Globe of online advertising over traditional advertising. 3. As per the survey, amongst the various Institutes who use on line advertising, educational portals have the maximum backing and amongst them, www. shiksha. com leads the pack. While Glocal Study has no response at all. This could be because of a lot of factors like lack of awareness about Glocalstudy. com, lack of content on the website, insufficient database and many more.

Thus, Glocal Study should undertake an in depth competition analysis to identify the off line activities of its competitors to understand this trend. 75 | P a g e LEARNINGS ? Internet has evolved as a powerful marketing medium. In terms of coverage, it is far ahead of the conventional media like press, print, television radio etc. In India alone, internet reaches almost 70 million people which are at par with the reach of television. ? There are a lot of

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different tools used in online advertising. Banner ads, e-mail marketing, content sponsorships etc ar