

State of Industry: Education



A digital deep dive by FYA Group



What's Covered in this **Deep Dive**

- ◉ Current Digital Trends
- ◉ Commonly Faced Problems
- ◉ Challenges & Opportunities
- ◉ A New Approach to Digital Promotions
- ◉ Future Trends

We have tried to take a holistic view of the industry's approach to digital marketing & based our analysis on that.



Current Digital Trends

Student
focused
Content

Internal
Activities &
Functions
showcased

Video content
promotion



Commonly Faced Problems

Quality Lead Generation

Every industry needs quality leads, while in order to create awareness about the brand we should also consider that generating quality leads is also as important as branding

Database Management

The lifespan of the database generate in the education industry is very less, as the people who are interested today won't be interested after few days, it is important to effectively manage the data

Parent vs Student Targeting

With the current digital trends, it is necessary to target students as they are also becoming more aware about the offerings and their career choices

Engaging an Outside Audience

When it comes to engaging our audience the first thing in mind comes to engage people associated with us such as students and parents. We also need to target and engage our potential TG

Leveraging your Organic Community

It is really important to leverage our organic community to spread the message. Encouraging students and parents to talk about the institute would help us build trust among the outside community



State of Digital Marketing

Challenges

- Online Reputation Management
- Content Creation
- Brand building via differentiated content
- Dedicated resources

Opportunities

- Involving Students in Content Creation
- Digitizing Lead Generation
- Creating Micro Influencers
- Building long term engagement on Database
- Thought Leader Positioning



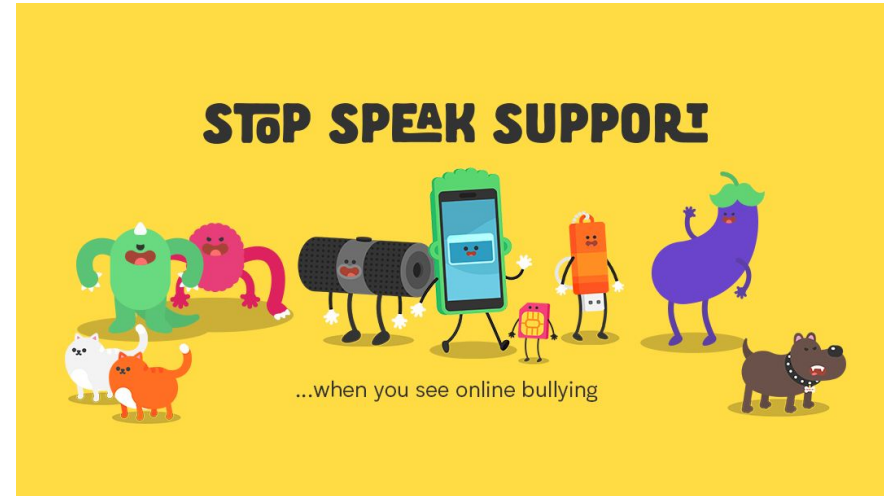
A Must Do!



Online Reputation Management

ORM would help us build a brand online through various activities and interactions with our audience and also help us build/maintain brand image online

Online bullying or Cyberbullying and grown tremendously from past few years, we can tackle this problem with effective ORM solutions where we can track all the content our students are posting or interacting with.





Sessions to help students & parent deal with content consumption & online bullying

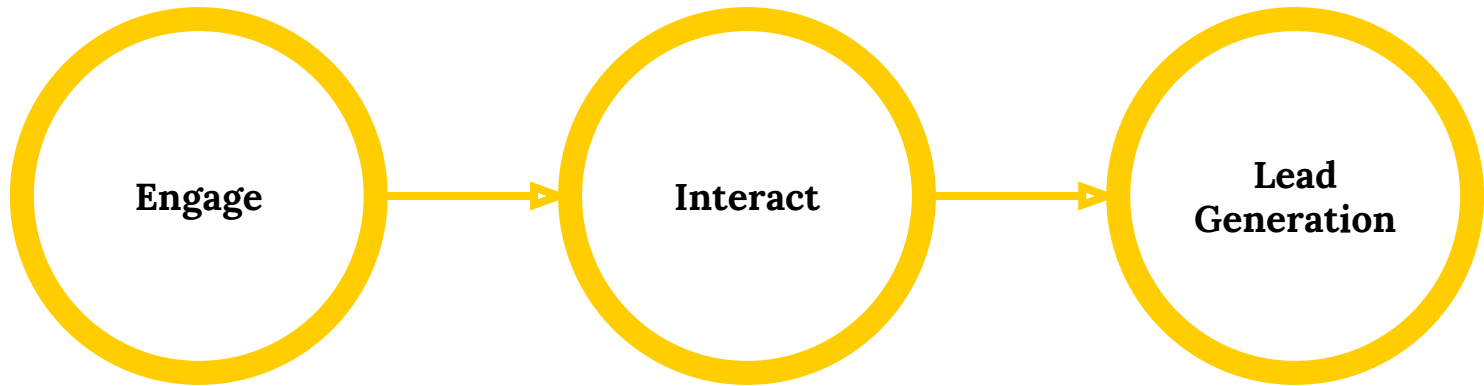
With the current scenario of increasing cyber bullying cases, we would also need to conduct seminars where we education our students what online bullying can lead too, also, how can one tackle such situations.

Plus, with the growth of E-learning facilities, we need to track the content a particular student is consuming





A New Approach to Promotion





Lead Generation Funnel Flow

1

Content creation

We would need to create content such as, life @schoolname where students will tell their experiences while studying there

2

Engage with the digital audience

While sharing such content, people are bound to react to this, creating a one-on-one conversation in the digital space would be effective

3

Interact

Once we engage with the user, we need to interact with them to know their exact requirements



Where else it helps

- Multi- level engagement with the user
- Giving out information about the offerings
- While students share their experience, it builds a trust factor among the audience
- As we are constantly engaging the users and they have become a part of our funnel process so we can re-target people for a longer period

Apart from the above mentioned points, it also helps us in building a strong brand recall



Why this Funnel works?

Create

Giving our audience the initial introduction to the brand without asking for much of their time or effort

Engage

Once we have engaged the users in the digital space, we can retarget the same audience and send them to our website/ landing page where they can have the detailed information about our offering and courses

Interact

It is possible that people might not fill up a contact form as people are not willing to give their information in one go, this is where Lead generation ads work well, where we capture the information within the platform and not sending them to a landing page or website



Future Implementation



Internal Communication & Review Systems

Currently the majority of the communication happens through whatsapp, where there are different groups as per the class and the sections

This creates a problem in seamless communication. There needs to be an internal communication system which helps in direct communication with teachers and students





Micro Social Networks

Micro- social networks are is similar to any other social media platforms but the objective these micro-platforms serves are different

These platforms works almost the same as any other social network, but is completely regulated by the institute

Also, this helps in many aspects the major being taking students out from the traditional social network platforms like- facebook and instagram

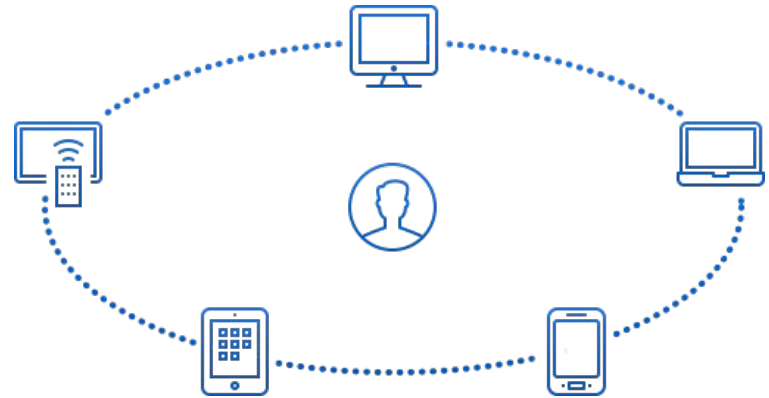




Original Content Creation

Creating original content such as students life at the institute, students take over, blogs, articles etc helps us in multiple ways. Firstly, people get engaged to these types of content and also it increases the brand recall.

While blogs and articles help us to retain the users for a longer time on the website as they research about a particular topic



Our entire effort is focused on making sense of complexity in brands and products. From promising startups to companies with decades of history, we create and position businesses from strategy and design, to developing a complete user experience. Designing brands and products that speak to both heart & mind.

-YASH SANGHVI

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Thank You!

Any **questions** ?

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