

# Institute/School's Digital Marketing Guide



Effective marketing guide to promote and grow faster  
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# Disclaimer

The purpose of this ebook is to learn about Digital Marketing(DM) for beginner. I'm sure it will be your great start in DM. It's completely free to use, modify and share without any prior consent from its author.

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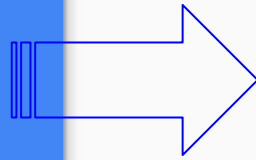
# What is Digital Marketing (DM) ?

Promoting your product or service on digital platform like Website, Blog, YouTube, Google Search, Facebook, Instagram, Twitter, LinkedIn, Mobile Phone etc.

## What is **Digital Assets** ?

Digital Assets is set of digital contents used to promote your product and services over the internet.

People read/watch these content and take interest in your product or services - “Engagement”



Website



Blog



YouTube  
Video



Social Media  
Posts/Images/Videos/  
Reels/Shots

# What is Customer Engagement ?

Customer Engagement is a process of interacting with their customers for strengthening the customer relationship with the company or product

## Advantages :

1. Brand Strengthening
2. Improve Loyalty and Trust
3. Increase Sales
4. Better understanding of customer
5. More satisfied customers means more word-of-mouth publicity

# 5 Platforms To Promote Your Institute or School

# Website

1

1. Get a **Responsive Website**, which can display smoothly on Desktop, Mobile and Tablet Devices.
2. **SEO Compliance**, website must be SEO friendly; means search engine like Google, Bing, Yahoo,, Ask etc must able to index your website contents, then only your website can be found in search result.
3. **Content Quality** must be good, Only **original content** works great in SEO. Must not be copied from other websites. Also relevant to your service matching keywords

[Read More](#)

1. Good content helps to engage your audience better. Also encourages to revisit in your website/blog
2. Show **small popup** to ask for user contact like Email and Mobile number so that you can get a **lead** and then followup promptly
3. Ask user to **subscribe your blog/ mailing** list, so that you can send them all your new publications/blogs etc through email/sms
4. Offer some free contents like **eBook** download. (Try to get user email/mobile number)





# Blog

## 2

### What is Blog ?

Blog is a online journal/article and informational web page. It should be regularly published by author and listed in recent first order(chronological).

**Example:** if your school/coaching institute is offering IAS/IPS/PSU/Banking exam preparation courses then you can write blog on current affairs regularly.

You can also publish the exam preparation best practices.

1. Great blog means good ranking in search engine like Google. Blog attracts more visitor in your site
2. Ask visitor to subscribe your blog using email/mobile number
3. Your regularity is important. For example publishing one blog-article every week.
4. Remember to share new blog update link to all your subscriber through Email/SMS/WhatsApps Status



3

## YouTube Video

YouTube is a most popular platform for learning today.

Create a YouTube channel with your Institute Name and regularly upload videos, post and shorts (small video clips)

Most of the people prefer to watch video instead of reading.

Also link your YouTube videos in your website and blog. In fact the contents covered in video the same content should be written in your blog..

1. Video content works great in digital marketing.
2. Watching dominates Reading because of its audio visual presentation method.
3. Ask people to subscribe your channel and also ask for feedback/query in comment box so that you can promptly answer them. It's important!
4. Mention the video description and keywords correctly. Also add blog link and website in description box. If there is something to download then mention download-links

# Social Media

## 4

Great place to showcase your brand, products and service.

Almost every internet user use social media platform. That's why its a right place to market your product and service.

### Setup your Institute/School

**Page/Profile.** Not an account its a page under your own account.

For Example you have your account in Facebook, then you can create a page for your school/institute and describe your services/product, website, email, mobile etc...

The popular social media options:  
Facebook, Instagram, LinkedIn, Twitter, WhatsApp, YouTube

1. Post announcements, results, Info-Graphics, new blog update, new video update, festival greetings, team-gathering celebrations pictures, anniversaries etc.
2. Try to be active and monitor the comments and reply user queries. It matters.
3. Regular posting - minimum 2 posts daily in all social media platforms.
4. Use effective contents and avoid using too much text. Be precise and meaningful
5. **Must use Reels, Shorts & Status Feature**



# Google Business Profile

5

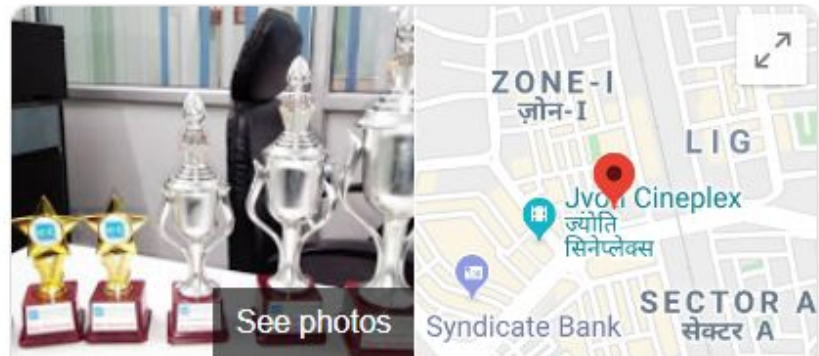
Google Business Profile is a FREE business listing platform to increase customer reach. When student search for your relevant information, Google shows your Business Page along with Map navigation and contact details.

Also showing your business ratings and reviews.

Regularly Post content here just like FB/Twitter/Instagram

Visit this link to register your business <https://business.google.com/>

1. Create your business profile with your services and contact details
2. Upload pictures like team-gathering, events, results and celebrations etc...
3. Setup the geo-coordinates properly
4. Keep posting update just like Facebook/Twitter etc...



# 5 Necessary Tools

## For Monitoring and Optimization

# Google Analytics

1

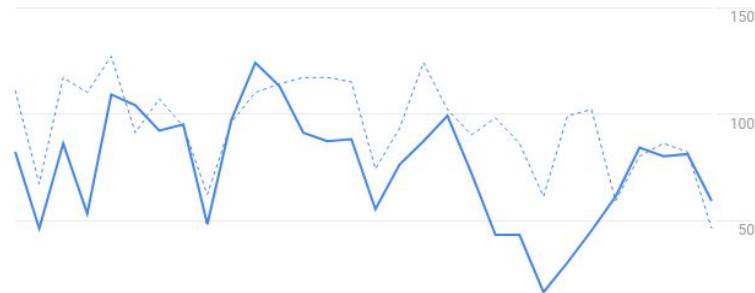
<https://analytics.google.com>

Google Analytics is a great tool to monitor and analyze web traffic and user access behaviour.

This helps in tuning your website content and blog based on user experience. Some useful reports are as below:

1. Daily visit tracking
2. Realtime visitor
3. City/Country wise visitor
4. Gender wise visitor
5. Search terms used
6. Traffic channel
7. Top visited pages
8. Visitor retention
9. Page visiting flow
10. Stay on page time etc

Users	Sessions	Bounce Rate	Session Duration
970	3.1K	79.17%	1m 54s
↓21.6%	↓21.2%	↓0.8%	↑15.7%



Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
4,876	3,768	00:03:28	79.17%	64.58%

Site Content
Page
Page Title
Site Search

Page	Pageviews	% Pageviews
1. /	3,470	71.16%
2. /plan-price		
3. /contact		

Active Users right now

1

Page views per minute

Top Active Pages

Active Users

/ 1

2

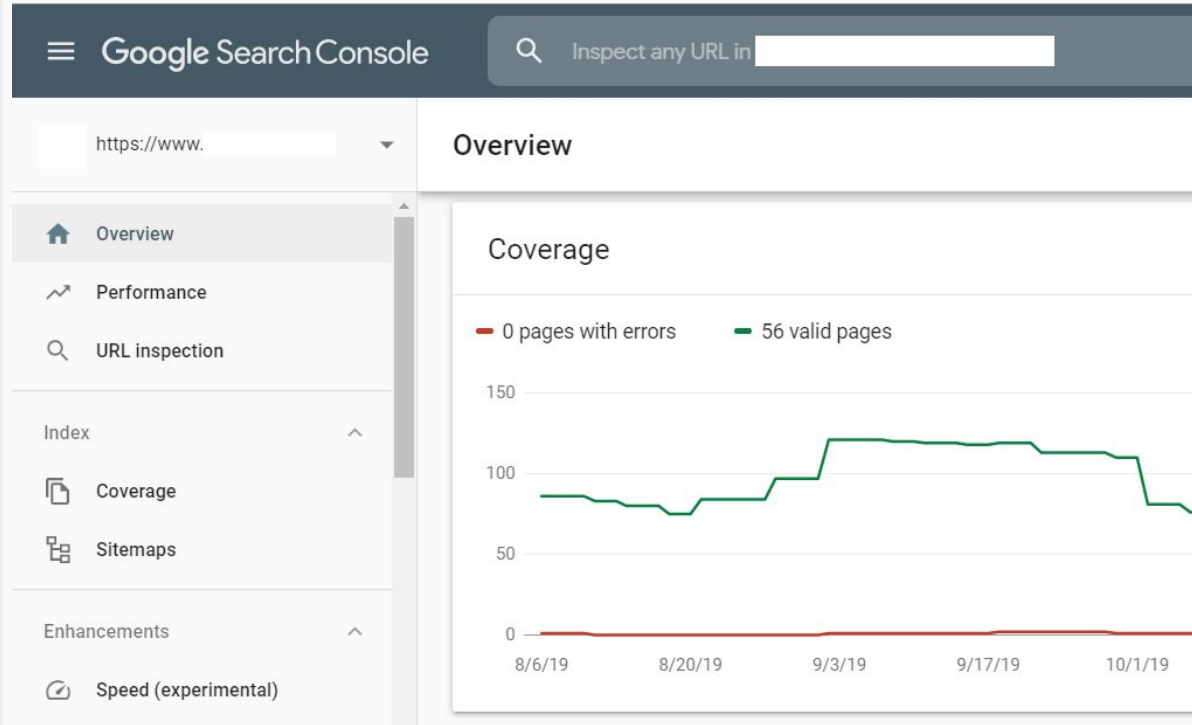
# Google Search Console/ Webmaster

<https://search.google.com/search-console>

Search Console Tool is used to analyze the website index done by Google Search Engine. Below options to monitor website :

1. Index
2. Sitemap Submission
3. Index Status
4. Index Error
5. Mobile Accessibility
6. URL Inspection
7. Performance
8. Search keywords

etc...

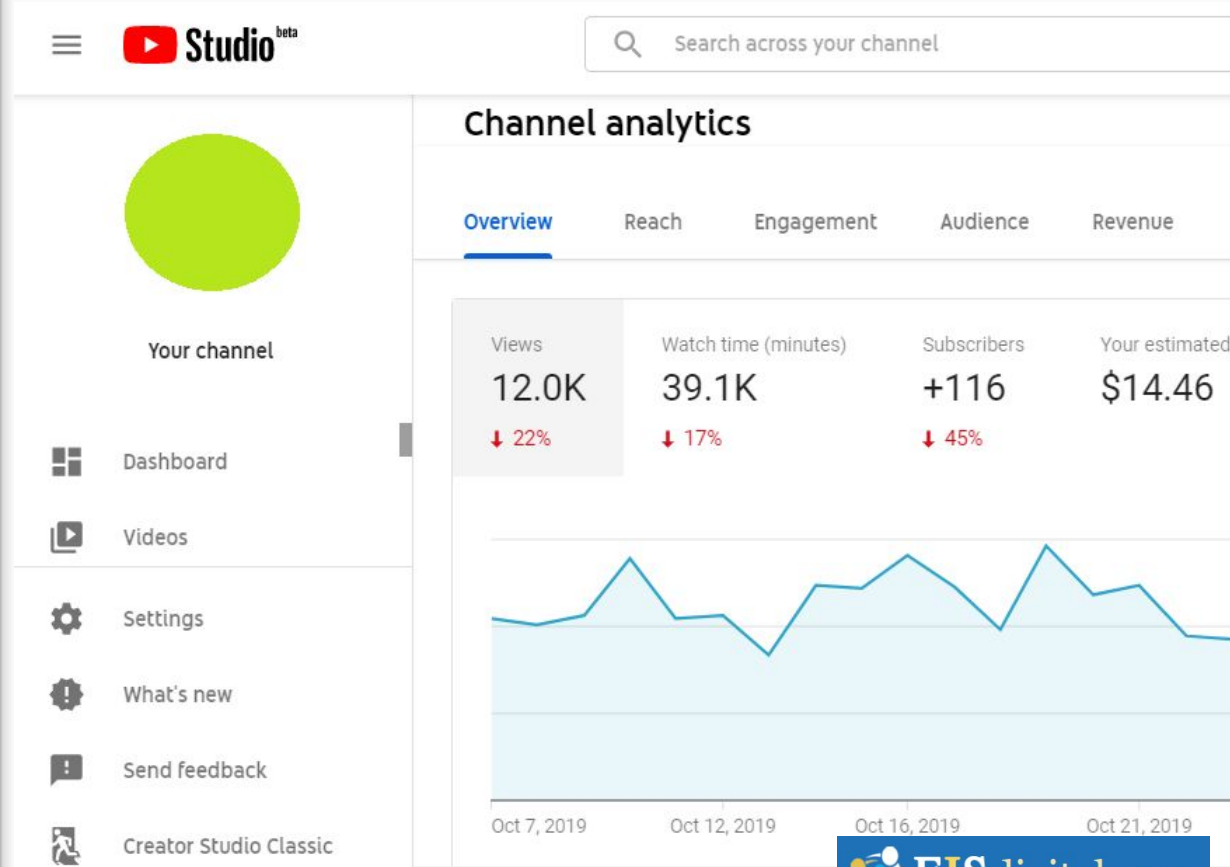


# YouTube Studio Analytics

YouTube Studio Analytics tool can be used to analysis video channel. Quick features are as below :

1. Watch minutes
2. Views
3. Subscribers
4. Comments
5. Like vs Dislike
6. Viewer source

etc...





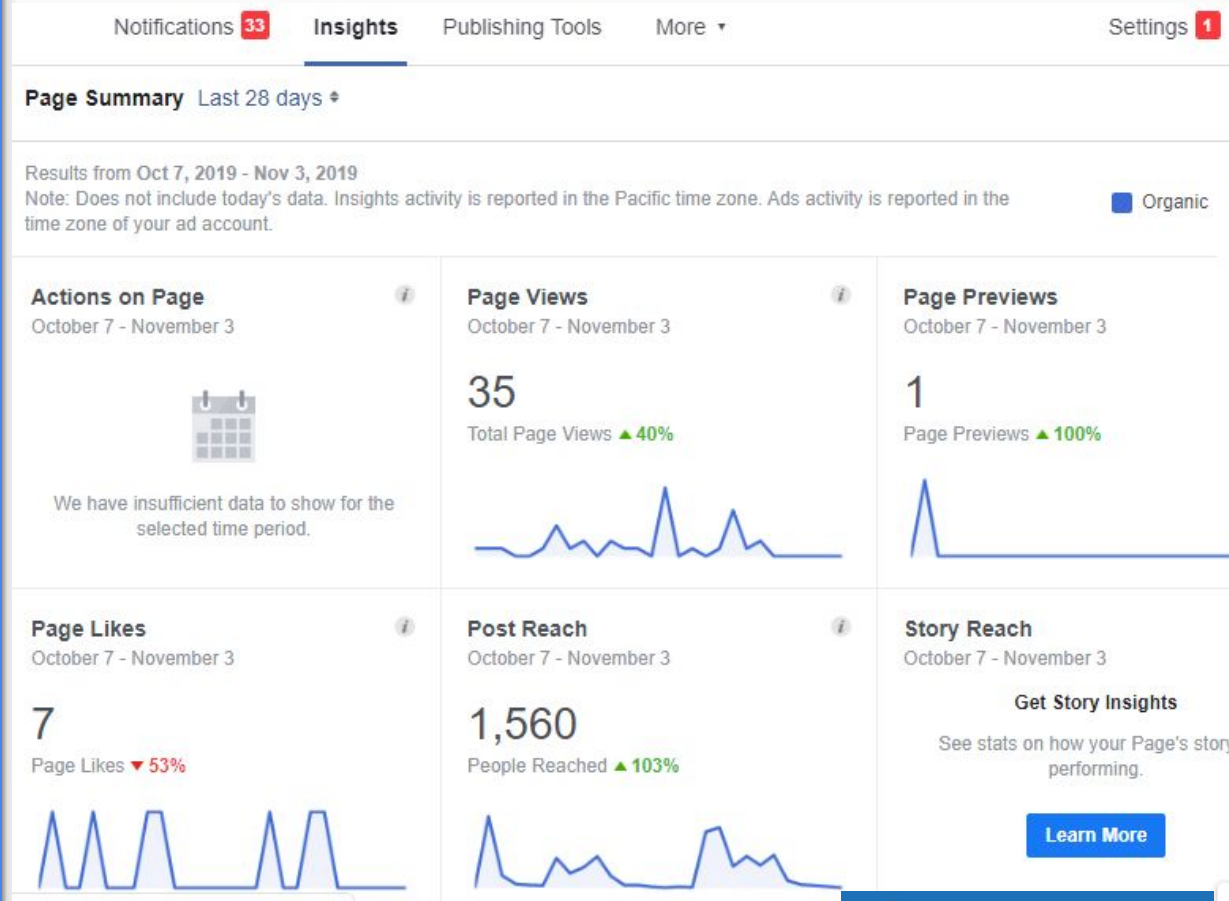
# 4

## Facebook Page Analytics

Like other tools Facebook also has analytics to monitor the post activities like :

1. Total Post Likes, Shares, Comments
2. Demographics analysis
3. Post engagement suitable time
4. Post Reach
5. Page Likes

Similarly there are tools for other social media platforms



5

# Google My Business Analysis

Monitor the visitor activity and traffic drive through Google My Business.

Google My Business

EZEON

R-63

Near Shri Vatika Hotel, Chetak Bridge, Zone-I, Maharana Pratap Nagar  
Bhopal, Madhya Pradesh 462011



Home



Posts



Info



Insights



Reviews



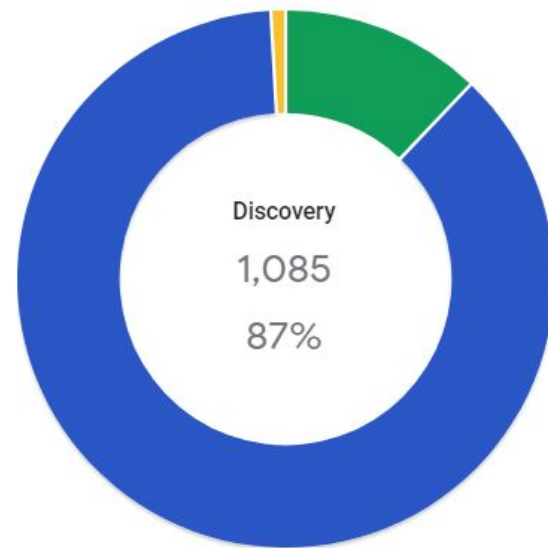
Messaging



Photos

How customers search for your business

1 month



# 5 Paid Marketing Options

# Google Ads - AdWords

We can create paid ads through AdWords by creating ads campaign. Different ads can be configured for targeted audience, keywords and locations. Also daily budget can be set to control the total cost. These ads are displayed by Google in search page and Google Partner Network. The portal also has monitoring and analytics report to optimize ads.

**PPC:** Pay Per Click is a paid marketing tool where charges will be applicable when our ads link is clicked.

**NOTE :** We recommend to take help from professionals for effective results.

## 2 Facebook/Instagram Ads

Facebook Paid Ads are another good option to promote Page, Post, Website, Contact Button etc. FB ads has option to show same ads in Instagram.

We can promote on targeted interest keywords, location, gender, age group etc. Also supports daily budget options.

Facebook comes with reports and analysis tool to monitor the campaign performance.

**NOTE : FB ads are easier to setup. No professional skills required. You can easy start with small budget for learning for short period, then launch high budget ads campaign.**

# Email Marketing

1. What is email marketing? Basically the use of email to promote products and/or services. But a better email marketing definition is the use of email to **develop relationships with potential customers** and/or clients.
2. Examples: send blog update, send video update, send offer occasionally, product update etc.
3. Marketing Automation: its automated sequence of emails send to user based on their open status.
4. Use professional email tools like Mailchimp, SendGrid etc for email marketing..
5. Regularly monitor & analyze the reports

# SMS Marketing

1. SMS is a effective marketing technique because it reaches to user hand directly.
2. Examples: send batch announcement, send blog update, send video update, offers, product update etc.
3. SMS marketing is easier to start and no professional skill required
4. SMS marketing is cost effective. There are bulk SMS tools available in market.
5. Regularly monitor & analyze the reports

# WhatsApp Marketing

1. Use paid WhatsApp messages, there are WhatsApp service provider vendor offers various plans and facilities
2. Take the trial subscription then starts with small subscription for experimental purpose. Once through with learning then launch campaign in bulk messaging
3. Some vendor offers integrated bot to automate the response for frequently asked queries and other possible responses. Try out these features
4. Don't forget to use WhatsApp **Status Feature** for promotion! Its free and effective.
5. Use quality content in image/text/videos/blog etc



# Conclusion

# Digital Marketing Final Remarks

1. DM is the effective and low cost marketing technique today
2. It's well focused on targeted users that's why results are better
3. DM helps you to setup your brand
4. We should started with free DM then try paid with limited budget, later gradually increase budget by analyzing results.
5. For Paid Marketing take help from professional. So that your money will be utilized properly.
6. For quality digital assets building take help from expert or atleast get it revised from experts.
7. DM increases customer engagement and gather realistic feedback
8. Finally increases your business
9. Be regular and don't forget to analyze the results! It's worth
10. Use all the channels and platforms for DM

# Thank you!

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