

Marketing Strategies And Brand Engagement In The Edtech Industry With Special Reference To Edwin Academy

Dr. Navya V

Associate Professor

School Of Management Studies

Chinmaya Institute Of Technology

Kannur, Kerala

Abstract

The EdTech industry is booming and effective marketing strategies are crucial to stand out and increase its visibility. The process of creating a marketing strategy is extensive and acts as the guide for a business's marketing initiatives. A comprehensive evaluation of internal and external factors is the first step in the process. Businesses assess their own strengths, weaknesses, resources, and historical performance. They examine market trends, rivalry, and potential dangers or opportunities from the outside. The situational analysis offers a solid basis on which a strategy could be built effectively. Brand engagement builds trust, loyalty and advocacy among educators, learners and Institutions. Hence the study explores the effectiveness of marketing strategies and its brand engagement from the employees' perspectives to analyse its success.

Keywords: Marketing strategies, Brand engagement

Date of Submission: 06-01-2025

Date of Acceptance: 16-01-2025

I. Introduction

As a link between businesses and their clients, marketing is a crucial field in the business world. It all comes down to the basic idea of determining and meeting the needs and desires of customers while maintaining profitability. It includes a broad range of tactics, approaches and ideas that cooperate to accomplish these objectives. Broad market research is the first step in the marketing process. This is gathering and analysing data in an organized manner in order to learn more about the preferences, behaviours, and market trends of consumers. Market research provides businesses with a deep understanding of their target market, which helps them, make well-informed decisions about product development, pricing, distribution and promotion. Product development is a crucial step in the marketing process. Following the identification of client demands, companies design and develop goods and services that specifically address those needs. This stage is characterized by creativity, strict quality assurance, and the creation of a special value proposition that sets the product apart from rivals. Another important component of marketing is promotion. It's the skill of raising interest in and awareness of the good or service.

Public relations, social media, advertising, and other forms of communication are just a few of the many instruments that are used in promotion efforts. The main objective is to convince customers to select the product over rivals by skilfully communicating its advantages. Pricing is a complex component of marketing that requires striking a careful balance between affordability and profitability. A product's price must be set appropriately to guarantee that buyers feel they are getting a good deal for their money. Pricing strategies can be as diverse as targeting a specific niche market with premium pricing or entering a competitive market with penetration pricing. The process of getting the product to the customers is called distribution. Marketing decisions revolve around where and how products will be marketed. This involves deciding between physical shops, internet retailers, and other channels of distribution to guarantee that the product is available to customers. In marketing, ethical considerations are crucial. Companies need to make sure that their marketing strategies are truthful, open, and legal. Sustaining ethical norms is crucial for preserving confidence and protecting the reputation of the company.

A solid marketing strategy is essentially a road plan for a company's marketing initiatives. It involves a thorough examination of the state of the company, an in-depth understanding of the target market, the establishment of precise goals, and the systematic preparation and implementation of marketing initiatives. In the ever-changing landscape of marketing, effectiveness requires constant assessment and adjustment.

In conclusion, marketing is a dynamic and diverse discipline that constantly adjusts to shifts in the way consumers behave, advances in technology, and the shifting nature of the global marketplace. In today's

intensely competitive market, businesses that want to not only survive, but also grow and expand, need to have effective marketing strategies.

Statement Of The Research Problem

The task of implementing marketing tactics to improve brand engagement becomes a crucial concern for educational technology businesses seeking to make a name for themselves in the quickly changing Edtech environment. The goal of the study was to learn more about the precise marketing tactics that have worked best for well-known Edtech Company, viz. Edwin Academy. The research primarily focused on the primary marketing tactics used by Edwin Academy that greatly boosted their brand engagement in the Edtech sector and how other educational technology companies adopted and implemented these tactics to promote even higher levels of brand recognition and engagement in the defined area.

Scope Of The Study

It helped to understand how marketing strategies work in the Edtech industry, with a focus on Edwin Academy. It aims to see how Edwin Academy markets its courses using internet teaming up with different institutes. It helps in figuring out if these ways of marketing help to bring in more clients and seekers.

Objectives Of The Study

- To assess the current marketing strategies and brand engagement efforts at Edwin academy.
- To identify the strengths and weaknesses in the organization's marketing strategies.
- To measure employee satisfaction with marketing efforts.

Hypothesis of the study

H0: There is no significant relationship between Gender and overall satisfaction

H1: There is a significant relationship between Gender and Overall satisfaction.

Research Methodology

The study is considered to be descriptive in nature. The study has collected data that are used to answer a wide range of what, when and how questions pertaining to a particular population or group regarding the marketing strategies and brand engagement.

Primary data was gathered from direct observation and data were personally collected. It refers to that data which is collected for a specific purpose from the field of enquiry and are original in nature. Questionnaires were prepared and personal interviews were conducted. A structured questionnaire was prepared to collect relevant primary data from the employees. Secondary data of the study was collected from various published books, newspapers, magazines, journals, online portals, company websites etc.

Systematic random sampling technique has been used for selecting samples. It is a probability sampling method where the sample was taken from a group of people easy to contact or to reach. Size of the sample taken for study was 50. Questionnaire was prepared according to the objectives of the study and distributed among the employees.

Statistical Tool called Chi square test was used to arrive at the interpretation based on the analysis.

Limitations Of The Study

- The research is limited to the employees of Edwin Academy, which may not fully represent all stakeholders.
- The study is time-bound to one month and may not capture long term trends.
- The accuracy of the study is based on the information given by the respondents.

II. Analysis And Discussion

Demographic pattern of the respondents

Majority of the respondents were of the age group – 20-30 years and majority of the employees have work experience in Edwin Academy for 6-12 Months. Most of the respondents were female

Department Wise Classification

Particulars	No. of Respondents	Percentage
Sales & Marketing	25	50
HR & Administration	3	6
Creative Media	10	20
Finance	4	8
Operations	8	16
Total	50	100

Source: Primary Data

Interpretation:

50% of employees were from sales and marketing department, 6% employees were from HR & administration, 20% of employees were from Creative Media department, 8% employees from finance department and 16% employees were from Operations department. Majority of the respondents were from Sales and marketing department who contributed to various queries regarding marketing strategies and brand engagement.

Effective Social Media Platform For Brand Engagement

Particulars	No. of Respondents	Percentage
LinkedIn	11	22
Facebook	3	6
Instagram	30	60
YouTube	2	4
WhatsApp	4	8
Total	50	100

Source: Primary data

Interpretation:

Out of the major sources of social media used for brand engagement, 22% of employees believed that LinkedIn was the effective social media platform for brand engagement, 6% employees believed Facebook, 60% of employees picked Instagram, 4% employees YouTube and 8% employees selected WhatsApp. Hence it can be inferred that majority of employees believes Instagram is the most effective social media platform for brand engagement at Edwin Academy.

Most Used Marketing Strategies

Particulars	No. of Respondents	Percentage
Content Marketing	6	12
Social Media Marketing	32	64
Email Marketing	1	2
SEO	6	12
Paid Advertising	5	10
Total	50	100

Source: Primary data

Interpretation:

The majority of employees believed that social media is the most used marketing strategies in the edtech industry followed by Content marketing and SEO marketing. Paid advertising and email marketing had least preference among the employees.

Whether Marketing Strategies Effectively Reach Out Target Audience

Particulars	No. of Respondents	Percentage
Strongly Disagree	1	2
Disagree	2	4
Neutral	21	42
Agree	19	38
Strongly agree	7	14
Total	50	100

Source: Primary data

Interpretation:

38% employees agreed that marketing strategies at Edwin academy effectively reached out target audience. The majority of employees were neutral to the fact that marketing strategies at Edwin academy effectively reached out to the target audience and most of them positively responded.

Whether Marketing Strategies Align With Goals And Mission Of The Company

Particulars	No. of Respondents	Percentage
Strongly Disagree	1	2
Disagree	2	4
Neutral	16	32
Agree	25	50
Strongly agree	6	12
Total	50	100

Source: Primary data

Interpretation:

50% employees agreed and 12% employees strongly agreed to the fact that marketing strategies align with goals and missions of Edwin Academy. Hence it can be inferred that majority of employees were of the opinion that marketing strategies align with goals and missions of Edwin Academy.

Whether Employees Feel Engaged And Connected To The Brand Identity Of The Company

Particulars	No. of Respondents	Percentage
Strongly Disagree	2	4
Disagree	1	2
Neutral	15	30
Agree	21	42
Strongly agree	11	22
Total	50	100

Source: Primary data

Interpretation:

64% of employees agreed that employees feel engaged and connected to the brand identity of the company. Hence it can be inferred that majority of employees agree that they feel engaged and connected to the brand identity of the company by getting fully involved emotionally, cognitively and behaviorally.

Whether The Company Communicates Its Brand Values To The Employees

Particulars	No. of Respondents	Percentage
Strongly Disagree	2	4
Disagree	1	2
Neutral	15	30
Agree	23	46
Strongly agree	9	18
Total	50	100

Source: Primary data

Interpretation:

About 54% of the employees agreed that the company communicates its brand values to the employees. Hence it can be inferred that majority of employees agreed that the company communicates its brand values to the employees to ensure that they understand, embody and promote the brand effectively.

Whether Marketing Strategies Are Different From Their Competitors

Particulars	No. of Respondents	Percentage
Strongly Disagree	1	2
Disagree	3	6
Neutral	19	38
Agree	20	40
Strongly agree	7	14
Total	50	100

Source: Primary data

Interpretation:

54% of the employees agreed that the marketing strategies were different at Edwin Academy from their competitors. Hence it can be inferred that majority of employees agreed that the marketing strategies adopted differentiate Edwin Academy from their competitors through identifying and emphasizing the unique aspects of their services to resonate with the target audience.

Awareness About The Marketing Strategies

Particulars	No. of Respondents	Percentage
Not aware at all	0	0
Slightly aware	4	8
Moderately aware	17	34
Very aware	26	52
Extremely aware	3	6
Total	50	100

Source: Primary data

Interpretation:

It was found that 8% employees were slightly aware,34% employees were moderately aware, 52%

employees were very aware and 6% employees were extremely aware about the marketing strategies employed by Edwin Academy. Hence it can be inferred that majority of employees are aware about the marketing strategies employed by Edwin Academy.

Consistency Of Messaging And Branding

Particulars	No. of Respondents	Percentage
Very Inconsistent	0	0
Inconsistent	3	6
Neutral	20	40
Consistent	21	42
Very Consistent	6	12
Total	50	100

Source: Primary data

Interpretation:

Hence it can be inferred that majority of employees says that the company consistently message and brand across various marketing channels. This creates the brand retention and serves as a major source for choice at the time of accessing the service.

Collaboration Among Departments

Particulars	No. of Respondents	Percentage
Poor Collaboration	0	0
Limited Collaboration	6	12
Moderate Collaboration	10	20
Good Collaboration	28	56
Excellent Collaboration	6	12
Total	50	100

Source: Primary Data

Interpretation:

12% employees opined there is limited collaboration, 20% employees marked there is moderate collaboration, 56% employees good collaboration and 12% employees says there is good collaboration between different departments of the company. Hence it can be inferred that there were good collaboration among departments fostering healthy communication and relationships.

Satisfaction Level Of Marketing Strategies And Brand Engagement

Particulars	No. of Respondents	Percentage
Very satisfied	6	12
Satisfied	32	64
Neutral	12	24
Dissatisfied	0	0
Very dissatisfied	0	0
Total	50	100

Source: Primary data

Interpretation:

Majority of employees were satisfied with the marketing strategies and brand engagement efforts at Edwin academy.

Chi-Square Test

Table No 4.18
Relationship Between Gender And Overall Satisfaction With The Marketing Strategies & Brand Engagement Efforts

Gender	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Total
Male	4	11	5	0	0	20
Female	2	21	7	0	0	30
Total	6	32	12	0	0	50

H₀ = There is no significant relationship between Gender and overall satisfaction

H₁ = There is a significant relationship between Gender and overall satisfaction.

$$x^2 = \frac{\sum(O - E)^2}{E}$$

Calculation:

X^2 (calculated value) = **2.193**

At 5% level of significance,

Degree of freedom = $(r-1)(c-1)$

= $(2-1)(5-1)$

= **4**

Table value of Chi-square is = **9.488**

Since, calculated value is less than the table value, we accept the null hypothesis. Therefore, we interpret that there is no significant relationship between gender and overall satisfaction with the marketing strategies & brand engagement efforts.

III. Findings

- Majority of the employees believed that Instagram was the most effective social media platform for brand engagement at Edwin academy and social media is the most used platform in implementing marketing strategies in the Edtech industry and the least choice were Email marketing.
- Majority of the employees had a neutral opinion on whether marketing strategies in the company effectively reach out target audience and most of them had a positive response.
- Majority of employees agreed that marketing strategies align with goals and missions of the company and they felt engaged and connected to the brand identity of the company.
- Majority of employees agreed that the company communicates its brand values to the employees.
- Majority of employees agreed that the marketing strategies differentiated Edwin academy from their competitors and were aware about the strategies employed by Edwin academy.
- Majority of employees said that the company consistently message and brand through various marketing channels there is a good collaboration between different departments of the company.
- Majority of employees were satisfied with the marketing strategies and brand engagement efforts at Edwin academy.

IV. Suggestions

- Create plans that balance employees differing on perspectives on how best to reach the target audience while take into account the objections of those who strongly disagree.
- Develop programs to enhance employee awareness and understanding of marketing strategies. This can contribute to a more informed and engaged workforce, aligned with the company's brand values.

V. Conclusion

This study examined Edwin Academy's marketing tactics and brand engagement in the Edtech sector using a systematic approach. The results show that most employees were content and they also recognize how well the company's present tactics are conveying its values and connecting with its aims. In order to have a thorough grasp of long-term trends, the study recommends lengthening the research period. It also supports staff training initiatives to improve brand alignment. Edwin Academy should keep concentrating on utilizing social media to connect with its target audience in light of these findings. The business should also keep informing its staff of its brand values and matching its marketing methods to its objectives and missions

The study also provides a useful framework for both improving Edwin Academy's marketing strategy and acting as a standard for other Edtech companies managing the complex world of educational technology.

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