



Content Marketing Tactics to be on Success Track with Special Reference to Educational Institutes

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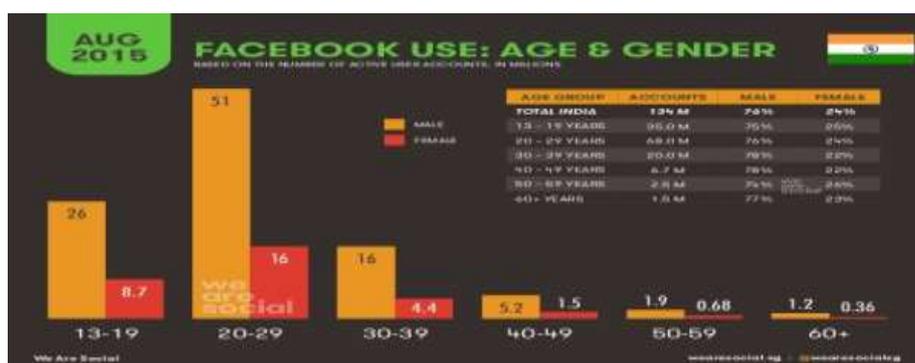
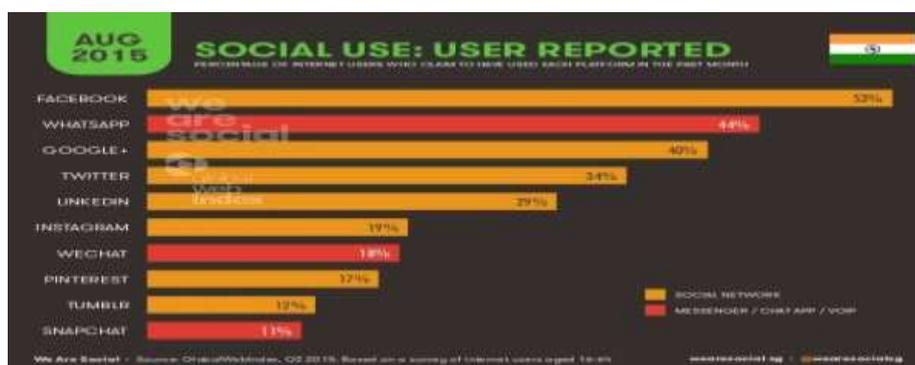
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ABSTRACT: Increasing trend of internet and mobile usage lead the content engagement with the innovative efforts of various companies. Emerging social media and online platforms has tremendously changed the style of information and knowledge transmission and engagement between students and educators. To get stand in such competitive time adoption and be responsive towards various content marketing tactics would only be the proper decision to be on success track for most of the business. This paper will help to bring all those content marketing tactics like 1.) Understanding your audience, 2.) Developing a content marketing strategy, 3.) Creating a subscription model, 4.) Understanding what's most effective into notice which special reference to educational institutes. Those Educational institutes who have not adopted can rethink on all such strategies and cater the success path.

Keywords: Content Marketing, Social media, Educational Institute

I. INTRODUCTION

Increasing chunk of internet users in India demonstrates the growing interest and involvement in online content. With 354 million internet users of India lead on 2nd rank after china as per the IAMAI report on September 2015. Digital commerce, digital advertising, payments and social media have also seen steady growth with the growing internet traffic. Most popular various horizons like Facebook, whatsapp, Google+, twitter, Linkdin, instagram, wechat, pinterest, tumblr, snapchat as social media are more or less used by the people. Facebook remain most popular social network with 53% along with whatsapp with 44% internet users.



Source: Global web index Q2 2015, Based on survey of internet users aged 16-64, Wearesocial.sg

However Facebook remains the most popular social network in the 20-29 age bracket. Moreover penetration of smartphones and increasing its usage also pushed up social media market. Growing crowd on social media offers a new way to marketers for marketing their offerings as practice of content marketing continuous to evolve and expand. Number of opportunities along with many barriers of using social media has threatens marketers to create a kind of contents and appropriate delivery of the same. Mushrooming Educational institutes eye to prove themselves best in the view of students and parents. Creating and sharing content with the aim of generating awareness, engagement and interest will help educational institutes to score better in the eyes of potential students.

Content Marketing Tactics

Emerging social media and online platforms has tremendously changed the style of information and knowledge transmission and engagement between students and educators. Exorbitant usage of modern platforms by youngsters urges educators to be more focused on contents and its delivery. In such competitive era to ramp up the position content marketing tactics helps marketers to keep on success track. These tactics are_

- 1.) Understanding your audience
- 2.) Developing a content marketing strategy
- 3.) Creating a subscription model
- 4.) Understanding what's most effective

Nowadays most of the institutes have adopted content marketing as a tool to stand out in the crowd in such competitive era. However the cost of producing and delivering contents add up cost to the company but it gives a way to have good ROI while overcoming few complexities offering content offline.

Understanding Audience

Known audience means knowledge about all what they expect, their interest, preferences. Keep track on contents consumed more by targeted audience helps to create an edge over contents that would be developed for the same audience. It can be also seen by the top keywords in their bios and the hashtags that they commonly use. This kind of customer centric approach allows to create contents that will resonate with audience, cut the unwanted information, and provide helpful, timely and relevant contents.

Content Marketing Strategies

Create an Alumni magazine online

Alumni magazine can be a powerful instruments for connecting to large audience. 58% of alums feel that such magazines strengthen their personal connections to university as surveyed by council for advancement and support education in the year 2010. The articles in magazine serves stories of students grown up as entrepreneurs, alum's unique career path, their experiences at workplace, opinions about innovative education methods and need of time. Before starting of each term it can be waved on institutes' website.

Build separate online content hubs to appeal each category of audience

Most institutes have separation over courses or department dedicated to all information related to specific category. In order to build on audience online, focus on creating help which fascinate and engage audience will help to appeal each of them. Providing separate students site to share their activities, video, photos, blogs, experiences about curricular and extra co-curricular activities enhance engagement. Specific site for faculties under institutional web also helps faculties to showcase and share their achievement amongst academicians community. All these contents made public serve as effective road for recruiting new students.

Day to Day life at the universities through social media

Youngsters live most of their day time online than offline. It will serve edge to the institute if it add up wings to students for spreading their life at campus. University can create twitter and Facebook accounts for various departments that will helps to share real time updates, link to departmental news and interaction with students. However, forgetting social media communication guideline will be the biggest mistake. Social media map can also be helpful to share link to all connected institutes at a time.

Develop Mobile app combining content and functionality

As per GSMA diligence Q4 2014 report, 75% population have mobile subscription out of it 10% using social media apps and 10% watching video on mobile. Offering contents like rules and regulations, functions, contacts of each department through mobile app with few tracking systems like attendance, exam results, and participation in other activities will work as the best system to find worth of creating contents.

Creating A Subscription Model

Subscription is better known as circulation. It will help to spread contents in multiple counts with additional flavor as circulated by known audience. With the focus on subscription channel, to keep contents vibrant institute requires to decide and follow certain ways through which digital footprint could be increased. Here are a few tips to increase subscription....

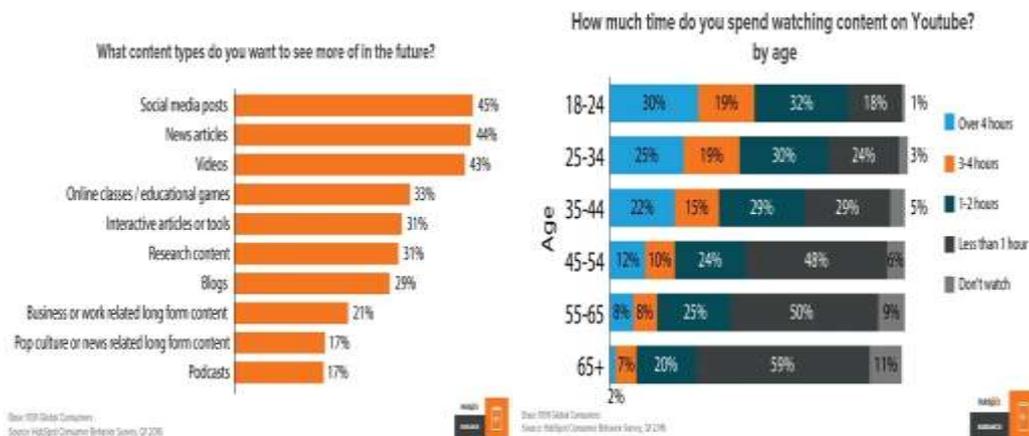
- 1.) Make content for content offer: Make sure that reader engaged with content get clear offer from you which lead them to create reach of your contents to next level. In case of educational institute offering free reading materials course wise may give good push over contents.
- 2.) Focus: Offering more contents over fixed time schedule will help to catch audience with focus.
- 3.) Pop-ups: pop-ups also may lead good flip on subscription if connected with student's point system of social media performance index.

Understanding What's Most Effective

It becomes crucial for Marketer to understand how much contents viewed, views about those, in what order and from which geographical location it has been viewed to prepare effective marketing strategies. Marketers need to understand what kind of content would be more interesting to their audience out of Social Media Content, Case Studies, Blogs, e-Newsletters, In-Person Events, Website Articles, Videos, Illustrations / Photos, White Papers, Info graphics. Educational institutes are paying more attention to students' content consumption pattern and their interest for different contents. In addition they can think for more industry-institution collaborative approach where selecting best mode of contents like case studies, In-Person Events, Website Articles will offer a sharp edge over contents.

Future Ahead

Hub spot consumer behavior survey was done in 2016, says nearly half of the population want to see contents on social media posts, news articles and videos as shown below. People below age 34 are viewing contents on YouTube for more than 3-4 hours which shows remarkable changing habits and adoption of new technologies. The business like Google, Microsoft, and Apple are continuously adding into innovations which asks marketers to keep pace with and understand the consumers changing preferences to channelize their offerings.



In this competitive era, Educational institute also could spread their wings through content marketing and be on success track anticipating and adapting changes happening in students, parents and industries interest and habits.

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