

Strategies Used For Promoting Education Institutions Through Instagram

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Abstract

Nowadays all the Institutions have started to do their marketing and branding through social media pages to attract the younger generations to choose course and college of their choice to increase the Admission & Branding. Moreover, the Social media gives the instant updates about the Institution activities which is viewed by many users will create better image. The Institutions adopt various strategies to promote themselves in the social media pages to reach its target audience without huge expenses. In the social media promotion method, the challenging task is about the content uploaded supporting with image or video about the activities displayed. And another more difficult task is to overcome the negative comments for the uploaded contents, when is not deleted it gives the negative image for the institution. In the competitive world the strategy adopted by one institution is becoming copied and displayed by other institutions also. To become unique in the display content few strategies is been suggested in this paper. For the study purpose the Institution promotional method using social media specially Instagram is taken. The various techniques/ features using Instagram for marketing is been discussed through the paper as strategies. The few tools as strategies using Instagram for marketing the Institutions is being categorized into Video display, Image display, and Content display which can be shared, liked and give comment about the content displayed in the page. The Instagram messages uploaded to be followed by many external users and it should have more followers. This paper also gives a clear idea on Institution marketing strategy using Instagram.

Keywords: Instagram, social media, promotional, marketing, Institutions, content, branding.

1.1 Introduction

The Marketing is becoming more competitive and also tougher nowadays as the globalization made many users to look for the information, service offers and buy products using the online media such as mobile Apps and social media pages. Previously marketing was mainly done using print media, radio and television only and now it becomes outdated and the smart phones becomes the only on device which people uses all the times and hence to reach the users the mobile apps and social media pages plays a vital role. Thus the corporate exploit the opportunity and reach the users online by various apps. Thus the strategies were also coined different for different goods and services.

In this paper the Education Institutions using Instagram as a part of their strategy to market their credentials to reach the maximum followers. This in turn brings more students to opt for the new courses and get informed about the list of activities engaging students in the Institutions is being displayed. Now the current generations decide on their own about the courses or colleges they want to join. For reaching the students community Instagram is one of the best mode to reach them instantly without any huge expenses. Through there are various social media pages available like Facebook, WhatsApp, LinkedIn and Tweeter. The Instagram is the powerful marketing tool used to connect the followers and safe to disseminate information. It is also found that in India about 155430000 users using Instagram in the year 2019 and it can expand for the year 2020. Of which 87% of users belong to male community and the users aged between 18 to 24 years were found to be largest group using Instagram for sharing photos and videos. Next to Facebook and WhatsApp the maximum used social media tool is Instagram.

1.2 Instagram Profile

Instagram is an American video and photo sharing social network owned by Facebook, Inc. It was created by Mike Krieger and Kevin System in the year 2010 exclusively on iOS platform and later designed to equip with Android mobiles. The app allows users to upload their photos and videos to share with their followers, the photos can also be edited using various filters available and it can be organized with tags and location information. The posts made by the users can be shared publicly or to the pre-approved followers by simple features. The users can also browse other users trending content uploaded in the app. The users can give like, share and comment to the content posted in the Instagram by the followers.

1.3 Instagram Logo



Figure: (Reference: Secondary Source)

1.4 Features used in Instagram,

- 1. Hashtags:** Instagram introduced a concept of “Hashtags” to make tags both specific and relevant rather than tagging generic words to stand out and to attract like-minded Instagram users.
- 2. Explore:** A tab inside the app that displays popular photos, taken at nearby locations and used to search locations to suit the requirements of followers.
- 3. Instagram stories-** Display the featuring videos from concerts, sports games and other live events to attract maximum followers.

4.Instagram Live: To display the live chats to connect with followers at any time.

5.Photographic Filters: The photographic filters can be used by the users to apply for the images to look more beautiful in terms of colour effects and lightings to suit the posts.

6.Video:Instagram is also equipped to upload a 15seconds video sharing with supporting video sharing application for widescreen videos.

7.Instagram Direct- A feature that lets user to interact through private messaging. Users who follow each other can send private messaging.

8.IGTV: Watch videos from your favorite Instagram creators.

Instagram has a clear set of rules about the use of the app, if any illegal or inappropriate content displayed using built-in reporting tools next to every photo, video or comment can be used and some advertisement content also be Hided. So it is instant and safe to use the app.

1.5Need for Instagram marketing

1. To reach the target group across the globe.
2. To stay connectedwith social media users of same minds & Interest.
3. Share information in the form of photos and videos to attract more followers.
4. To make unique branding and develop good image.
5. Users aware of the information instantly and get updated regularly as followers.
6. It makes its own identity with less cost involved for marketing.

1.6Importance of using Instagramby Business

1. Any size of business can thrive using Instagram pages.
2. More people were using Instagram on daily basis.
3. Stories make business more attractive.
4. Hashtags can increase followers and give Visibility
5. Can connect with followers effectively
6. Help to keep an eye on competitors.
7. Helps to bring creativity in the advertising& marketing.

1.7Strategies used for Promoting Education Institutions using Instagram

During the season of admission for the students many Education Institutions promote their college continuously in the TV, Radio, Expos, Hoardings and Newspapers vigorously for a duration of 2 to 3 months. But the impact of such admission reaches only few students and parents. Thus many students started to observe various college activities through other college social media pages of particular Institution and aware of the courses & department activities. Some of the Education Institutions also brand themselves strongly using the digital media platform. In order to have a continuous and live connect with users at any time only the social media marketing will be helpful.

***Media Strategies using Instagram**

1. Photo Display with Hashtags: The “Hashtags” makes the new users to find the required content displayed and solve their requirements by searches linked to the content which is possible only through Instagram. Along with the content “Hashtag” with catchy captions makes the content more informative and refined for the users to make them into followers. Most of the Education Institutions promote the activities and events conducted with right caption inserted with Hashtags makes the display photo attractive.

Example :Alumni meet (Photo with content along Hashtags)

(# (college shortforms) # (college name) #Alumni meet # Chennai times # weekend vibes # Saturday # Memories # alumni networking # College experience # lovely teachers).

So for each event or activity of the Education Institution to be promoted use the proper catchy key words as “Hashtags”- start with college short name, college name, event name, day celebrated, place of the event, specialty of the event, topic of the event, etc., can be added to look the content more interesting.

2. Instagram Live

The Instagram live is the features which helps the Education Institutions to telecast the events and activity participating by high profile guest and some inspiring speeches and performance can be display to followers across the globe. This feature is available in the Instagram which will be viewed by many followers and simultaneously they can give their comments and share their thoughts. It is a good marketing strategy were the Institution activities is being viewed in live and performance of the students gets acknowledged by others. Thus the followers get attracted& motivated to connect with the Institution for further career prospects. This helps to choose the colleges and courses as per the expectations. Where the followers can understand the institution campus life through lot of Liveinteraction. The most disappointing is that the live videos cannot be stored it can be displayed to all followers during the particular time of telecast only as it indicates it is being live in the follower’s screen while surfing in Instagram.

3. Messaging services

The messaging facility is there in all the social media apps, which connects the new users with Admin of the Page. The chats can be interactive where all the doubts and information is being exchanged with clarity to the users. This helps to generate lot of leads towards the admission of the college. Thus the identified users can be targeted by sharing e-broachers and pamphlets. Thus the messages can be secure which cannot be viewed by others and the data cannot be misused. Thus the users get the information instantly for their inquiries.

4. Online Competitions

Many Education Institutions conduct various online competitions in the social media pages specifically in Instagram photography competitions, Guess the movie or song, Frame the title for the photo displayed, Poster design, Talent hunts, Project day, Marathons, and sketching competitions for the school as well college students. Some of the posters of other events planned and invite for the registrations is also displayed in the Instagram pages, which gets the opportunity for marketing the Education Institutions among large users & followers using Instagram. Thus the Institutions gets branded and able to make a unique position in the digital

media. This also made as one of the viable and cost effective strategy in marketing and bring more followers to the pages. Once the events are over the photos of the winners with creative content when displayed it gives more impact among other users.

5. Stories

The Education Institutions can develop and upload stories in the Instagram. The stories can be developed with lot of creativity to attract the followers and convey the information. Many events and activities in the campus can be brought to the notice of the followers through the stories.

6. Videos

The best part in the marketing is the viral videos as many Education Institution have huge scope on promoting their Institution by a short video. The video explains all kinds of needed information to the external users and helps to brand the Institution from others. The videos on important guest talks, student achievers, alumni talk, celebrations, student innovations and celebrity wishes can be displayed which attracts student's community. Thus the variety of videos can be displayed for influencing the users.

Thus the Educational Institutions should use all the above mentioned strategies in the Instagram more frequently with the combination of all, such as Hastags, Live, Videos, Stories and Photos which will be impressed by the followers. Daily postings will help to increase the maximum followers thus it should be a daily task by the Admin of the page. The content to be scrutinized and relevant photos to be matched for the display by the Admin. The template can be designed for the photos so that it can be clearly viewed and information gets conveyed rather than the post readings by users in case of fast viewing by the users.

1.8 SWOT Analysis

Table-1: SWOT on Instagram

STRENGTH	WEAKNESS
<ol style="list-style-type: none"> 1. Live Videos and filter photos uploading 2. Creates its own Brand identity 3. Safety and secure to use 4. Less marketing cost 5. Direct messaging with followers 6. Can upload information instantly 	<ol style="list-style-type: none"> 1. Known to urban and metro users only 2. Similar activities displayed by competitors 3. Negative comments gives bad image 4. Poor content and Hashtags 5. No effective stories/ Video to connect with followers.
OPPORTUNITIES	THREATS
<ol style="list-style-type: none"> 1. Attract many followers 2. Reach target group every year 3. Used as a marketing tool. 4. Net facility to rural community brings more users. 5. Connect with all age groups and all community. 	<ol style="list-style-type: none"> 1. Competitors 2. Other social media pages / New apps 3. Misuse of information.

(Reference: Primary Data)

1.9 Conclusion

Thus the idea of the above paper is to impart the strategies of social media marketing with less expensive cost for the Institution promotions and to reach the target followers by displaying the photos and videos. Thus the features of Instagram are being involved in the marketing of a particular product and service is been discussed above. Most of the successful Education Institution tap the opportunity for displaying their credentials through Instagram and Brand themselves form rest of other institutions. Similar ideas can also be adopted for many corporate companies to connect with vendors, suppliers, customers and general public to create the brand awareness and to display the products and service being offered through Social media marketing to the users of social media.

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