

Digital Sales and Marketing: A Study of Private Coaching Industry

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ABSTRACT:

The rising use of the internet and digital media has a significant impact on today's educational landscape. The education sector has undergone numerous changes and advancements recently. Private coaching institutes, one of the top sectors, successfully implement the trend and technologies for the improvement of marketing. The most effective method for private coaching institutes to use when trying to attract potential students and offer their services online is digital marketing. Coaching institutes use digital marketing techniques to establish an online presence, create a brand that students and teachers would want to associate with, and draw attention on a local and international scale by building authority to differentiate themselves from rivals. Given the fierce competition in the coaching business today, it is more crucial than ever that coaching institutes come up with innovative ways to differentiate themselves and effectively promote to potential students. Finding out how digital marketing contributes to the coaching industry's ability to recruit students through online sales is a key concern of this research work. Semi-structured interviews, observations, and documentation are employed as part of an exploratory sequential mixed strategy to study to collect data from Allen Career Point, a private coaching facility in Kota. The study demonstrates that private coaching institutes use digital marketing since it is now a worldwide trend in enterprises. Most often, students use social media to research coaching options before selecting the best one. With the rising usage of digital marketing, digital sales have increased. The study paper also addresses the value of digital marketing for the coaching sector and makes recommendations for marketing education programmes to support digital sales in this sector.

Keywords: Digital marketing, Private coaching Industry, digital sales, social media, Allen career point, Kota.

INTRODUCTION

Digital marketing has adapted to global changes, including a significant transformation in the education industry, claims (M, 2015). The sustainability of colleges and universities depends on enrollment growth. Colleges and universities are currently struggling to remain relevant to students who are becoming more and more dependent on technology for communication. The Best Practices Guide article "Proving the Value of Digital Marketing in Higher Education" by (R, 2014) describes how higher education has changed recently. The education industry is confronted with difficulties from both within and without. To meet this issue, education marketing must transition from printed pamphlets to social media and online attention-grabbing strategies. The education sector is getting more picky with its spending and active in luring in new pupils. On the other hand, rising costs and more competition have compelled students to choose their institutions more carefully. Also, according to Khausik (2017), mobile devices account for about 49.74% of web page views on the internet. For their marketing campaigns, the majority of educational institutions are increasingly aiming to reach a mobile audience. Educational institutions are working hard to make their information engaging and accessible in order to target a certain audience and not lose out on any possible profit. Traditional roles of consumers and institutions have changed as a result of the growing and quickly changing field of marketing education. (t, 2018) Digital marketing is crucial to changing how education is operated and challenging market educators in order to survive in the market. (d, 2018) . The higher education landscape is filled with a variety of digital tools and chances for learning and teaching. (S, 2014) learning is one of the most worthy institutions with the best prospects to result from it," however (j, 2015) indicated that the teaching methods utilized in the delivery system and in the curriculum are making it difficult for the institutions to integrate digital marketing into their classrooms.

DIGITAL MARKETING AND COACHING INSTITUTION

Digital marketing is often referred to as ‘online marketing’, ‘internet marketing’ or ‘web marketing’. Digital marketing is an umbrella term for the marketing of products or services using digital technologies, but it also includes mobile phones, display advertising, and any other digital medium (p, 2017). According to (r, 2013) digital marketing creates consumer demand with the use of power of the interconnected and interactive web and by using internet by satisfying the

demand in innovative ways. With the exchange of currencies it also exchanges the attention for value. (williams, 2017) in Forbes Community Voice explains that the modern marketer must be extremely creative. Organization hires a marketer to communicate the right message at various stages of the sales funnel, raising the brand awareness and loyalty, drive traffic and customer engagement, and implementing various methods that lead to increased sales. (Verisimo, 2014) asserts that the human interaction has changed significantly due to engagement on social networks and the rapid growth of web platforms has facilitated changes in the behavior with respect to activities, habitats and interactions. Institutions should become aware of consumers' attitudes, values, and belief that impact their digital marketing campaigns. Due to the recent trends in technological advancements, marketing channels and consumer behaviors has seen a shift which has impacted the consumer decision making process when it comes to product purchases, thus organizations need to adapt their marketing strategies to reach them.

IMPORTANCE OF DIGITAL MARKETING

Internet has now become the primary source for students to search for information related to their topics, subjects, their curriculum and assignments. Students gather information about their colleges , coaching institutes and universities and conduct primary research about the admission process, infrastructure, ranking, fee structure, selection records etc. competition in the coaching industry has increased and every institute is using various tactics to showcase their course offerings and inform the market about how best they could provide education within a pocket friendly budget. Digital marketing plays an important role in the coaching industry by building an online presence of the institute and enhances its credibility.

Some of the major important role of digital marketing for coaching institutes is:

1. Helps in building brand awareness and credibility.
2. Helps in informing students about their course offerings.
3. Helps in building the confidence of students and letting them know the institutes authenticity.
4. Helps in providing access to the target students with the use of social media.
5. Helps in maintaining higher conversion rates to reach out the maximum students.

DIGITAL SALES FOR COACHING INSTITUTES

Due to the on-going competition in the education sector a rise of enormous competitors in the market it has become crucial that your marketing strategy should be effective. The most challenging work in the coaching institute is to attract prospective students and build the trust of parents. To set your institute's image different from your competitors it has become that your digital marketing campaign should be specifically targeted which will require you to follow few steps like: 1. prioritizing your marketing channel to effectively reach your target audience at the right time, to the right people and in the right way. 2. Manage your sales funnel to manage the marketing activities that is operated by the recruited channel to balance your message and focus on the sales aspect at the right moment. 3. Measuring your results by analyzing and evaluating the process and tools you are using to pinpoint the areas of improvement. 4. You should always remember your prospective students and focus on their requirements to build in depth personas to stand out from the competitors

LITERATURE REVIEW

Buzzard, C., Crittenden, V. L., Crittenden, W. F., McCarty, P. (2011) suggests that students now prefer traditional instructional technology more for effective engagement and learning. On the other hand faculty members prefer to use course learning technology of the institutes. Therefore, there is a vast difference in the preferences and usages across disciplines like business and economics, arts and life sciences etc. Crittenden,

Francescucci, A., Rohani, L. (2019) Investigates the use of virtual, interactive, real-time, instructor-led (VIRI) and finds whether online learning can deliver the same student performance and engagement outcomes as a face-to-face course and suggests that VIRI technology is an effective synchronous learning environment.

Langan, R., Cowley, S., Nguyen, C. (2019) studies a range of digital marketing courses in business schools and also suggests that digital marketing courses are becoming a major requirement for marketing degrees especially in analytics.

Bongers, F. M., Schumann, J. H., & Schmitz, C. (2021). Studies the current theoretical knowledge and identifies three main challenges for salespeople, (1) the amplification of professional purchasing strategic reorientation, (2) the threat of purchasers pitting personal and digital sales channels against each other, and (3) tightrope acts in buyer education. Furthermore, offers an insight like (1) sales buy-in for e-commerce and (2) sales empowerment for multichannel selling and suggests actionable practical implications.

OBJECTIVES

1. To study the role of digital marketing in attracting students through digital sales in private coaching institute.
2. To study the strategies adopted for digital marketing by coaching institutes.
3. To study the steps taken by private coaching's to attract prospective students through digital marketing.
4. To study the importance of digital marketing in coaching institutes.

RESEARCH METHODOLOGY

For this research, a large coaching institute that is Allen Career Institute was selected as a case site. A case study research is used to study the contemporary phenomenon in its real-life context (K, 1994) and it can be used where the research and theory are at their early, formative stages (Benbasat et al., 1987) Study is determined to focus on understanding and having a deeper knowledge of digital marketing strategies used by the coaching institutes to attract prospective students and sustain in the market. The study was delimited towards a Private coaching institute named Allen Career Institute in Kota due to the interest in conducting a research in coaching industry and how they manage to attract and enroll students. The findings from this study will not only benefit Allen Career institute to review and modify its digital marketing strategies , infact it will guide other coaching institutes also to compete in the tough completion. Data was collected using semi-structured interviews with key Managers and employees of marketing management officer of Allen Institute. Each interview included questions about the background of the organization, as well as its marketing management practice and their views about the role of digital marketing for promoting the institution as well as influencing student choice of

Coaching Institute. Additional information was obtained from students' participant and secondary data including reports and internal and external documents. Observation of digital media used by Allen Institute was also employed in order to complement the interviews. The purpose of these observations was to carry out a within case analysis based on multiple forms of data from a respective institute. This enabled a more in-depth analysis, in comparison to only using a data from the staff and student interviews.

FINDINGS

Allen career institute was established in 1988 by Shri Govind Maheshwari, Rajesh Maheshwari, Naveen Maheshwari and Brajesh maheshwari. It is the value based career education institute for the preparation of JEE mains and advance, NEET, pre nurture and career foundation for the classes 6 to 10 and NTSE and Olympiads, intellibrain for classes HKG to 8 and also provides global studies divisions like SAT,ACT,AP etc. Almost 2 lakh students take admission every year in classroom courses and around one lakh students gets enrolled in digital courses. There are 25 centres of ALLEN all over the country providing 13 information centres and 1831 pus classrooms with the experienced faculty of more than 3658 members and 4816 staff members, thereby providing employment in the large scale in the country.

DIGITAL MARKETING AS MARKETING STRATEGY OF ALLEN CAREER INSTITUTE

The Research results from the Allen institute can be described as follows: 1) Digital marketing in the Coaching environment is a marketing strategy that employs through websites, social media, and other electronic media where these channels are a fast and inexpensive means of promotion, and are efficient given the distance and time; 2) Digital marketing in coaching environment is very useful for both Institute management and student. For Coaching Industry, digital marketing plays as promotional and communication tools, while for students, digital marketing might influence their choice of Institute, since the media provides two way communications and interaction as source of information obtained very fast, clearly and communicatively; 3) Digital marketing in the Coaching environment acts as a lifestyle that constantly changing society such as using social media. Consequently, it can be concluded that coaching institutes uses digital media as one of its marketing strategies that are much needed and becoming a compulsory. This

case is because the demands to follow the patterns of society life always change together with the rapid development of technology.

The Interview from the Allen Institute shows digital marketing as one of the marketing strategies that have engagement, such as: 1) Creating student awareness for more recognition regarding the Institutes services; 2) Digital marketing has a high impact to reach a large number of students; 3) It's for a low cost and provides a good return on investment; 4) Have the ability to display a wider service range due to the digital capabilities, for example easiness of communication and collecting feedback quickly; 5) Enables the Institute to quickly adapt their marketing initiatives to keep up with the recent trends; 6) Enables the Institute to provide engaging content and have different marketing communication dynamics across the different channels. Therefore, this research result is supporting previous research conducted by (reddy, 2016) which complemented Stokes's idea who asserts that digital marketing has provided a new source of information for consumers and a platform to be social. On the other hand, (r, 2013) idea claims that digital marketing strategy has the essential guide both of context, value exchange, objectives, tactics and evaluation. The participants; both Allen Institute management and students, reveal that digital marketing space is easier to provide support and access an information compared with traditional marketing. Allen Institute aligned their information through the digital marketing and traditional marketing channels so that students receives the similar information. It improves the communication approach on digital marketing programs in order to be more effective into their overall marketing strategies.

To implement the best education marketing strategy it is extremely important to consider the on-going opportunities of the internet. To meet up the competition in the market every industry needs to invest in the modern digital marketing strategies. To list the strategies adopted by Allen Career Institute to challenge its competitors few are listed below:

1. Use of Social Media Platforms to interact with students: the most popular social media platforms like, face- book, twitter, Instagram etc. helps to create (SMM) social media marketing. Allen uses these social media marketing tools to create contents and reach its students and market place. SMM helps in reaching to the prospective students and help in promotion activities.

2. Allen Includes Digital Advertising in Marketing Budget: Digital advertising can be a very effective way of marketing education services. Allen regardless of how much marketing budget it dedicates to digital advertising makes sure to gather as much data as possible to monitor its effectiveness and make educated decisions to improve it.

3. Creates a Mobile-Friendly Website with an Optimized Landing Page: Allen operates a website which is mobile-friendly, which means that all links and navigation elements must be easily clickable, the site itself must be responsive, Allen created a website for its education institution which makes everything easy to access.

4. Allen Creates Engaging Video Content: Educational content is among the most popular types of video content, education marketing professionals seldom have to look far for content ideas. Allen simply transforms existing products or services into entertaining videos and publishes them on leading video-sharing platforms, such as YouTube. Allen creates video content in many different forms, including demo videos, brand or event videos, expert interviews, educational or how-to tutorials, explainer videos, animated content, case study and customer testimonial videos, live videos, virtual reality videos, and others.

5. Allen has its own Educational App: With the explosion of people now seeking ways to learn or access educational materials online, having an app is another fantastic way to both attract and keep users. Allen app includes paid ads, reviews, and social media this provides more opportunities to retain students and encourage them to access more of your courses. Apps offer both convenience and safety for the students and users of all types of educational services.

STUDENTS RESPONSE TO DIGITAL MARKETING CHANNEL

Allen institute employs digital marketing channels and explains that social media and email are multitasking and also provide the way of communication easier or efficient when they connect with their students. Most of the participants give the opinion that digital marketing only serve as additional information on student choice of institute since the decision was initiated by them. This result confirms (M, 2015) research, who found that digital marketing could be a problem solver. (M, 2015) also explain that digital marketing pros at transparency, express a desire and a willingness to go extra mile to help college's admin to filter like negative or positive comment in digital platforms. In this case, it is directly related with the current research result which found

that digital marketing has a widespread impact, all information that students needs can be searched through websites or social media but it is also an obstacle if something bad happens such as negative comments about the Coaching Institute or hoax which will quickly spread. The unfavorable experience requires the institute to be aware since it causes losses, and therefore, they have to clarify the negative comment into positive comment effectively.

CONCLUSION

This case study emphasis that Private Coaching institutes marketing management employs digital media since its now becomes a trend in all businesses around the globe including HEIs. Moreover, in this year, digital marketing has vast progressed from previous year and educational institutions also take part of this technology advance which is always connected with their student via internet. Digital marketing is very essential and becomes a mandatory for all including the coaching industry, as it follows the habit of current generation which continuously changes along with the rapid development of technology. Such digital marketing provides a low cost communication, a good return on investment, and has an ability to reach a wider community as well as ability to display whole service range due to the digital capabilities. Either coaching institute or students also mention that they are easier to distribute and obtain information through digital marketing media compared with traditional marketing. Various interactions and responses could be obtained through social media since it has a multitasking function such as two ways communication, as well as being more effective and efficient with provided facilities such as comment columns, they also provide video and photo with little caption thus, they are easier to be understood by their audience.

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