

RISING IMPORTANCE OF DIGITAL MARKETING FOR EDUCATION SECTOR



ENEBLUR

CONSULTING

Nurturing Digital Businesses

Scope of Digital Marketing

- ❑ Digital marketing enables the educational institutions to make use of the power of search engine and social media.
- ❑ The presence of your Institute information on search engine is instrumental in influencing the decision-making process of the students.
- ❑ One of the main reasons why educational institutions can make use of SEO & social media is the fact that 99% of the student use FB, Insta to a higher value.



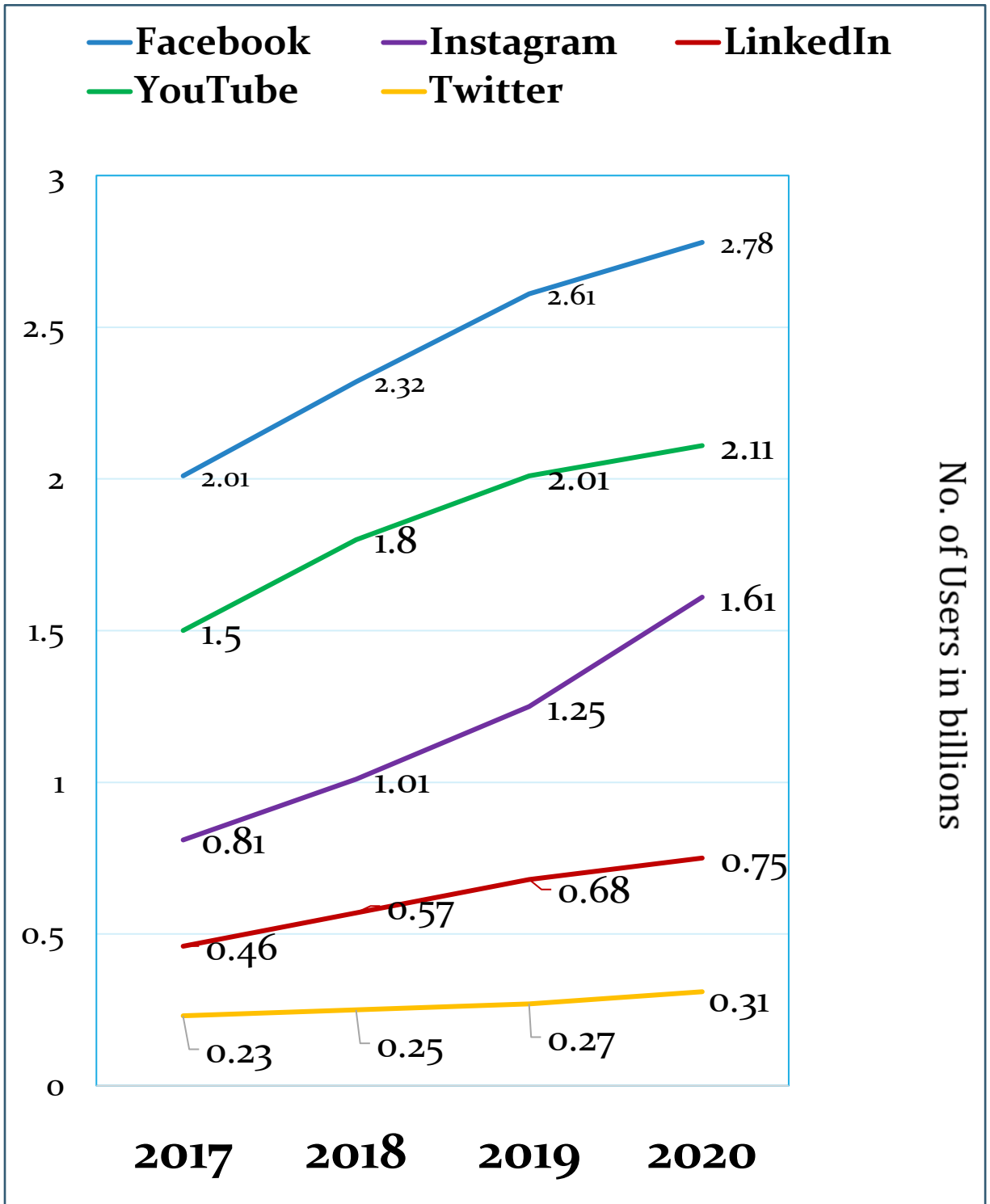
Drawbacks of Traditional Marketing

- Tough to measure ROI (Response)
- Resource Intensive Process
- Very Costly
- Poor Conversion Ratio
- Little interaction with your Audience

Advantages of Digital Marketing

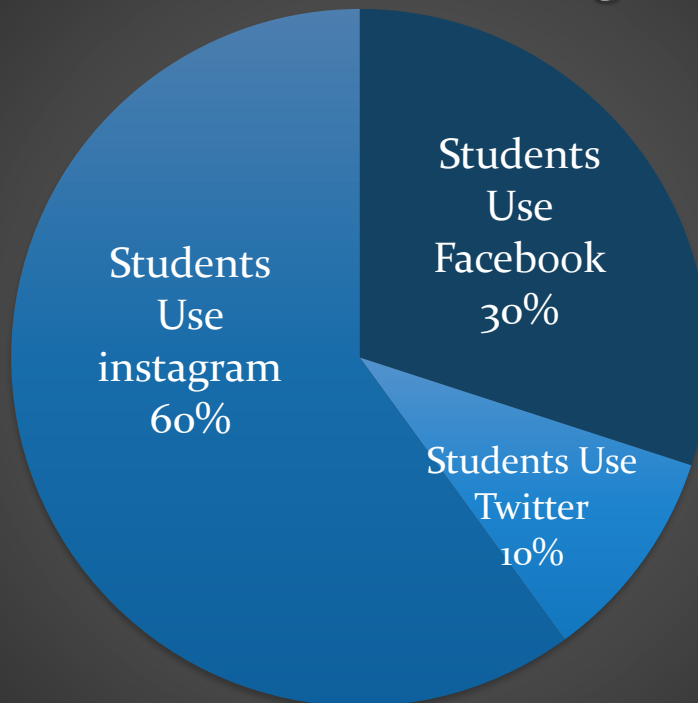
- ✓ Cost Effective
- ✓ Instantaneous Feedback
- ✓ Measurable
- ✓ Easily Accessible Tools
- ✓ High Conversion Rates
- ✓ Can easily engage with current genre
- ✓ The fastest and cheapest form of communication

Growth of Social Media



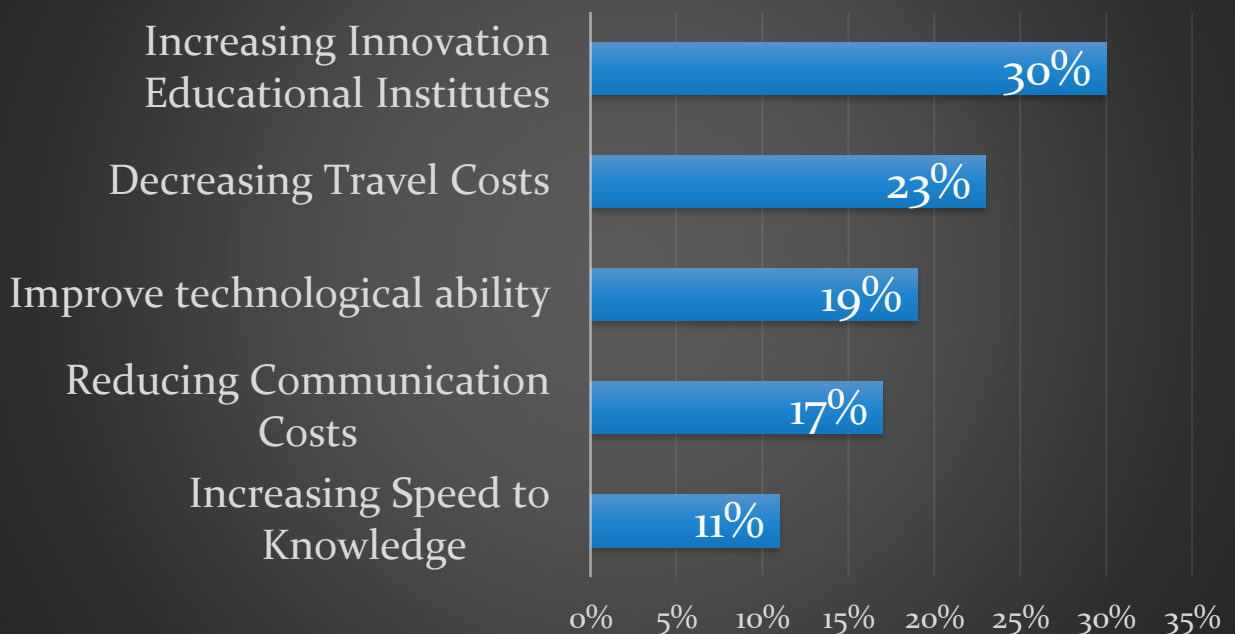
Why it matters to Institutes?

Social Media Usage



■ Students Use Facebook ■ Students Use Twitter ■ Students Use Instagram

Benefits of using Social Media



Search Engine Optimization

- 1) We focus on Website / Internal web pages / Redesign to optimize for search engines for natural traffic & leads.
- 2) Great content creation with right categories (Blog, Presentation, Infographic, relevant Forum participation etc)
- 3) Link building from quality websites for brand building / referral traffic
- 4) Focus on SEO friendly page, Mobile usability/product URL, Titles, Description
- 5) Focus on getting more genuine reviews.
- 6) Focus on Google My business listing & Optimization for more local store footfalls

Our quality SEO Services :

- On-page SEO
- Off-page SEO
- Technical SEO



Paid Online Advertisements

We offer the Pay per Click approach since it is a great way to increase your online presence effectively. It is a cost-effective form of advertising where you pay per clicks that an advertisement receives which means you invest for the best results.

Our team ensures there is increased traffic on your website and will help you determine the number of clicks that would fit into your budget.

Types of Advertising (PPC)

- Google ads
- Social media ad campaigns



Social Media Marketing

Social Media Marketing aids and institutions to get direct feedback from their students on different social websites like Instagram, Facebook, LinkedIn, Instagram, YouTube, etc.



We use social media to:

- Upload news, articles, Press releases, videos that offer new insights in our domain
- Share updates
- Create innovative posts
- Comment on movements/other posts/thought leader speak
- Share links to our collaterals


Outcome:

- Gives you qualified leads / enquiries
- Be connected 24*7 to support any queries
- Know metrics about how many saw your post, how many reacted etc.
- Increase in popularity and reach
- Influence decisions for admissions, enrollments.
- Create brand for your institution and increase referrals.

THANK YOU

For further information
Get connected with us today

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We are social

