

Leveraging Digital Marketing tools for Brand Building for Business School

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Abstract:

In the contemporary landscape of higher education, business schools face increasing competition for student enrolment, faculty recruitment, and corporate partnerships. Digital marketing has emerged as a powerful tool for enhancing brand visibility, reputation, and engagement. This research paper explores the role of digital marketing in brand building of business schools, analysing strategies, challenges, and opportunities in leveraging digital platforms effectively. Drawing upon theoretical frameworks and empirical evidence, the paper provides insights for business school administrators and marketers to develop comprehensive digital marketing strategies that align with branding objectives and foster sustainable competitive advantages.

Keywords: Brand Building, Digital Marketing, Business School, Social Media,

1. INTRODUCTION

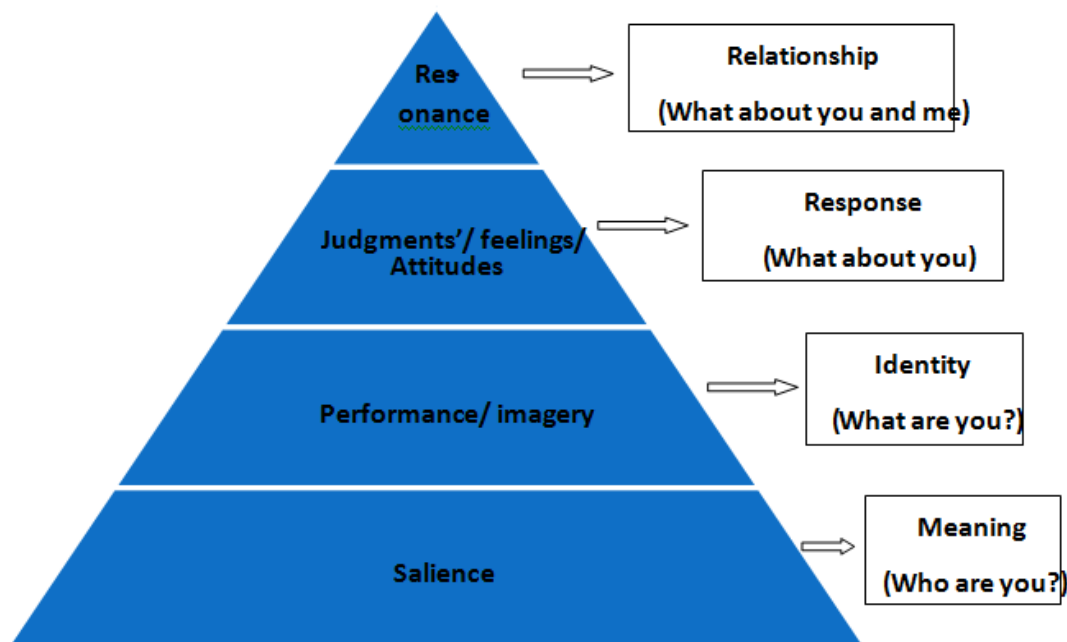
Branding plays a pivotal role in the success and sustainability of business schools. In a competitive landscape, branding helps business schools stand out from the crowd by communicating their unique value proposition, strengths, and distinctive offerings. Effective branding enables schools to carve a niche for themselves and attract students, faculty, and corporate partners who resonate with their identity and mission. Personalization of brand is necessary for the success of brand building campaign. It is important to give an identity to the brand so that the consumers can see and experience the brand personality. A strong brand reputation is essential for business schools to maintain credibility and trust among various stakeholders, including prospective students, alumni, employers, and accreditation bodies. Positive brand perception can enhance the perceived quality of education, research output, and alumni success, contributing to long-term institutional prestige. (Barus, 2023) Branding influences student perceptions and choices when selecting a business school for their education. A well-established brand image can attract high-caliber applicants, leading to increased enrollment numbers and improved student retention rates. Moreover, a positive brand experience throughout the student journey fosters loyalty and advocacy among alumni, who become ambassadors for the school. A reputable brand not only attracts top-tier students but also appeals to renowned faculty members and administrative staff seeking employment opportunities. A business school with a strong brand identity can recruit and retain talented faculty and staff who align with its values, culture, and academic aspirations, thereby enhancing teaching quality and research excellence. Brand recognition and reputation influence corporate partners' willingness to collaborate with business schools on research projects, executive education programs, internships, and recruitment initiatives. A well-branded business school is perceived as a valuable strategic partner by corporations, leading to increased opportunities for industry engagement, sponsorship, and philanthropic support. Branding transcends geographical boundaries, enabling business schools to extend their influence and attract students, faculty, and partners from diverse cultural backgrounds and regions. A strong brand presence enhances international visibility and competitiveness, facilitating collaborations with institutions, businesses, and government agencies worldwide. Digital marketing encompasses a broad spectrum of brand building through online tactics and channels aimed at engaging consumers, generating leads, and fostering brand loyalty. Unlike traditional marketing approaches, which often rely on mass media such as television, radio, and print advertisements, digital marketing leverages digital technologies and platforms to deliver personalized messages, track performance metrics, and adapt strategies in real-time. From search engine optimization (SEO) and content marketing to social media advertising and email campaigns, digital marketing offers a versatile toolkit for businesses to reach their target audiences with precision and efficiency. The purpose of this research paper is to explore the role of digital marketing in brand building of business schools. It aims to provide insights into effective strategies, challenges, and opportunities associated

with leveraging digital marketing techniques to enhance the visibility, reputation, and engagement of business schools. By examining theoretical frameworks, empirical evidence, and practical case studies, the paper seeks to equip business school administrators and marketers with the knowledge and tools necessary to develop comprehensive digital marketing strategies aligned with branding objectives.

2. THEORETICAL FRAMEWORK

Building and exposing the brand takes time and steadiness. It involves reinforcing skills and values by taking up new assignments and roles to give more and more brand exposure. Businesses use various promotional tools like forums, Digital (Facebook, twitter, LinkedIn), blogs to generate voice for the brand. The integration of digital marketing strategies with branding theories is essential for business schools to effectively communicate their brand identity, engage with stakeholders, and achieve their branding objectives. Technology (NITs)," the report states. It also highlights the numerous educational establishments and the fierce rivalry that exists amongst them. Similar to how businesses strive to attract skilled employees and clients, universities and colleges likewise engage in intense competition to attract brilliant prospective students and discover ways to increase the percentage of accepted students who enrol. Building top-notch brands, as shrewd corporations often do, is the solution to the problem facing colleges today.

Fig No.1: Brand building blocks of educational brands



Source: John F., Senath S. (2013)

In higher education marketing, brand branding is quickly becoming the newest thing. Institutions of higher learning must ensure that the positioning and brand development plan encompasses far more than just a tagline or logo. The function of marketing in the education industry has seen a significant change in the last few years. Due to intense competition, colleges are now making an effort to express their brand's distinctive value proposition by showcasing their presence in the marketing industry. A new development in university brand building strategies is the use of digital marketing in addition to traditional marketing. Here's how digital marketing strategies can be integrated with key traditional marketing theories:

2.1 Brand Identity:

Digital Marketing Integration: Digital platforms provide business schools with diverse opportunities to express their brand identity visually and verbally. Consistent branding elements such as logos, colors, typography, and messaging should be reinforced across all digital touchpoints, including websites, social media profiles, email communications, and digital advertisements. (Barus, 2023)

Branding Theory Alignment: Brand identity theory emphasizes the importance of creating a distinct and memorable brand image that reflects the school's values, personality, and unique attributes. By leveraging digital marketing channels to convey a consistent brand identity, business schools can strengthen brand recognition and differentiation in the minds of their audiences. (Wirany, 2023)

2.2 Brand Positioning:

Digital Marketing Integration: Digital marketing enables business schools to position themselves effectively in the minds of their target audience by crafting compelling narratives, sharing success stories, and highlighting their competitive advantages. Through targeted content creation, search engine optimization (SEO), and paid advertising campaigns, schools can position themselves as leaders in specific areas of expertise or educational offerings. (Carter, 2021)

Branding Theory Alignment: Brand positioning theory emphasizes the importance of occupying a distinct and desirable position in the marketplace relative to competitors. By leveraging digital marketing strategies to communicate unique value propositions and reinforce desired brand associations, business schools can shape perceptions and influence decision-making among prospective students, faculty, and corporate partners. (Bohara, 2023)

2.3 Brand Equity:

Digital Marketing Integration: Digital marketing efforts can contribute to the enhancement of brand equity by fostering positive brand experiences, building brand awareness, and eliciting brand loyalty. Engaging storytelling, interactive content, and user-generated content campaigns on digital platforms can deepen emotional connections with stakeholders and strengthen brand affinity over time. (Alwan, 2022)

Branding Theory Alignment: Brand equity theory posits that the value of a brand lies in the perceptions and attitudes held by consumers, which influence their willingness to pay a premium for the brand and their loyalty towards it. By strategically leveraging digital marketing tactics to enhance brand salience, associations, and loyalty, business schools can increase brand equity and sustain long-term competitiveness. (Carter, 2021)

In essence, the integration of digital marketing strategies with branding theories enables business schools to create cohesive, authentic, and impactful branding campaigns that resonate with their target audiences, differentiate them from competitors, and reinforce their positioning in the marketplace. By leveraging the synergies between digital marketing and branding theories, schools can strengthen their brand equity, engage stakeholders effectively, and achieve their overarching branding objectives.

3. METHODOLOGY:

The work being described here is an instance of a research study within the context of a literature review. The author conducts an in-depth evaluation and analysis of numerous articles that address social media topics and their relationship to digital marketing in B- School.

4. DIGITAL MARKETING STRATEGIES FOR BUSINESS SCHOOL BRANDING

Digital marketing strategies play a crucial role in shaping the branding and reputation of business schools in today's competitive landscape. Here are some effective digital marketing strategies specifically tailored for business school branding:

Figure 1: Digital Marketing Strategies for Business School Branding



Source: Accumulated Data

- 4.1 Website optimization:** Website optimization plays a crucial role in enhancing user experience, ensuring content relevance, and improving search engine visibility for business schools. By focusing on these aspects, business schools can create a compelling online presence that attracts and engages their target audience while also improving their rankings on search engine results pages (SERPs). Website is optimized for mobile devices, as a significant portion of users access websites via smartphones and tablets. (Wiryany, 2023) Responsive design ensures that the site adapts seamlessly to various screen sizes, providing a consistent and user-friendly experience across devices. Streamline website navigation by organizing content logically and providing clear, intuitive menus and navigation paths. Optimize website performance by minimizing page load times. Compress images, leverage browser caching, and minimize server response times to ensure fast and smooth browsing experiences. Slow-loading websites can lead to user frustration and high bounce rates. Incorporate engaging multimedia elements such as videos, infographics, and interactive features to enrich the user experience and communicate information effectively. Visual content can help to capture users' attention and convey complex concepts in a more digestible format. (Alwan, 2022)
- 4.2 Content Marketing Relevance:** Develop content that resonates with the target audience's interests, needs, and preferences. Conduct audience research to understand their demographics, motivations, and pain points, and tailor content accordingly. Address frequently asked questions, provide valuable insights, and showcase the unique value proposition of the business school. (Carter, 2021) Share faculty insights, student success stories, and industry trends to engage visitors and establish credibility. Include clear and compelling calls-to-action (CTAs) throughout the website to guide users towards desired actions, such as requesting more information, scheduling a campus visit, or applying for admission. CTAs should be prominently displayed, visually appealing, and aligned with the user's journey and objectives.
- 4.3 Improving Search Engine Visibility:** Conduct keyword research to identify relevant search terms and phrases related to business school programs, faculty expertise, industry trends, and geographic location. Incorporate

target keywords strategically into website content, meta tags, headings, and URLs to improve visibility in search engine results. (Mishra, 2023) Optimize on-page elements such as title tags, meta descriptions, headings, and image alt text to align with target keywords and improve search engine crawlability and indexing. Earn high-quality backlinks from reputable websites, directories, and industry publications to improve the authority and credibility of the business school website. Optimize the website for local search by including location-specific keywords, creating a Google My Business profile, and ensuring consistent NAP (name, address, phone number) information across online directories and listings. Local citations and positive reviews can also enhance visibility in local search results. (Wiryany, 2023)

4.4 Social media engagement: Social media engagement is a powerful tool for business schools to leverage platforms like LinkedIn, Twitter, and Instagram for brand storytelling, community building, and influencer partnerships. Utilize LinkedIn to share compelling stories about faculty expertise, student achievements, alumni success stories, and industry partnerships. Showcase thought leadership through articles, posts, and multimedia content that highlight the school's unique values, culture, and impact. Twitter: Share real-time updates, news, and insights related to business education, industry trends, and research findings. Engage with followers by participating in relevant Twitter chats, using trending hashtags, and retweeting or replying to relevant content from influencers and industry leaders. Instagram: Use Instagram to showcase the vibrant campus life, student experiences, and extracurricular activities offered by the business school. Share visually appealing photos, videos, and stories that capture the essence of the school's community, culture, and values. Create or join LinkedIn Groups dedicated to business education, entrepreneurship, industry sectors, or alumni networks. Foster meaningful discussions, share valuable resources, and connect with current students, alumni, faculty, and industry professionals to build a strong sense of community and engagement. Participate in relevant Twitter chats or host your own chats focused on topics of interest to the business school community. Instagram Stories to provide behind-the-scenes glimpses of campus events, guest lectures, student projects, and faculty research. (Barus, 2023) Collaborate with industry influencers, thought leaders, and alumni who have a significant following on LinkedIn to amplify the school's brand reach and credibility. Invite industry influencers, alumni, or guest speakers to participate in Twitter chats or take over the school's Twitter account for a day to share their insights and expertise with the community. Partner with alumni, students, or faculty to conduct Instagram takeovers, where they share their daily routines, experiences, and perspectives on the school's Instagram account. Encourage influencers to engage with followers through live Q&A sessions, polls, and interactive content to drive engagement and foster a sense of authenticity and connection.

4.5 Email marketing: Email marketing is a crucial component of a comprehensive digital marketing strategy for business schools. It enables personalized communication to nurture leads, disseminate information, and maintain relationships with alumni. Provide valuable content and resources that address the interests and concerns of prospective students, such as program highlights, faculty profiles, student testimonials, and application tips. Use marketing automation tools to create automated email sequences that deliver relevant content based on the recipient's actions and engagement level. Nurture leads over time by sending targeted emails that guide them through the decision-making process and encourage them to take the next steps towards enrollment. Maintain ongoing communication with alumni through targeted email campaigns designed to foster engagement and involvement. Share updates about alumni achievements, career opportunities, networking events, and opportunities for continuing education or professional development. Use email surveys or feedback forms to gather input from alumni about their experiences, preferences, and interests. Use this feedback to tailor future communications and activities to better meet the needs of the alumni community.

4.6 Search Engine Marketing (SEM) and Pay-Per-Click (PPC) advertising: Search Engine Marketing (SEM) and Pay-Per-Click (PPC) advertising are powerful tools for business schools to increase visibility and drive targeted traffic to their website. By strategically bidding on keywords related to business education, program offerings, and other relevant topics, business schools can ensure that their ads appear prominently in search engine results pages (SERPs) when users search for relevant terms. (Kumar, 2020) Conduct thorough keyword research to identify relevant search terms and phrases that potential students may use when researching business schools or specific programs. Consider factors such as search volume, competition, and user intent to prioritize keywords with the highest potential for driving qualified traffic. Use keyword research tools such as Google Keyword Planner, SEMrush, or Ahrefs to identify relevant keywords and assess their search volume and

competitiveness. Create targeted PPC campaigns on platforms such as Google Ads (formerly Google AdWords) or Bing Ads to reach users actively searching for information related to business education. Craft compelling ad copy that highlights the unique value propositions of your business school and encourages users to click through to your website. Use clear and concise language, relevant keywords, and compelling calls-to-action (CTAs) to attract attention and drive engagement. Align the messaging, design, and content of your landing pages with the ad copy and user intent to maintain consistency and reinforce key value propositions. Include clear and prominent CTAs on your landing pages that encourage visitors to take desired actions, such as requesting more information, scheduling a campus visit, or applying for admission. Streamline the conversion process and remove any friction points that may deter users from completing the desired action. Implement conversion tracking to measure the effectiveness of your SEM and PPC campaigns in driving desired actions on your website, such as form submissions, application completions, or event registrations. Use conversion tracking tools such as Google Analytics or conversion tracking pixels to track conversions accurately. Analyze campaign performance data regularly to identify trends, patterns, and opportunities for optimization. Monitor key performance indicators (KPIs) such as click-through rates, conversion rates, cost per click (CPC), and return on ad spend (ROAS) to assess campaign effectiveness and make data-driven decisions.

5. ANALYSIS, FINDING, AND DISCUSSION:

We will analyze the findings and discussions presented in the paper regarding digital marketing for business school branding. We'll highlight key insights, identify trends, and discuss implications for business schools.

- **Significance of Branding:** The paper emphasized the importance of branding for business schools, highlighting how a strong brand can differentiate a school from competitors, attract top talent, and foster loyalty among stakeholders. By establishing a compelling brand identity and communicating unique value propositions, schools can build trust and credibility in the marketplace.
- **Relevance of Digital Marketing:** The paper underscored the relevance of digital marketing in the modern era, noting how digital channels have transformed the way schools engage with their audience and promote their brand. With the rise of online platforms and digital technologies, business schools must adapt their marketing strategies to effectively reach and engage their target audience in the digital space.
- **Challenges and Opportunities:** The paper identified several challenges faced by business schools in digital marketing, including high competition, budget constraints, and evolving technology landscape. However, it also highlighted numerous opportunities for schools to innovate and differentiate their brand, such as personalization, content marketing, and social media engagement.
- **Integration with Branding Theories:** The paper discussed how digital marketing strategies can be integrated with traditional branding theories to enhance the effectiveness of business school branding efforts. By aligning digital marketing initiatives with overarching branding objectives and leveraging theoretical frameworks such as brand equity and brand positioning, schools can create cohesive and impactful branding campaigns.
- **Effective Digital Marketing Strategies:** The paper outlined various digital marketing strategies that business schools can utilize to enhance their branding efforts, including website optimization, social media engagement, content marketing, email marketing, search engine marketing, and online reputation management. By implementing these strategies effectively, schools can increase visibility, drive engagement, and build a strong brand presence in the digital space.
- **Future Directions:** The paper discussed future directions and opportunities for digital marketing in business school branding, including advancements in technology, data analytics, and personalization. It highlighted the importance of staying abreast of emerging trends and leveraging innovative strategies to remain competitive in the digital age.

6. CONCLUSION

In conclusion, digital marketing plays a pivotal role in shaping the branding and reputation of business schools in today's competitive landscape. By leveraging digital channels and strategies effectively, schools can enhance their visibility,

engage with their target audience, and differentiate their brand in meaningful ways. Throughout this paper, we have explored various aspects of digital marketing for business school branding, including the significance of branding, the relevance of digital marketing in the modern era, theoretical frameworks, unique challenges and opportunities, and integration with branding theories. Business schools can utilize a range of digital marketing tactics, including website optimization, social media engagement, content marketing, email marketing, search engine marketing, and online reputation management, to achieve their branding objectives. Despite the challenges such as high competition, budget constraints, and evolving technology landscape, there are numerous opportunities for schools to innovate, collaborate, and expand their reach in the digital space. the future of digital marketing for business school branding holds immense potential for growth and innovations. Advances in technology, data analytics, and personalization will continue to shape the way schools engage with their audience and communicate their value proposition. By embracing emerging trends, fostering strategic partnerships, and maintaining a customer-centric approach, business schools can navigate the complexities of digital marketing effectively and position themselves for long-term success in the dynamic and ever-evolving landscape of business education.

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