



A Study on Education Marketing for Online Education post COVID – 19

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Abstract:

From the documentation of first case of COVID -19 in late January, 2020 our world has been transformed dramatically. Everything from board meetings to grocery shopping are now being conducted online via laptops or smartphones, exposing our heavy dependency on online platform. However, it is common knowledge that a tech-driven transformation was underway long before the pandemic hit us. Take the online education industry for instance. The online education sector in India was not only valued at an all-time high of INR 19,300 crore in 2018, but it was also poised to reach INR 36,030 crore by 2024. Simultaneously, students who attended classes regularly still leveraged online learning to augment their education.

Keywords: Education Marketing, online Education, COVID - 19

1. Introduction

The scope of online learning has expanded during this challenging period. From preschools to top-tier universities, most institutes of learning now offer online education to varying degrees. Schools and colleges are closed indefinitely, which means millions of students are now dependent on online learning platforms to further their education and make the most of this unprecedented situation. The e-learning space, therefore, is bound to skyrocket over the upcoming era. There are several advantages of turning to online education like flexibility; accessibility; range of specialization and cost effectiveness.

Modern students understand that hands on learning and relevant practical industry training are far more valuable in building a successful career. As a result, the desire to learn from industry professionals is booming. Students believe that such experiences will help them prepare for employment more effectively than in a classroom with archaic lessons. Now that online education is the only viable option, a revolution is on the horizon. Millions of students who embrace e-learning during these difficult circumstances may stick to it even after the pandemic has passed. Online learning will be an intrinsic part of the new normal.

2. Education Marketing in COVID-19

If marketers around the world see leaner times ahead, it will be critical to focus on profitable effectiveness, pursuing ROI-driven growth. More than ever, the principle of opportunity-cost mandates optimizing investment allocation. Advertising is usually the first area to cut. During the 2008 recession, advertising outlays fell by 13%. Research shows that firms that cut their ad spend during recession typically see significant sales and income decline in double figures. It is not easy to get new customers even when the economic climate is normal, let alone in periods of economic downturn. Creative impact is crucial in a downturn. The key to maintaining a profitable brand is hiring a great agency that can build and maintain a strong emotional bond with customers.

3. Education Marketing for Online Education in COVID – 19

- Talk to existing community regularly and effectively

- To continue the market of education institute externally
- Set up an innovative online event for enrolment
- To focus on brand foundation
- Map out for marketing implementation for upcoming period.

4. Fundamental Foundation for Education Marketing for Online Education in COVID – 19

4.1 Why

It is essential to communicate on the various digital platform the original vision and mission of establishment of education institution with modern techniques that guide the organization behavior and institution culture to maintain the trust consistence and clarity around the existing community of the institute for brand and marketing communication.

4.2 Demonstrating Value

Many education institutes struggle with enrolments due to fees in their catchment area, particularly an independent education institute with a nearby great local state school. It's hard to compete and it will get harder in the coming months. Crafting key messages around all of features and benefits is a critical marketing requirement. Positioning this on website home page, other pages and in social media can help create awareness, dispel myths and foster positive word of mouth. The types of things that demonstrate value include; unique facilities, unique programs, great teachers with interesting skills, interests, backgrounds, qualifications, value-adds, inclusive fees and more such as how institute responded and succeeded during Covid-19.

4.3 Balancing innovation vs Fundamentals

Fundamentally expectation of parents from education institutes are in wide ranging like academic results, wellbeing programs, co-curricular offerings, futuristic facilities/programs to fantastic teachers. As a digital institute it's virtually impossible to cater for every child's needs or wants and have the budget for all of this. Focusing on promotion of what an institute has in innovation should be well evidenced with good pictures with case study. It's best to focus on a few things and do them well then try to cover everything. This helps to institute to become known for certain things.

4.4 Global learning environment

The current generation of parents is more diverse, more inclusive and more environmentally focused. They are more interested in character-shaping and softer skills so their child can go anywhere/do anything/be anything. Gain a good understanding of what institute offers to the global generation and how institute can communicate this through curriculum, facilities, co-curricular offerings and more. Types of things that institute can share include cross cultural awareness, communication and sharing; current diverse community of staff and students; the school's approach to respect/tolerance; how technology is aiding students and more.

4.5 Creating great word of mouth

Ultimately the true success of marketing is creating raving fans in and around the institute. This demonstrates a great culture that is talked about outside of the institute but usually represents a culture-led organization that has strong leadership and embraces all community members. It enables institute to be a best practice educational institution and an employer of choice. It also keeps present community engaged and passionate about what an institute is doing week in and week out. Create an outdoor education leadership program. Be at the forefront of health and wellbeing for students. Run a strong creative arts program or whatever it looks like in institute that enables education to be truly successful for the students, teachers and wider community. Then talk about it on institute website, newsletter, social media, school events and more.

5. Education Marketing for Online Education in Post COVID – 19

The global pandemic has had a profound effect on all aspects of daily life, and education marketing is no exception. However, despite changes in how executives are focusing their efforts during the 2020-21 school years with conferences in particular taking a back seat to other channels, COVID-19 hasn't discouraged education companies from investing in marketing overall. In the survey of business-to-education (B2E) marketers since the pandemic began, it has founded that commitment to marketing remains high, with lead generation and sales topping the list of marketers' goals. Content marketing continues to be a critical activity, and although conferences are receiving less attention, other channels such as email marketing, social media and thought leadership are seeing growth.

6. Conclusion

While investment in education marketing remains strong, survey respondents acknowledged significant challenges in the coming year. For instance, competing for education decision makers' attention in an increasingly crowded marketplace and closing sales when budgets have taken a hit during the pandemic are some of the obstacles keeping marketers up at night. To overcome these challenges and meet their 2021 goals, Institute will need highly strategic marketing plans.

Reference

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