Effective Use Of Social Networking Platform For Media Marketing In Educational Institutes

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Abstract
This paper explores the ways of effectively using Social Media marketing (SMM) as a marketing tool with special focus on social media platform such as Facebook. The goal of SMM is to produce content that users will share with their social network to help a company increase brand exposure and broaden customer reach. The customer base can be targeted on various parameters such as geographical region, age, level of education etc. which helps in targeted marketing.

By using the famous social networking sites such as Facebook, YouTube, LinkedIn, Twitter etc. site can be promoted which increases the site traffic and generates leads. Facebook has demonstrated to have more daily users than messaging service like Whatsapp, video streaming website like YouTube & image sharing platform Instagram, it is worth spending time and money on this platform as competition is just one click away from us.

Keywords: Social media marketing (SMM), Social Networking, YouTube, LinkedIn™, Twitter™, Facebook™

Introduction to Social Media
Social Media marketing is an umbrella term for the interactive, targeted and measurable marketing of products or services using different social Networking Sites[1]. The key objective is to promote brands to target audience, build preference database for future, engage with prospects and increase sales. Today the world we live in has become increasingly digital focused with access to the target audience profile available on social networking sites. The profiles can be used to promote the product using digital devices and the internet. There are essentially 4 steps in the social staircase [2]:

1. **Strategy**: Establish strategy for the business. An education institutes strategy could be leads of students aspiring for the course that is being offered.
2. **Presence**: What are the USP that is being offered and where will the target audience find it. An education institutes can showcase good rankings, infrastructure, placements Collaborations thru posts on social media.
3. **Tools**: Choose effective tools to communicate the brand values to as target audience as possible in a cost-effective way.
4. **Conversation**: Define the viral social spirals to initiate conversation with target audience. This generates interests and help to convert to prospect.

Traditional vs SMM

![Figure 1 Comparison between Traditional and SMM (Adapted from Reference 2)](image-url)
Social Media Marketing is about recognizing that the existing customers are our best assets and technology now enables us to influence consumer behaviour both before and after the sale. Today marketing does not end with the sale, but rather it begins after the first sale (the bottom of the traditional sales funnel).

What is Social Media?
Social media are computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks [1]. The following diagram explains presentation of same information on different platform of social media.

Facebook
At Facebook, everything they do is about making the world more open and connected. This has a profound impact on the way people communicate and interact [3]. They are continually developing authentic ways for people to connect with one another as well as with the businesses, brands and institutions they care about, both on Facebook and on web as well. Facebook allows marketers to stay connected with people throughout their day whether they are on their computers or mobile devices, at home or at work, watching TV or shopping with friends. This allows businesses to create rich social experiences, build lasting relationships and present the best case scenario for the most powerful type of marketing – word of mouth.

Leveraging Facebook
Facebook is one of the most popular social networking sites and too big to ignore. Just look as some very interesting Facebook Statistics [3,4]
Table 1 Facebook Statistics (Adapted from Reference 4)

<table>
<thead>
<tr>
<th>Users</th>
<th>1.94 billion active monthly</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yearly increment</td>
<td>18% -20 %</td>
</tr>
<tr>
<td>Mobile Users</td>
<td>1.74 billion mobile active users</td>
</tr>
<tr>
<td>Viewing of Like and Share Buttons</td>
<td>10 million websites daily</td>
</tr>
<tr>
<td>Users between Age 25 to 34</td>
<td>29.7% of users</td>
</tr>
<tr>
<td>Highest traffic occurs</td>
<td>mid-week between 1 to 3 pm.</td>
</tr>
<tr>
<td>On Thursdays and Fridays, engagement is 18% higher</td>
<td></td>
</tr>
<tr>
<td>Average time spent per Facebook visit</td>
<td>20 minutes</td>
</tr>
<tr>
<td>Business pages</td>
<td>16 Million have been created</td>
</tr>
</tbody>
</table>

These statistics can be used for our business in the following way:

a) Target demographic for businesses’ marketing efforts, and they can be engaged as key consumers on Facebook.

b) Prospects on Facebook is growing exponentially – assured 18% increment every year.

c) Prime time stats can be used to determine when to post in order to optimize our social media marketing efforts.

d) Only a brief time period is available to make the impression, so use it wisely with relevant, interesting and unique posts and offers in order to get the most return on the efforts put in. Again, there are a lot of photos, as well as other information, competing for users’ attention, so target the efforts strategically.

e) This is a huge market on the web; if we use social media marketing efforts on Facebook well, huge returns can be expected. Social Media is a crowded marketplace, but no one can afford to sit it out as your competition is also there.

Steps to grow the business on Facebook:

1. **Build:**
   
a) Page: The first step is building the presence with a Facebook Page. Pages allow real organizations, businesses, celebrities and brands to communicate broadly with people who like them. Pages may only be created and managed by official representatives. Pages allow us to create an identity for our business in the social graph - the map of the connections among people and the things they care about. Since there is physical college location, link the Page with a Place. Social Plugins, the Graph API and Apps on Facebook can be used to create social experiences involving the products and online properties that are engaging and personalized.

b) Groups like Alumni provide a closed space for small groups of people to communicate about shared interests. Groups can be created by anyone. Invite friends to the page by email ID, Excel sheet, by posting our fan page or Grow naturally

2. **Engage:** Create posts to start building the fan base and engaging with customers. Facebook Like Ads are the quickest way to acquire fans and grow. Publishing and exchanging conversations with the fans will deepen relationships. This also helps gain valuable insights which can be used for decision making.

3. **Amplify:** Every time someone interacts with the business, that action gets published into the News Feed, creating word of mouth. The comments can make stories which are very effective at getting others to engage and take action, and can be shared with a much larger number of prospects and current customer base by using Facebook Ads and Sponsored Stories.

**Spend of Facebook**

The minimum spend on Facebook advertising in India is just $1USD a day. However, even with this small budget, thousands of people can be reached that meet incredibly specific targeting criteria like age, state, education, sex etc. [5]

Cost per thousand impression (CPTI): CPTI can be used to increase exposure and brand awareness by bidding per thousand impressions, helping more people see the advertisement and potentially go on to engage with the brand.

Optimized cost per thousand impression (oCPTI): This type of CPM bidding is when Facebook shows the advertisement to the people which they believe are most likely to take action on the shown advertisement.

Cost per click (CPC): If interested in getting users to actively click on the advertisements through to the page or site, a maximum bid per click can be chosen, with CPC bidding. Facebook advertising cost can be anywhere from $0.16 to $1.00+ per click, depending on type of industry, the size of the audience, and the quality of advertisements.

Cost per action (CPA)

This bid type is best for users to take a specific action when the advertisement are shown, such as like the page.
What is displayed on Facebook?
a) EdgeRank is an algorithm developed by Facebook to govern what is displayed—and how high—on the News Feed. [6] Edge Rank is not a one-time score but is a running score. When a log into Facebook, their newsfeed is populated with edges that have the highest score at that very moment in time. The status update will only hit the newsfeed if it has a higher score—at that moment in time—than the other possible newsfeed stories.
b) Affinity: Affinity is one way relationship between a user and an edge. It could be understood as how close of a “relationship” a brand and a Fan may have. Affinity is built by repeat Interactions with brand’s Edges. Actions such as commenting, LKings, sharing, clicking and even messaging can influence a user’s Affinity.
c) Weight: Commenting on something is worth more than merely liking it, which is worth more than merely clicking on it. Passively viewing a status update in the newsfeed does not count toward affinity score unless interaction takes place on the post. For example, photos and videos have a higher weight than links.
d) Time decay: As a story gets older, it loses points because it's "old news."

a) What to post on Facebook fan page?
1- A good call to action. For example, “Click ‘like’ to…”
2- An engaging question “Tell us what is the opinion…”
3- A good image with some caption using #.
4- Fill in the blanks
5- Ask questions
6- Focus on what the target audience will be interested in
7- Current happenings to invoke conversation
8- Practical Tips
9- Is it known
10- Quotes /Thought of the Day
11- Birthday wishes for emotional connect

Examples to engage target audience which needs no expertise.
These posts are likely to generate communication with the user [7] in form of likes, comment, shares and hence generating more interest about the institute [8] among the community.

Caption this Photo: Users were asked to provide a caption for the photograph presented below. This also generated shorthand feedback from current students which brings positive interest from prospective party.

Ask Opinion: Facebook users were asked to comment their opinions on issues which effect their daily life. This not only facilitated engagement with different users, but also presented a medium to display knowledge and communication skills imparted in current students.

Remember when [old fad/tradition]: Posts on old fad or tradition or event creates a sense of nostalgia and
Hi Friends Indian Government got old 500 Rs and 1000 Rs. Indian currency denominations out of India trade market and they are no more acceptable as legal exchange to buy anything. What's your opinion? Is it a good idea? If yes is it well planned or ill planned as this is the scene outside every bank these days....
Visit us at http://www.jagannath.org
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#JIMS Nostalgic 90s. Hi friends only 90s kid enjoyed them.
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belonging among the users which in turns brings more shares and tagging of similar base highly useful in targeted marketing.

Activities to convey USP of the business like corporate interface: Posts about the institute are highly important in marketing about the said institute. Posting of events and sharing of such posts, interests and attracts different users and creates a positive impact on them, hence, making it a versatile tool to engage and attract users.

Facebook Analytics
Check the Page Insights [8] regularly to understand what's working to keep the posts relevant and engaging. Page Insights will give understanding of audience and what types of content interests them.
Conclusion
This Paper explained best practices adopted for increasing business by use of Facebook and use analytics to monitor the performance of post. Find out how to get noticed by potential customers in paid and unpaid way on most powerful marketing media - Facebook. Explore marketing options and figure out which techniques work best for the time and resources that are available. The strategy is to set some measurable goals to be achieved on Facebook. Work on them and measure the statistics using analytics. These techniques have been tried and tested by the author and found to increase the result by at least 10-15% in terms of Lead generation [9]. Since as of now Facebook is most popular amongst students, it makes more sense to do marketing of the products and services using the medium.

References
[5] 10 Smart ways to Increase Business by doing Digital Marketing – ISSN no – (2321-1709)
[8] https://www.facebook.com/jims.kalkaji.1