



**“A Detailed Study on the Impact of Digital marketing in Sunstone Eduversity
(Edtech company)”**

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Abstract

Digital marketing is marketing of services and goods using digital channels, especially on the Internet, but also include other digital channels. Digital marketing has been developed since 1990s and 2000s has changed way brands and businesses use technology for marketing. Digital platforms are increasingly incorporated into marketing plans and everyday life, and as people use digital devices instead of visiting shops physically, digital marketing campaigns are becoming more good. This paper focuses on understanding of digital marketing, how digital marketing helps today's business trends .

Keywords: *media, SEO , Social media ,performance indicators, mail, search engines, customers.*

INTRODUCTION

Digital marketing includes all the marketing trends that use an device electronically. Businesses use digital mediums such as search engines, email , social media and their websites to connect with all their customers. This can also be known as ‘internet marketing’, online marketing 'or ‘web marketing’. Digital marketing refers to the use of numerous digital tactics and channels to connect with customers where they spend their time: online. From website to business's online branding assets - digital advertising, email marketing, online brochures, and beyond -- there's spectrum of tactics falling under the umbrella of "digital marketing."

People commonly indulge in using social facilities such as Facebook, Twitter or LinkedIn. Therefore, a good comprehension on its underlying concept including how to integrate them to investment processes or strategies can be of paramount importance today (Klososky



2012).

There are growing concerns as to why the public should care so much about acquiring shares with Facebook or Twitter or LinkedIn under the IPO pact. It is the case that it is not appropriate for any company to disregard social technology in 2012.

Social networking promotes collaboration, interaction and effective communication thus enabling companies to stay linked to one another. Thus, Facebook and Twitter among others offers such possibilities for businesses. In addition, social media also creates a platform with the

help of which people can access videos, files, documents, films or presentations. The main tools for this are You Tube, Flickr etc.

Digital marketing encompass such as Search Engine Optimization (SEO), Search Engine Marketing (SEM), influencer marketing, content marketing content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, and optical disks and games are becoming more common in advancing technology. Digital marketing has extended to support to non-Internet channels that provide digital media, such as mobile phones (SMS and MMS), on-hold mobile ringtones and call backs.

ABOUT THE COMPANY

Company profile: Sunstone offers career-oriented training interventions for undergraduate and postgraduate students at 40+ institutions across 30+ cities.

Sunstone is a leading higher education services provider that works with academic institutions in upskilling students for employability. Sunstone offers career-oriented training interventions for undergraduate and postgraduate students at 40+ institutions across 30+ cities.

With Sunstone, you not only get industry-oriented training but also become a part of a vibrant student & alumni community and exposure to experiential events & clubs.

Awarded as Edtech company of the year - Higher Education by ASSOCHAM at their 15th International Higher Education and Skill Development Summit 2022.

Mission: Re-innovate education

We put science into learning to make education work for every student. We leverage



technology to generate data and track every aspect of a student's journey to drive outcomes.

Vision: To give students everything they need

Sunstone exists to empower every deserving student to take charge of their careers. We refuse to compromise on our commitment of delivering success to students who choose the Sunstone Edge.

Role of digital marketing in Sunstone

Digital marketing is an important strategy that helps to increase exposure, increases awareness . Using digital marketing platforms, marketers can combine content and innovative technology to produce it to the right audience at the right time which ultimately helps to increase the revenue of the Company.

LITERATURE REVIEW

The literature review helps in providing a detailed representation on how Digital Transformation in Marketing has been influenced value making for businesses and discuss various ways ahead. The concepts that need to be redefined have been identified, as well as challenges in the digital marketing sector that need to be tackled with regards, especially, to social media and mobile marketing. The new approach is proposed on how businesses can stay up to date, exploiting the advantages, while minimizing the disadvantages, of an almost inescapable decision to adopt, develop and implement a Digital Marketing Strategy.

The role of Digital marketing has been increased due to COVID-19. The Government of amid the COVID-19 crisis India launched initiatives to boost the online training in India. The Ministry of Human Resource Development introduced SWAYAM (study webs of active learning for young aspiring minds), an learning that is online run by Ministry of Human Resource Development (HRD). In addition, the Ministry can be running other learning platforms such as Diksha, e-pathasala, NIOS (National Institute of Open Schooling), e-yantra (robotics education), FOSSEE (open-source software for education), virtual labs and language learning programmes. In May 2020, the Finance Minister of India, Ms. Nirmala Sitharaman, launched 'Pradhan Mantri e-VIDYA', a digital education initiative, to boost interest in EdTech startups. This programme helps students, especially those who do not have access to internet, learn through television and radio. Ms. Sitharaman also announced initiatives such as Swayam Prabha, a programme with 12 new TV channels (one for every grade in K-12), an unprecedented step towards increasing the reach of educational content for Indian households.



It has access to 24x7 channels that run digital content for students and make them accustomed to beyond school learning and e-learning. As traditional tools of evaluation could not be used in the COVID-19 pandemic, the Ministry of Human Resources Development developed online student's portal to make the study effective.

OBJECTIVES OF THE STUDY.

1. To know how the Digital marketing can be used effectively as a tool in company
2. To Study the impact of Digital Marketing on Consumer buying behavior.
3. To Study strategic planning undertaken by company in implementing Digital marketing.
4. To study awareness of Digital Marketing.

RESEARCH METHODOLOGY

The study of digital marketing mainly comprise of a consumer perspective, company perspective and third party perspective. Three questionnaires were prepared for each entity. The questions were related to know the attitude towards the use of digital marketing by the company, reasons for the growth of growth marketing and the impact on the volume of turnover of the company.

DATA COLLECTION AND METHODS

It is the collection of figures, facts, objects, symbols, and events gathered from different sources. Organizations collect data with various data collection methods to make better decisions.

Primary Data Collection: -

• Questionnaire Method

All the questions are mailed to the respondent that should read, reply and return .The questions are printed properly. A good survey should have the following features:

- Short
- Should follow a logical sequence
- Provide adequate space for answers
- Simple



• Interview Method

It is the method of collecting data in terms of verbal response . It is achieved in two ways, such as

Personal Interview - In this method, a person known as an interviewer is required to ask questions face to face .

Telephonic Interview - In this method, an interviewer obtains information by contacting people on the telephone verbally.

Secondary Data Collection: -

Secondary data is collected by those other than the actual user. It means that the information is already there. The secondary data includes magazines, newspapers, books, journals, etc. It is either published data or unpublished data.

Published data are available in various resources including: -

- publications
- Statistics records
- Records

Unpublished data include Unpublished Diaries, Letters, etc.

Conclusion

Digital marketing role has been increased in last few era in India. People have different opinions about it.The fact is that digital marketing has potential to increased in sales provided businesses should have extra knowledge to develop it in right way. Benefits like increased brand recognition and better brand loyalty can be gained by effective digital media plan. Digital marketing helps in reduction in costs, boost in inbound traffic and better ranking search engines.

Company can utilized devices such as tablets, laptops ,smart phones, T.V media, social media, e- mail , etc to support company and its products. Digital marketing achieve something more if it will consider consumer desires as a priority.



Organisations may learn how to use digital marketing by training their own personnel.

This can be focused on the marketing department thus, pick a few professionals to be trained on digital marketing processes. Secondly, organisations can learn digital marketing processes through benchmarking.

This is where they may seek ideas from other companies that have successfully used digital marketing. Last but not least, an organisation can invite experts to conduct training on the benefits of digital marketing, including their applications across the organisation.

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