



ULTIMATE DIGITAL MARKETING CHECKLIST FOR EDUCATIONAL BUSINESS

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Digital marketing is important for educational businesses because it allows them to reach a wider audience, target their marketing efforts more effectively, and track the results of their campaigns more easily.

Here are some of the benefits of digital marketing for educational businesses:

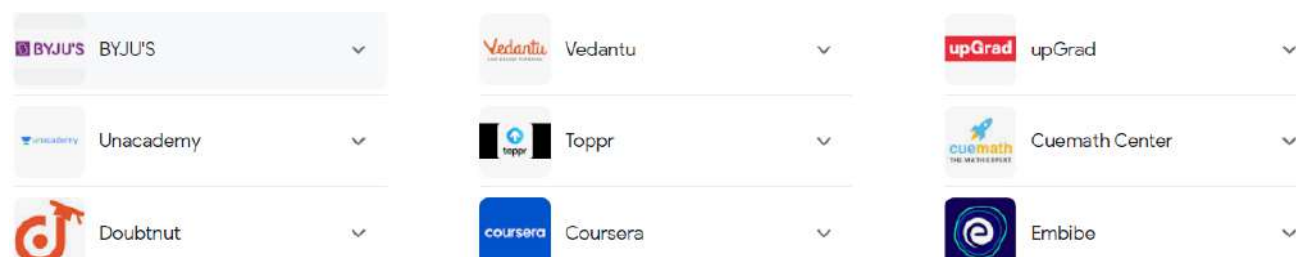
- **Reach a wider audience:** Digital marketing allows educational businesses to reach a wider audience than traditional marketing methods, such as print advertising or TV commercials. This is because people are increasingly using the internet to find information about educational opportunities.
- **Target marketing efforts more effectively:** Digital marketing allows educational businesses to target their marketing efforts more effectively than traditional marketing methods. This is because they can use data to track the online behavior of their target audience and tailor their marketing messages accordingly.
- **Track the results of campaigns more easily:** Digital marketing allows educational businesses to track the results of their campaigns more easily than traditional marketing methods. This is because they can use analytics tools to track website traffic, social media engagement, and other metrics.

Overall, digital marketing is an essential tool for educational businesses that want to reach a wider audience, target their marketing efforts more effectively, and track the results of their campaigns more easily.

Checkout this checklist to know where you have to focus and what to do for digital education marketing is crucial.

This checklist will help you to figure out the loopholes in your digital marketing strategy.

Successful EdTech startups in India



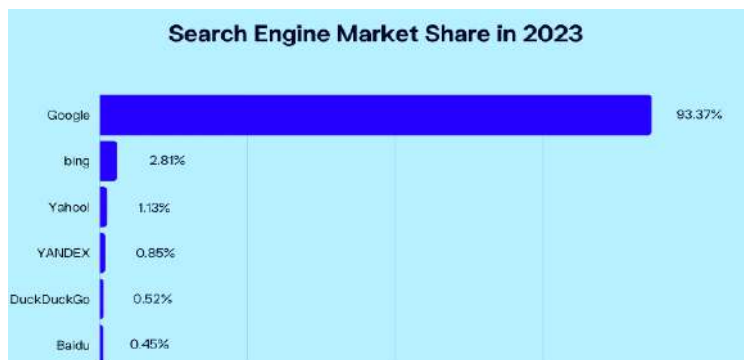
Platform suitable for Education Sector

Your education institute should emphasize on the following platforms:

Google

Google has become a powerful tool for marketing your school.

In fact, Google dominates the internet with more than 90 percent of all global searches.



With this much of the market share, you can't afford to ignore it.

It can be a great way for you to advertise what your school offers.

- Google Search:** Google Search is the most popular search engine in the world, and it's a great way for educational businesses to get their websites in front of potential students. By optimizing their websites for Google Search, educational businesses can make it easier for students to find them when they're searching for information about educational opportunities.
- Google Ads:** Google Ads is a pay-per-click advertising platform that allows educational businesses to place ads on Google Search and other websites. This is a great way to reach potential students who are actively searching for information about educational opportunities.
- Google My Business:** Google My Business is a free tool that allows educational businesses to create a listing for their business on Google Search and Maps. This listing can include information about the business's hours of operation, address, phone number, website, and photos. It's a great way for educational businesses to make themselves more visible to potential students and parents.
- Google Classroom:** Google Classroom is a free online learning platform that allows educational businesses to create and distribute assignments, track student progress, and communicate with students and parents. It's a great way for educational businesses to deliver instruction and support students' learning.
- Google Forms:** Google Forms is a free online survey tool that allows educational businesses to create and distribute surveys to students and parents. It's a great way for educational businesses to gather feedback from students and parents.
- Google Analytics:** Google Analytics is a free web analytics tool that allows educational businesses to track website traffic, identify trends, and measure the effectiveness of their marketing campaigns. It's a great way for educational

businesses to understand how people are finding their website and what they're doing once they're there.

By using Google's tools and resources, educational businesses can reach more students, improve their marketing campaigns, and track their results more effectively.

Social Media



Social Media has a vital role in the promotion of your educational institution.

Whether you are marketing your education institution on Facebook, Twitter, or even Instagram, ultimately the goal is to create a buzz and draw more students.

Look at some of the marketing strategies that some of the larger universities use to market themselves to prepare your own strategy too.

- **Build brand awareness:** Social media can help educational businesses build brand awareness by sharing information about their programs, services, and events. This can help students to learn more about the business and what it has to offer.
- **Generate leads:** Social media can help educational businesses generate leads by providing students with a way to contact the business. This can be done through social media forms, direct messages, or even just by encouraging students to visit the business's website.
- **Nurture leads:** Social media can help educational businesses nurture leads by providing students with valuable content and information. This can help to keep students engaged and interested in the business.
- **Close deals:** Social media can help educational businesses close deals by providing students with a way to learn more about the business and its programs. This can be done through social media live events, webinars, or even just by answering students' questions.

Overall, social media is a powerful tool that can help educational businesses reach students, build brand awareness, generate leads, nurture leads, and close deals.

Here are some specific examples of how social media can be used by educational businesses to reach students:

- Facebook: Facebook is a great platform for educational businesses to connect with students and parents. Businesses can use Facebook to share information about their programs, services, and events, as well as to answer questions and engage with students.
- Twitter: Twitter is a great platform for educational businesses to share news and updates about their programs, services, and events. Businesses can also use Twitter to connect with students and parents, and to participate in conversations about education.
- LinkedIn: LinkedIn is a great platform for educational businesses to connect with students and professionals. Businesses can use LinkedIn to share information about their programs, services, and events, as well as to connect with potential employees and partners.
- Instagram: Instagram is a great platform for educational businesses to share photos and videos about their programs, services, and events. Businesses can also use Instagram to connect with students and parents, and to create visually appealing content that will capture attention.
- YouTube: YouTube is a great platform for educational businesses to share videos about their programs, services, and events. Businesses can also use YouTube to create educational content that will help students learn and grow.

By using social media effectively, educational businesses can reach more students, build brand awareness, generate leads, nurture leads, and close deals.

Video Marketing



With the help of a set of creative videos and an astute team to manage these, institutions can easily increase their visibility in social media making them more desirable among students.

More than ever before, consumers are using video as a primary form of information gathering. Video has become one of the easiest and most prevalent ways to reach and convert potential customers.

- Create as much creative video as possible and post on social media and other channels
- Ask students or parents to share reviews of their experience with your institution
- Show campus amenities and events organized in your school or college through videos

Here are some specific examples of how video marketing can be used by educational businesses to reach students:

- Introducing new programs:** Educational businesses can use video to introduce new programs to students. This can be done by creating a video that explains the program, its benefits, and how students can apply.
- Highlighting student success stories:** Educational businesses can use video to highlight student success stories. This can be done by creating videos that feature students talking about their experiences at the business and how the business has helped them achieve their goals.
- Providing educational content:** Educational businesses can use video to provide educational content to students. This can be done by creating videos that cover a variety of topics, such as math, science, history, and literature.
- Answering student questions:** Educational businesses can use video to answer student questions. This can be done by creating videos that address frequently asked questions or by creating videos that answer questions that students have submitted.
- Creating a sense of community:** Educational businesses can use video to create a sense of community among students. This can be done by creating videos that feature students talking about their experiences at the business, their goals, and their dreams.

By using video marketing effectively, educational businesses can reach more students, build brand awareness, generate leads, nurture leads, and close deals.

Email Marketing





Higher education is a sector that has seen a lot of change over the last decade or so. The industry has changed at an exponential rate, and the entire sector itself has evolved beyond recognition. Thanks to email marketing for contributing to the growth of education sector.

- Share regular updates and blog contents of your institutions
- Collect the data of your potential students and pitch them or their parents for the admission
- Run an email campaign and track the performance on regular basis
- Offer online career consultation

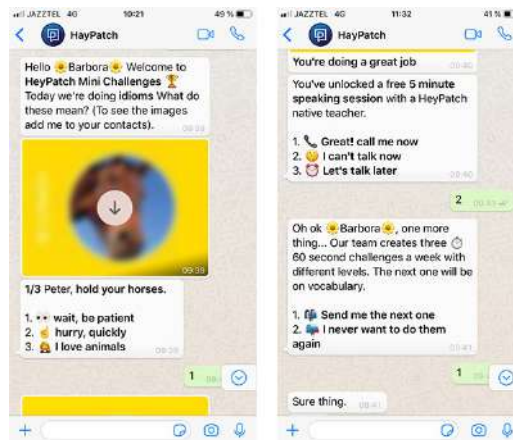
By using email marketing effectively, educational businesses can reach more students, build brand awareness, generate leads, nurture leads, and close deals.

Here are some tips for creating effective email marketing campaigns for educational businesses:

- Segment your audience: When you segment your audience, you can tailor your emails to the specific interests and needs of each group. This will help you to increase open rates and click-through rates.
- Use a strong subject line: The subject line is the first thing that students will see, so it's important to make it strong and attention-grabbing.
- Keep your emails short and sweet: Students are busy, so they don't have time to read long emails. Keep your emails short and to the point.
- Use visuals: Visuals help to break up text and make your emails more visually appealing.
- Personalize your emails: When you personalize your emails, you make students feel like you're speaking directly to them. This will help to increase engagement.
- Track your results: It's important to track the results of your email marketing campaigns so that you can see what's working and what's not. This will help you to optimize your campaigns and get better results.

By following these tips, you can create effective email marketing campaigns that will help you to reach more students, build brand awareness, generate leads, nurture leads, and close deals.

WhatsApp



WhatsApp is a popular messaging app that is used by billions of people around the world. It is a great way for educational businesses to reach students because it is a personal and convenient way to communicate.

Here are some of the ways that WhatsApp can help educational businesses reach students:

- Send notifications:** Educational businesses can use WhatsApp to send notifications to students about upcoming events, changes to schedules, or important announcements. This is a great way to keep students informed and engaged.
- Provide support:** Educational businesses can use WhatsApp to provide support to students who are struggling with their studies. This can be done by answering questions, providing resources, or offering encouragement.
- Collect feedback:** Educational businesses can use WhatsApp to collect feedback from students about their programs, services, and events. This feedback can be used to improve the educational experience for all students.
- Build relationships:** Educational businesses can use WhatsApp to build relationships with students. This can be done by simply checking in with students, asking about their day, or offering support. Building relationships with students can help to create a more positive and supportive learning environment.

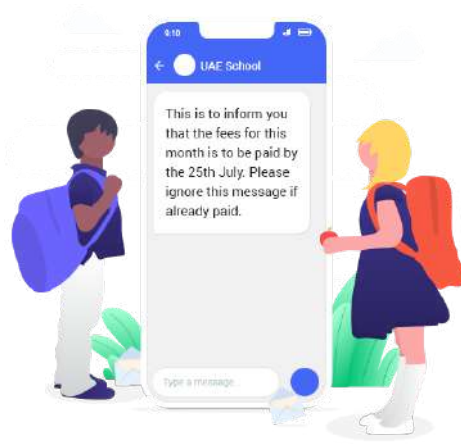
By using WhatsApp, educational businesses can reach more students, provide better support, and build stronger relationships.

Here are some additional tips for using WhatsApp for educational businesses:

- **Be personal:** When using WhatsApp, it is important to be personal and friendly. This will help to build trust and rapport with students.
- **Be timely:** Respond to messages in a timely manner. This will show students that you are interested in what they have to say.

- **Be respectful:** Always be respectful of students, even if they are not always respectful of you. This will help to create a positive and supportive learning environment.

SMS



SMS, or Short Message Service, is a text messaging service that is used by billions of people around the world. It is a great way for educational businesses to reach students because it is a personal and convenient way to communicate.

Here are some of the ways that SMS can help educational businesses reach students:

- Send notifications:** Educational businesses can use SMS to send notifications to students about upcoming events, changes to schedules, or important announcements. This is a great way to keep students informed and engaged.
- Provide support:** Educational businesses can use SMS to provide support to students who are struggling with their studies. This can be done by answering questions, providing resources, or offering encouragement.
- Collect feedback:** Educational businesses can use SMS to collect feedback from students about their programs, services, and events. This feedback can be used to improve the educational experience for all students.
- Build relationships:** Educational businesses can use SMS to build relationships with students. This can be done by simply checking in with students, asking about their day, or offering support. Building relationships with students can help to create a more positive and supportive learning environment.

By using SMS, educational businesses can reach more students, provide better support, and build stronger relationships.

Here are some additional tips for using SMS for educational businesses:

- **Be personal:** When using SMS, it is important to be personal and friendly. This will help to build trust and rapport with students.
- **Be timely:** Respond to messages in a timely manner. This will show students that you are interested in what they have to say.

- Be respectful: Always be respectful of students, even if they are not always respectful of you. This will help to create a positive and supportive learning environment.

By following these tips, you can use SMS to reach more students and build a strong relationship with them.

Here are some additional benefits of using SMS for educational businesses:

- High open rates: SMS messages have a high open rate, which means that students are more likely to see your messages.
- Low cost: SMS is a relatively inexpensive way to communicate with students.
- Convenience: SMS is a convenient way for students to receive information from your business.
- Personalization: SMS messages can be personalized to each student, which can help to build relationships.

Press release

The screenshot shows a press release on the BusinessWire India website. The article is titled "Report on State of Foundational Literacy in India" and is dated Saturday, December 18, 2021, at 6:18 PM IST (12:48 PM GMT). The article is attributed to Dr. Bibek Debroy, Chairman, EAC - PM. The text discusses the report's findings on foundational literacy in India, mentioning experts like Dr. Sonali Nag, Professor of Psychology and Education, University of Oxford, and Dr. Nishi Vinayak, Early Literacy and Language Specialist. The article also mentions a panel discussion with Dr. Nishi Vinayak and Ashish Jhalani, President (International Markets), Square Panda. A sidebar on the right contains a "News Summary" and "More News" section.

Press releases are important. Every organization or institution needs PR to gain attention of the media, attract students and retain the existing one. But many people don't know that there are few things you need to consider to get PR for an education institution.

- While setting up a PR strategy, are you taking into account the USP of your edu business?
- Craft a creative boilerplate
- Show proactiveness to turn your PR strategy successful

Google My business





Google My Business (GMB) is a free online platform that allows businesses to create a listing that appears in Google Search and Maps. GMB can be a valuable tool for educational businesses, as it can help them to reach more students and improve their online presence.

Here are some of the ways that GMB can help educational businesses:

- **Improve search engine ranking:** GMB listings are often displayed prominently in Google Search results, which can help educational businesses to improve their visibility and attract more students.
- **Generate leads:** GMB listings can be used to generate leads by providing students with a way to contact the business. This can be done through the listing's contact information, website, or social media links.
- **Build trust:** GMB listings can help to build trust with students by providing them with information about the business, such as its hours of operation, address, and reviews. This can help to convince students that the business is legitimate and worth considering.
- **Provide information:** GMB listings can be used to provide students with information about the business, such as its programs, services, and events. This can help students to learn more about the business and what it has to offer.
- **Collect feedback:** GMB listings can be used to collect feedback from students about the business. This feedback can be used to improve the educational experience for all students.
- **Respond to reviews:** GMB listings allow educational businesses to respond to reviews from students. This can help to build trust and rapport with students.

By using GMB, educational businesses can reach more students, improve their online presence, and build trust with students.

Here are some tips for creating a successful GMB listing for an educational business:

- Complete your profile:** Make sure to complete your GMB profile with accurate and up-to-date information about your business. This includes your name, address, phone number, website, hours of operation, and categories.
- Add photos and videos:** Adding photos and videos to your GMB listing can help to make it more visually appealing and informative. This can help to attract more students and improve your search engine ranking.

- Request reviews: Encourage students to leave reviews for your business on GMB. This can help to build trust and rapport with students and improve your search engine ranking.
- Respond to reviews: When students leave reviews for your business, be sure to respond promptly and professionally. This can help to build trust and rapport with students.
- Keep your listing up-to-date: Make sure to keep your GMB listing up-to-date with accurate and up-to-date information. This includes your hours of operation, address, phone number, website, and services.

Website

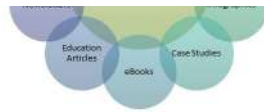


Students, faculty and staff from higher education institutions are likely to visit a college website. The web is one of the most popular ways to look for information about an institution. As a matter of fact, for students, a website is deemed as one of the top useful sources for seeking information about an institution.

- Build a highly interactive website
- Do SEO to boost up overall traffic
- Run Paid ads to generate lead
- Keep updating the blogs on regular basis
- Apply for Press Release

Content Marketing





Promoting your educational institution without the support of content marketing is impossible. Your content marketing strategy should be rock solid that students and parents will find resonating. And the most important element that you have to keep in mind is the art of storytelling.

By using content marketing, educational businesses can reach more students, generate leads, educate students, position themselves as experts, and build relationships with students.

Here are some tips for creating effective content marketing campaigns for educational businesses:

- Create valuable content:** The most important thing is to create content that is valuable to students. This means providing them with information that they are interested in and that they can use.
- Promote your content:** Once you have created valuable content, you need to promote it so that students can find it. This can be done through your website, social media, email list, and other channels.
- Track your results:** It is important to track the results of your content marketing campaigns so that you can see what is working and what is not. This will help you to optimize your campaigns and get better results.

Influencer Outreach



Building a community over social media is easier than before with our influencer outreach program. We are working in the collaboration with influencers to help your edu business sustain and thrive in the today's competitive market.

Here are some tips for creating effective influencer outreach campaigns for educational businesses:

- Identify your target audience:** The first step is to identify your target audience. Who are you trying to reach with your influencer outreach campaign? Once you know who your target audience is, you can start to identify influencers who have a large following of students in that target audience.
- Research influencers:** Once you have identified a few influencers, it is important to research them. This means looking at their following, their engagement, and their content. You want to make sure that the influencers you partner with are a good fit for your business and your target audience.
- Reach out to influencers:** Once you have researched a few influencers, it is time to reach out to them. The best way to do this is to send them a personalized email. In your email, introduce yourself and your business, and explain why you think the influencer would be a good fit for your campaign.
- Offer something of value:** In order to get influencers to partner with you, you need to offer them something of value. This could be a free product or service, a discount, or the opportunity to earn money.
- Be patient:** It takes time to build relationships with influencers. Don't expect to get a response from every influencer you reach out to. Be patient and persistent, and eventually you will find influencers who are interested in partnering with you.

Do More With ENSETT – Your Digital Buddy

Schools, colleges and universities have become less about lectures and more about socialization.

With the help of our digital marketing services, it is easy to approach prospective students and encourage them to apply to your educational institution.

Having worked with dozens of schools, universities and training institutes, we have gained a lot of valuable experience when it comes to digital marketing.

We have learned what works and what doesn't work when you are trying to attract new potential students over your website.

Our agency can help in the distribution of your USP message like a lightning strike to thousands of people at a time.

Our Story

Since the inception, we have experienced a plethora of challenges but nothing has stopped us from accomplishing our goals and delivering results. You will know more about the vision of our agency from the tagline "Enabling and Services Through Technology". This represents our mission of utilizing technology to its fullest and benefiting companies in the long run.

After researching about the local digital marketing agencies, we realized that they aren't transparent with what they are delivering. Even the costs were not affordable so small businesses couldn't effort. This is when we decided to set a new trend and build a transparent and result-oriented digital marketing agency.

Our logo speak more than we can write here. It has been inspired by the Milky Way Galaxy, which means everything under digital space is covered by our agency. We cater all digital marketing solutions to the companies that are looking for growth and achieving big in the market.

Our Achievement

So far, the journey was not easy because of the ups and down and yet, we successfully achieved milestones by expanding the team members to 8. They are the driving force of ENSETT. With their support and founder's leadership, ENSETT has served 100+ crore organizations to meet their full digital marketing needs.

Apart from that, our resulted oriented approach attracted some international brands that worked ENSETT for a long term. Some of them are The Brand Tribe, AQ Jobs, Toni & Guy Salons, Godrej Interio Siwan, and many others.

For exceptional in uplifting and digitizing education, the Founder, Mr. Mohit has honored with the award too from education minister of Bihar.

Our clients in education industry

Our exceptional efforts has helped us in connecting with the national and international clients of various industries. But, one of our primary focus has been the education industry. We feel pride in serving these clients who were happily satisfied with the results:

- Institute of Health Sciences
- Rays Edutech Pvt. Ltd.
- Gurudixa Commerce Classes
- Kidspreneur
- Edukas Learning Solutions
- Bipin classes (SSC, Bank PO. Railway)
- CAD+
- Upgrad Franchise
- FinSav

Our USP

Here is the USPs that allows us to stand out against our competitors in the market:

- Outstanding business boost.
- Absolutely targeted results.
- Increase conversion rates.
- 24 hours of customer support
- Experienced and trained members.
- Advanced systems for better results
- Quality of work.
- Affordable prices and tariffs

- Transparency

Testimonial

Gagan Goyal, Online News Portal

Deliver best services in best prices and on-time delivery is an add-on from them. Keep up the great work. I am very impressed with his work. Keep it up.

Ankita Kataria, Business Consultant

A team of highly dedicated and professional people who stand by their commitment of providing quality work on time. Highly recommended ENSETT for those looking to get effective business solutions.

Payal Jha, Restaurant Owner

Excellent Professional team by Mr. Mohit. Good hands on SEO and digital marketing. I was actually looking for someone to handle my website work. Thankfully got ENSETT to save.