



The Impact of Digital Marketing Strategy for Educational Institutions

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ABSTRACT

This research paper presents a comprehensive digital marketing strategy designed for an educational client, CIATN (a cosmetology institute), to enhance its online presence, attract prospective students, and improve engagement. The study focuses on implementing a multi-faceted digital marketing plan, leveraging tools such as search engine optimization (SEO), social media management, content creation, and paid advertising. Through a structured approach, the research assesses the effectiveness of each digital marketing component in boosting CIATN's visibility and engagement across digital platforms. This paper outlines the methodology, challenges encountered, strategic decisions made, and the anticipated impact of the digital marketing strategy on brand awareness and student enrollment. By applying these methods, the paper contributes to the broader understanding of digital marketing applications within the educational sector, with insights aimed at improving strategic engagement for educational institutions in a digital-first landscape.

Key Words: Digital Marketing, Technology in Education Sector, Digital Marketing Tools, Search Engine Optimization

Introduction

In today's digital-first world, an effective online presence is essential for organizations to engage with their audience and achieve growth objectives. This need is especially critical for educational institutions, which face intense competition and must consistently attract, engage, and retain students. Traditional marketing approaches alone are no longer sufficient to meet these demands, making a well-rounded digital marketing strategy indispensable.

This project, conducted at AD2Brand Digital Marketing Agency, aimed to create a comprehensive digital marketing strategy for CIATN, a cosmetology institute. The overarching goal was to elevate CIATN's brand visibility and engagement online, positioning it as a leading choice for prospective students in cosmetology. To achieve this, the project adopted a multi-channel approach encompassing social media management, content creation, web development, search engine optimization (SEO), and paid advertising.

The strategy was designed to address several key areas critical to CIATN's growth. By focusing on social media, we aimed to create a community around CIATN, encouraging active interaction and building a loyal online following. Content creation efforts emphasized the development of informative and engaging material to resonate with prospective students and establish CIATN as a credible authority in its field. Additionally, web development focused on creating a user-friendly website to improve user experience, while SEO aimed to increase CIATN's visibility in search results, making it easier for prospective students to discover the institute. Paid advertising campaigns were also implemented to reach a targeted audience and drive meaningful traffic to CIATN's website.

This project was structured to not only implement these strategies but also to track their performance continuously, enabling ongoing optimization. The ultimate aim was to increase online engagement, boost enrollment inquiries, and position CIATN as a top choice for cosmetology education. Through a data-driven approach, this project delivered measurable outcomes, providing insights into effective digital marketing practices for educational institutions and contributing to CIATN's long-term growth in the digital landscape.

Review of Literature

The advertising in digital marketing nowadays more closer to the consumer so it highlight the relationship of the effectiveness advertising in digital marketing with customer satisfaction. This research aim to investigate the effectiveness of advertising in digital marketing towards customer satisfaction in Melaka, Malaysia. This study had been mainly adopted from SERVQUAL model. Thus, Tangibility features, Reliability, Responsiveness, Assurance and Empathy were the focused factor in this research. Quantitative data had been collected through the questionnaire. A total of 384 respondents who live in Melaka City area were participated in this research by using simple random sampling techniques. Software Package for Social Science (SPSS) was used to analyse the collected data. The data analysis techniques that conducted in study were descriptive analysis, Pearson correlation and multiple regression analysis to describe the variables numerically and found out the relationship between independent variables and dependent variable. The results showed that all the factors had significantly influenced customer satisfaction toward advertising in digital marketing. Assurance was the most influencing

factor and all the research objectives had been achieved in this study. The findings would contribute for practitioners to have a clear understanding and become more consumer-sensitive to create positive attitude from consumers. Implications and recommendations for further research were also mentioned in this study. (Bakri, M. H. (2020))

With this era of constant globalization digitalization has taken a front seat. Companies are trying constantly to find the best ways to reach the customers with their digital message. The present study collects the data which focuses primarily on perception, attitude of campaigning via digital marketing & its impact on consumer behavior. The finding clearly shows that digital marketing campaigns are effective and have a strong impact on youth. They consider it to be informative, are aware of the internet usage especially the social media and spend a lot of time on it. The major challenge of digital marketing campaigns are the susceptibility of fraudulent services and privacy issues. Hence, we conclude that there is a need for researchers to take a critical look at the research issues we outlined with appropriate data from observational studies and field experiments. Practitioners and academics can provide the raw material and rigor respectively, and together they can extend our knowledge of the ever changing digital environment. (Ghai, S., & Rahman, O. (2018))

The paper examines the constructs of digital marketing strategies on two aspects. Exploring the numerous digital marketing strategies related to Generation Z through a comprehensive desk review and archival research and confirming the explored factors to create a valid and measurable instrument. It is important to quantify and develop a scale to measure the effectiveness of digital marketing strategies on Generation Z. The first section of the study is exploratory factor analysis (EFA), establishing the effectiveness of digital marketing strategies on Generation Z. The second section deals with Confirmatory Factor Analysis (CFA), confirming the factors coined through exploratory factor analysis. The dimensions identified in the research can help marketers create exclusive digital marketing strategies to target Generation Z (Anjum, A., Thomas, M. R., & Prakash, P. K. (2020))

Everyone in online – literally, everyone is online today. Internet became most important medium nowadays especially for digital marketing for their marketing strategy to sell products and services. This is because it helps to save a lot of time, expenses and many more. This research is to understand the consumer behavior towards digital marketing in Malaysia. A general literature review has been conducted in effort to identify the significant, the understanding and the substantive of the effectiveness consumer towards digital marketing. By using primary data (survey) and secondary data methods, it helps researcher to identify how to build a good brand awareness towards consumer behavior. (Ghazie, D. A., & Dolah, J. (2018, November)).

Digital technology is the representation of information in bits, reducing the costs of collecting, storing, and parsing customer data. This has led to a reduction of five costs: Search costs, replication costs, transportation costs, tracking costs, and verification costs. In this article, we argue that this has transformed the study of marketing, leading research in marketing to be at the forefront of research in economics as to the effects of digital technology. This is because the reduction in costs associated with digitization has had a transformative effect on digital marketing activity before many other sectors. We discuss how this shift in costs has affected the traditional 4 'P's of marketing. (Goldfarb, A., & Tucker, C. (2019))

Due to the presence of a vast number of websites, the Search Engine has a crucial job of providing the relevant pages to the user, Search Engines such as Google, use Page Ranking Algorithm to rank web pages according to the quality of their content and their presence over the world wide web. Search Engine Optimization is a process of increasing the chances of a webpage to appear in the first page of the search result. Since, whenever the consumer searches for information, they provide a particular phrase or a keyword instead of the

complete web address, then the search engine use that keyword to find the relevant web pages and show it in a list with the most relevant page at the top. So, an organization could use Search Engine Optimization techniques to reach up to its potential consumer by appearing at the top of the search results. In this paper, we will be classifying and reviewing different technologies for search engine optimization based on their importance and their usage. (Sharma, D., Shukla, R., Giri, A. K., & Kumar, S. (2019, January))

Marketing has evolved since the time human started trading, with the rapid development in technology there is a shift towards digitalization. Search Engine Optimization (SEO) and Search Engine Marketing (SEM) are domains of highest priority when dealing with digital marketing. In recent times marketing strategies have been shaped by technologies such as AI, Big Data, IOT, MI have evolved to a great extent with beneficial responses for an organization's growth. The aim of this survey paper is to give an overview of research on evolution of digital marketing, SEO and SEM strategies and differentiating amongst various tools and techniques. (Panchal, A., Shah, A., & Kansara, K. (2021))

Social media marketing involves the use of online social media tools such as Facebook, Twitter, and LinkedIn to reach consumers in innovative ways. Given the increasingly large numbers of consumers using social media, businesses of all types are getting involved in social media in an attempt to reach new audiences and strengthen their ties with existing customers. This paper will start by presenting the notion and concepts of SMEs and Social Media and its relation to Marketing, defining the terms and their features. Then, on the one hand, the theoretical analysis will use a wide literature review to discuss the main SME's marketing strategy and Social Media Marketing, explaining why SMEs should create their Social Media sites and maintain their presence on them regularly. On the other hand, the empirical analysis will examine the main marketing techniques used by SMEs on the Social Media channels, analyzing how businesses should develop their Social Media Sites. Finally, it will end with general conclusions and recommendations for SMEs using Social Media Marketing. (Karimi, S., & Naghibi, H. S. (2015))

This article presents the content analysis methods for information Web resources within a particular region. The model describes content analysis for processing Web resources in online marketing and simplifies the content automation management technology. The main problems of semantic and syntactic content analysis and functional services for textual content management are analysed. The rapid growth of Internet and e-business facilitates the publication and moderation of articles, which offers an intelligent system of marketing decisions to distribute content from a specific region to a particular target audience. The article describes developing information technology for processing Web resources of e-commerce based on online

marketing and SEO methods. A new approach to the e-business processes application and implementation to such intelligent systems building is formulated. Processing content and information resource methods based on SEO technology and online marketing are described. Software for content and information resource processing is developed. (Kuchkovskiy, V., Andrunyk, V., Krylyshyn, M., Chyrun, L., Vysotskiy, A., Chyrun, S., ... & Brodovska, I. (2021, April).)

Today's world revolves around information that is the driving force behind any economic value chain. The thirst for information has led to the evolution of online "Search Engines" over last few years and are the most widely used instruments currently. Gradually marketers also started using this platform for marketing their products. This study focuses on the impact of search engine optimization as a marketing tool and its influence on various marketing variables like market share, brand equity and others. Literature review highlights many marketing variables getting affected by search engine optimization. Variables like market share, brand loyalty, brand recognition, product price, product information, brand image, brand awareness, consumer online behavior, and user reviews are few of them. The authors have found that most of the researches have highlighted these variables either in isolation or may be in combination of few. Few studies have considered variables only from marketer's point of view and others from buyer's point of view. In this study, the authors have attempted to comprehend and understand empirically, the impact of search engine optimization on various marketing variables identified (after the study) as market share and brand equity as the most prominent ones and product awareness, purchase persuasion and consumer insights the other important ones.

To analyze the said phenomenon, the initial step was the examination of the significant writing to develop a comprehension about different parameters of search engine for the brand post. The data were gathered through questionnaire from the sample of 338 respondents who were selected by simple random sampling method mostly from the National Capital Region (NCR) of Delhi in India. The data collected from the respondents were loaded on SAS base for exploratory factor analysis and multiple regression analysis. (Bhandari, R. S., & Bansal, A. (2018))

Object tracking is one of the vital fields of computer vision that detects the moving object from a video sequence. Internet has changed the world to global village. Due to improved connectivity and increase in data usage, any new or existing products or services can reach the consumer easily through digital marketing. Apart from creating a content rich website for a product, it is highly important that the website is at the top of the Search Engine Result Pages (SERPS) of a Search Engine. The technical aspect of Search Engine Marketing Management (SEMM) of the website can be substantially improved by carrying out Search Engine Optimization (SEO) analysis of the website. The SEO tool can be utilized for increasing the website traffic and consequently increasing the sales revenue. This paper focuses on the interlinkage of Search Engine Marketing and Search Engine Optimization. The paper also provides the impact of Keyword analysis and the other SEO friendly techniques that positively affects the digital marketing. (Terrance, A. R., Shrivastava, S., & Kumari, A. (2017))

This study reviews the use of digital marketing in small- and medium-sized enterprises (SMEs) and its impact on their performance. Through a systematic literature review of sources from databases like Science Direct, Scopus, and IEEE Explorer, the study examines how digital marketing has evolved and how SMEs are adopting these practices. Findings indicate that while some SMEs benefit from digital marketing, there is no one-size-fits-all strategy. The study highlights opportunities for digital marketers, especially in rural areas, to enhance SME performance and productivity through tailored digital marketing efforts. This research is one of the first to explore this topic in the Indian context. (Jadhav, G. G., Gaikwad, S. V., & Bapat, D. (2023))

Digital transformation, driven by technological advances and changing customer requirements, is stimulating the use of digital marketing. 11% of Swiss organizations regard digital marketing as a key investment area as part of their overall digital transformation strategy, with over one third of Swiss organizations currently investing in new sales and marketing tools. Unfortunately, there are implementation gaps between Swiss small and medium-sized enterprises (SME) and large enterprises (LE). In short, SME are lagging behind LE and generally do not use digital marketing tools, channels, and platforms. Barriers that prevent SME from adopting higher digital marketing tools are cultural change, limited resources/high costs, technology, and expertise. The objective of this study is to close the knowledge gap and provide SME with an overview of the most important digital marketing tools based on a literature review in order to leverage the opportunity of digital technology in the marketing discipline and reduce the distance to LE. The literature review identified nineteen relevant articles. These articles include 162 citations of tools, channels, platforms, and methods, which can be used by SME to close the knowledge gap and thus take advantage of a new, digital marketing portfolio. The twenty-four unique digital marketing tools are presented based on a comparative analysis, with the eleven most often cited tools being defined and described. Potential for further research was identified. (Peter, M. K., & Dalla Vecchia, M. (2021))

Online marketing, which is also called internet marketing, involves use of interactive, virtual spaces for the sake of promoting and selling goods and services. In fact, new synchronous, internet-based communication technologies had contributed to the restructuring of major economic sectors including marketing. Being cost-effective, flexible, and fast and enjoying an on unprecedented global reach, internet marketing has brought about different businesses incredible gains. However, this effective, new method also involves its special disadvantages, eg lack of personal contact, security and privacy, etc which should be taken account for. The present study, then, concentrates upon the impacts of internet-fostered interactive spaces on marketing practice. The paper starts with defining online marketing and reviewing historical background to utilization of online marketing; different kinds of internet marketing, then, will be shed light upon. The marketing opportunities stem from introduction of this new, virtual space is the next focal point of concentration. The study continues with challenges, such as problems of security, privacy, etc, emerged in the field of marketing from implementation of virtual space produces. Contemplating the solutions to tackle the challenges ahead, we provide the conclusions. (Bostanshirin, S. (2014, September))

One of the most important innovations after computer is internet and past more than a decade has demonstrated the ability of internet and indicates its future role for the world at large. Internet and related information technologies have initiated the development of new framework for business and business related strategies. Marketing practices are transforming in most of the business areas around the globe and India is not an exception to this. This paper is

an attempt to develop conceptual understanding about valuable strategic aspect of digital marketing from marketing perspective by reviewing literature on the concerned area. This paper examines the development of internet based technology, components of digital marketing, digital revolution in Indian context, opportunities and challenges for digitally engaged marketers and customers in order to bring clarity about how digital marketing can contribute toward formulation of impactful marketing strategies. The outcomes of this paper may help managers and scholars because this paper reveals the general theoretical as well as practical strategic characteristics of digital marketing. The entire discussion in this paper creates valuable insight about digital marketing particularly for Indian context. (Chauhan, P., Agrawal, M., & Chauhan, G. K. (2015).

Objectives

1. To Boost Online Visibility

To implement and enhance SEO strategies to improve the client's search engine rankings and drive more organic traffic.

2. To Enhance Audience Engagement

To develop and execute a content strategy that fosters audience interaction and builds a strong, engaged online community.

3. To Increase Website Traffic

Optimize the client's website for better user experience, making it visually appealing and accessible across devices to attract more visitors.

4. To Improve Lead Generation and Conversion Rates

To employ targeted digital marketing techniques such as email campaigns and PPC advertising to increase leads and convert them into enrollments.

Project Details

1. Brief of the Task Done by Intern

During the internship, the intern was involved in a comprehensive range of activities aimed at enhancing the digital presence of CIATN through various online marketing strategies. Key responsibilities included:

- **Website Development:** Developed a new website for CIATN using WordPress, handling both the frontend and backend aspects. This involved designing the website layout, creating and formatting content, integrating necessary plugins, and ensuring that the site was fully functional and user-friendly.
- **Content Management:** Created and published various content on the website, including contact details, page content, and blog posts. Ensured that all content was relevant, engaging, and optimized for SEO.
- **SEO Optimization:** Implemented SEO strategies to improve the website's search engine ranking. This included both on-page SEO (e.g., optimizing page titles, meta descriptions, and content) and off-page SEO (e.g., building backlinks). Utilized tools like Google Keyword Planner to identify and integrate key keywords.
- **Local SEO:** Enhanced the website's local search visibility by optimizing the Google My Business profile and implementing local SEO techniques.
- **Social Media Management:** Designed promotional posters using Canva and developed a social media calendar (SMC) for scheduling posts across various platforms (Instagram, Facebook, Twitter, LinkedIn). Used tools like Meta and Buffer for scheduling and managing posts.
- **Link Building:** Engaged in creating backlinks on platforms like Quora and other relevant sites to improve the website's authority and SEO performance.
- **Additional Tasks:** Created QR codes for social media handles to facilitate easy user access. Attended daily morning meetings to discuss project progress and wrote daily sign-in/out emails for record-keeping.

2. Process Flow of Each Task

Website Development

- **Requirement Analysis:** Gathered client requirements and preferences for website functionality and design.
- **Website Design:** Created wireframes and design prototypes based on the client's specifications.
- **Content Creation:** Developed and formatted content, including text, images, and videos.
- **Site Development:** Built the website using WordPress, incorporating the design, content, and necessary functionalities.
- **Testing and Launch:** Conducted testing to ensure that the website was functional and free of errors. Made adjustments based on feedback before the official launch.

- **Client Approval:** Presented the completed website to the client for approval and made any requested revisions.

WEBSITE DEVELOPMENT

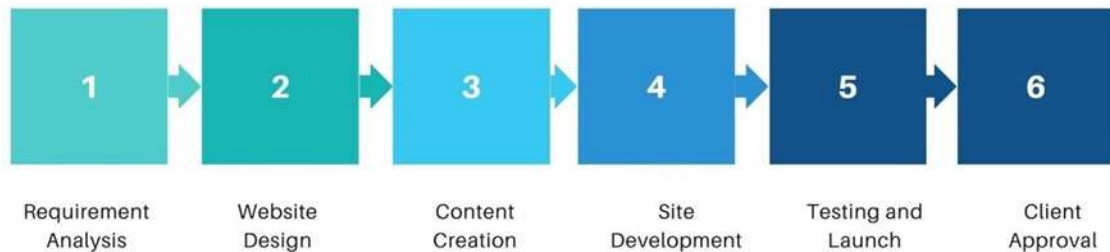


Figure no. 1 Website Development Process

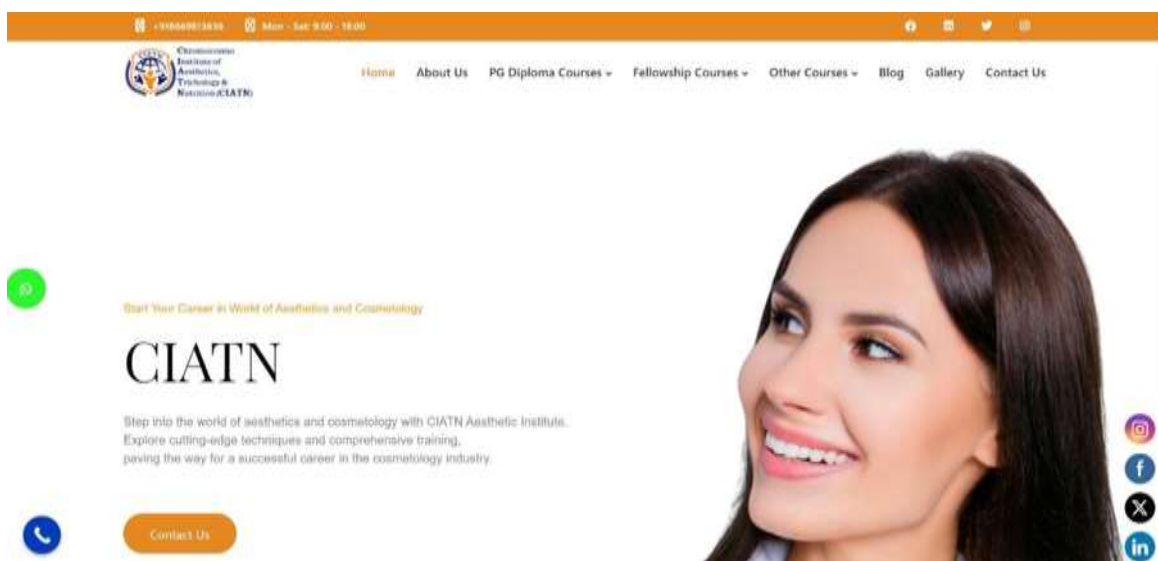


Figure No. 2 Screen Shot of Actual Website

SEO Optimization

1. **Keyword Research:** Identified relevant keywords using Google Keyword Planner.
2. **On-Page SEO:** Optimized page titles, meta descriptions, headers, and content to include targeted keywords.
3. **Content Optimization:** Updated existing content and created new content to improve keyword relevance and readability.
4. **Off-Page SEO:** Built backlinks through guest posts, directory submissions, and partnerships.
5. **Local SEO:** Improved Google My Business profile and optimized for local search terms.

SEO OPTIMIZATION

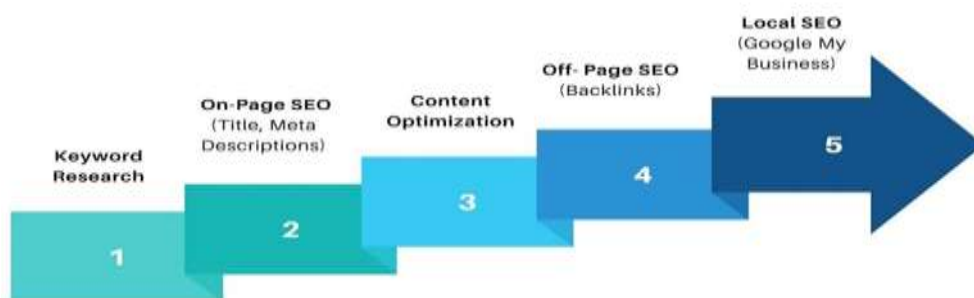


Figure No. 3 SEO Optimization Process

Social Media Management

1. **Content Creation:** Developed engaging social media content and visuals using Canva.
2. **Design Posters:** Created visually appealing posters for promotional activities.
3. **Develop a Social Media Calendar:** Planned and scheduled content across social media platforms.
4. **Schedule Posts:** Used Meta and Buffer to schedule and manage social media posts.
5. **Monitor Engagement:** Tracked and analyzed engagement metrics to assess the effectiveness of posts.



Figure No. 4 Steps in Social Media Management

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Link Building

1. **Identify Opportunities:** Researched and identified websites for potential backlinks.
2. **Create Content:** Developed content or provided information for backlink placements.
3. **Submit Links:** Submitted backlinks to identified websites and platforms.
4. **Track Results:** Monitored the impact of backlinks on SEO performance.

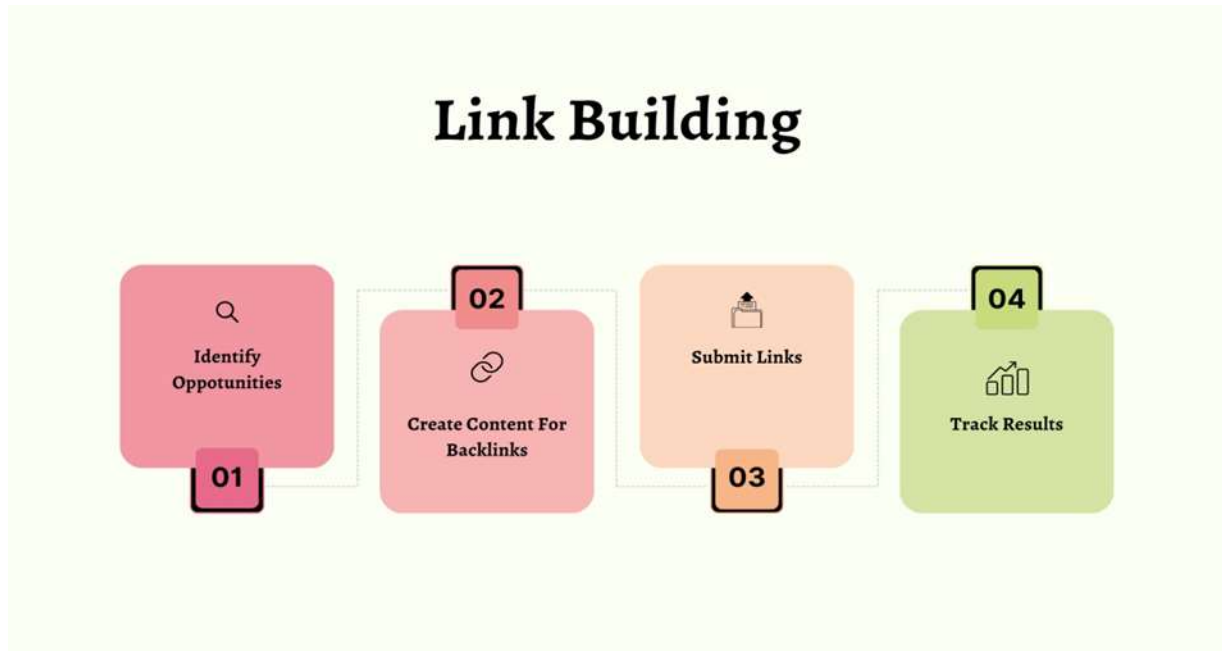


Figure no. 6: Link Building Process

Additional Tasks

- **QR Codes:** Generated QR codes for easy access to social media profiles.
- **Daily Reports:** Maintained sign-in/out logs and wrote daily reports summarizing progress and key activities.

3. Output Generated at the End of Each Task

Website Development

- **Live Website:** A fully functional WordPress website for CIATN with integrated content and features.
- **Content:** Published pages, including contact details, informational content, and blogs.
- **SEO Improvements:** Enhanced on-page SEO elements, including optimized titles, descriptions, and meta tags.

SEO Optimization

- **SEO Master Plan:** Document outlining the strategy for keyword optimization and SEO enhancements.
- **Improved Rankings:** Achieved better visibility in search engine results and enhanced local search presence.

Social Media Management

- **Social Media Posters:** Designed and approved promotional graphics for social media.
- **Social Media Calendar:** Scheduled posts for consistent and strategic content delivery.
- **Increased Engagement:** Boosted social media interaction and visibility.

Link Building

- **Backlinks:** Successfully added high-quality backlinks to improve website authority.
- **SEO Impact:** Observed improvements in search engine rankings due to effective link-building efforts.

Additional Tasks

- **QR Codes:** Created and implemented QR codes to streamline access to social media profiles.
- **Daily Reports:** Maintained accurate records of daily activities and project updates.

4. Data/Format/Structures Created for Each Task

Website Development

- **Formats:** HTML/CSS files, WordPress theme and plugin configurations.
- **Structures:** Website layout, navigation menus, content hierarchy.

SEO Optimization

- **Data:** Keyword lists, SEO audit reports, content optimization spreadsheets.
- **Formats:** Excel spreadsheets for keyword tracking, SEO reports.

Social Media Management

- **Data:** Social media post content, engagement metrics, scheduling details.
- **Formats:** Canva design files, social media calendar in Excel or Google Sheets.

Link Building

- **Data:** List of backlinks, submission records, tracking metrics.
- **Formats:** Backlink tracking sheets in Excel.

Additional Tasks

- **Data:** QR code images, sign-in/out logs.
- **Formats:** QR code PNG/JPEG files, email logs for daily reports

Challenges

1. Lack of Website Knowledge

- **Challenge:** As an intern with limited experience in website development, the task of building a website from scratch using WordPress was initially overwhelming. Understanding the intricacies of both frontend and backend development posed a significant learning curve.
- **Action Taken:** To address this challenge, extensive self-learning was undertaken through online tutorials and WordPress documentation. Additionally, guidance was sought from more experienced colleagues, and practical hands-on experience was gained through iterative development and feedback.

2. Difficulties in Research

- **Challenge:** Conducting thorough research, particularly in SEO and content strategy, was challenging due to limited prior experience in these areas. Identifying effective keywords and understanding their impact on SEO required substantial effort.
- **Action Taken:** Utilized online resources and tools such as Google Keyword Planner and SEO forums for guidance. Attended workshops and webinars on SEO practices to build a better understanding and improve research efficiency.

3. Overall Newness of Digital Marketing Tasks

- **Challenge:** Many of the tasks, including content management, social media strategy, and link building, were new and unfamiliar, leading to initial inefficiencies and a steep learning curve.
- **Action Taken:** Engaged in continuous learning through digital marketing courses and sought feedback from mentors. Applied learned concepts to real tasks, which helped in gradually improving proficiency.

4. SEO and Website Optimization

- **Challenge:** Achieving high search engine rankings was challenging due to keyword competition and technical issues.
- **Action Taken:** Implemented a robust SEO strategy, including keyword research, on-page optimization, and backlink building. Regularly updated the website based on performance metrics and SEO audits.

5. Content Creation and Management

- **Challenge:** Balancing high-quality content creation with time constraints and resource limitations was challenging.
- **Action Taken:** Developed a content calendar and used tools like Canva for efficient design. Prioritized content updates based on relevance and engagement metrics.

6. Social Media Engagement

- **Challenge:** Gaining significant engagement on social media platforms amidst high competition and algorithm changes.
- **Action Taken:** Crafted engaging content, used scheduling tools like Meta and Buffer, and monitored metrics to refine strategies.

Limitations

1. **Limited Technical Skills:** The lack of technical knowledge in website development and SEO provided an opportunity to learn and improve skills in these areas.
2. **Time Constraints:** The fixed internship duration fostered efficient time management and prioritization of key tasks.
3. **Resource Availability:** Working with limited tools highlighted the importance of adaptability and maximizing available resources while learning to overcome challenges.

Recommendations

1. Major Recommendation

- **Recommendation:** Invest in comprehensive training for new interns and team members on website development, SEO, and digital marketing tools. Consider developing a structured onboarding program that includes hands-on workshops and access to essential resources.

2. Guidelines for Implementation

- **Develop a Training Program:** Create a structured training program that includes online courses, workshops, and practical exercises. Partner with digital marketing experts to deliver training sessions and provide resources.
- **Mentorship and Support:** Assign mentors to new interns or team members to offer guidance, answer questions, and provide feedback throughout their learning process.
- **Resource Allocation:** Ensure access to necessary tools and software for effective learning and project execution. Provide interns with access to industry-standard tools and resources.

3. Expected Outcome from the Recommendations

- **Improved Skills and Efficiency:** The training program and mentorship will enhance the technical skills and efficiency of new team members, leading to better project execution and higher quality work.
- **Faster Adaptation:** Structured onboarding will help new interns and employees adapt more quickly to their roles, reducing the learning curve and improving overall productivity.
- **Enhanced Project Outcomes:** With improved skills and resources, the team will be able to execute digital marketing strategies more effectively, leading to better results and higher client satisfaction.

4. Scope for Future Work

- **Ongoing Training:** Regularly update the training program to keep pace with new developments in digital marketing and technology.
- **Feedback Mechanism:** Implement a feedback mechanism to continuously assess the effectiveness of the training program and make necessary improvements.
- **Advanced Tools:** Explore and integrate advanced tools and technologies into the training program to ensure that team members are equipped with the latest skills and knowledge.

Conclusion

The project researchers have undertaken is about digital marketing for the educational institutional software. Search Engine Optimization and Social Media Marketing tools have been used to frame strategies for the clients who have been using digital marketing consultancy from the studied organization.

Meeting the expectations and framing a structured layout for digital marketing plan have been a challenge for the researchers. They could also suggest some steps for the faster onboarding and adaptation of the suggestions.

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