

# ATL, BTL and TTL Marketing in Education Industry

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**Abstract:** Guardians know that the cost of education has raised these years. As of now, there is merciless rivalry among different private education institutions. Though quality and employability are the fundamental worries of capable foundations, cash stamping organizations which point high rate of return bait and occupy the guardians and the understudies through appealing promotions, by passing consumer loyalty. Be that as it may, the accomplishment of these foundations will be conceivable just in the short run. A very much planned instructive advertising methodology is the need of great importance for guaranteeing achievement and survival in the market.

**Key words:** ATL, BTL, TTL Education Industry

## I. INTRODUCTION

The research paper is an attempt to discuss a marketing required in education sector. As this is need of time for institutions market themselves. Education in its broadest sense is any actor experience that has a formative effect on the mind, character or physical ability of an individual. It is the process by which society deliberately transmits its accumulated knowledge, skills and values from one generation to another through institution.

Marketing activities (basically advertisements) today can be divided into three segments – Above the Line (ATL), Below the Line (BTL), & Through the Line (TTL) Marketing. The line was originally used to separate marketing activities which had mass penetration (above the line) to those which had specific penetration (below the line). But then, because of the increased competition and development in technology, emerged through the line marketing activities which blurs the line and include the use of both ATL & BTL advertising activities.

## II. ATL (ABOVE THE LINE)

Above the Line advertising (often referred as Above the Line promotion/ Above the Line marketing/ ATL marketing/ ATL advertising) consist of advertising activities that are largely non-targeted and have a wide reach. ATL communication is done to build the brand and inform the customers about the product. Conversions are given less importance in above the line advertising. Example of ATL

Television

Radio

Print Advertisements (magazine & newspaper)

Distributing leaflets/pump lets/information brochures/prospectus etc. at 10, 10+2, JEE, MAT, CAT and other examination centers located in the probable geographical catchment areas along with promotional gifts like pen, pen stands, note books, pocket diary, calendar (wall/desk/table), visiting card size calendars with god/goddess photographs, badges, caps, shirts etc comes in Below.

Putting a canopy at prominent locations outside the examination centers; place banners/posters/display boards/hoardings etc. at appropriate identified locations; and developing tie up with

## III. INTERNET PRESENCE MANAGEMENT (IPM)

- Creating college/university as brand on Internet.
- Creation & maintenance of professional profiles on various social destinations like Facebook, Google Plus, You Tube, Bloggers and many more.
- Video creation & marketing.
- Live Counselling of Students though Online Chatting.
- Live Counselling of Students though Google Hangouts.
- Tracking of traffic on official website.
- Online Activity to connect more school students to website.

## IV. ACTIVITIES AT SCHOOLS AND COLLEGES

- Establish Counselling Centres in Schools/Colleges to conduct workshops by educationists from Various fields.
- Organizing interschool academic/sports competitions sponsor it; offer a scholarship program for winners.
- Organize seminars/workshops/conferences/dialogues on themes of topical interests and help students in managing their examination related stress.
- Presence of College/University during Science week in Schools.
- Presence of College/University during Annual Functions in Schools.
- Promote students chapters in organization for scientific innovations.
- Connect students to College/University website through online Activity.
- Connect students through Facebook.
- Liaison with Principal and Faculty members of Schools/ Colleges.

- Formation of global research community, supporting technology innovation to meet the needs of society.

#### V. BTL (BELOW THE LINE)

Below-the-line advertising (often referred as Below the Line promotion/ Below the Line marketing / BTL marketing / BTL advertising) consists of very specific, memorable and direct advertising activities focused on targeted groups of consumers. Often known as direct marketing strategies, below the line strategies focus more on conversions than on building the brand.

- Outdoor Advertising
- Sponsorship

#### VI. TTL (THROUGH THE LINE)

Through the Line advertising (often referred as Through the Line promotion/ Through the Line marketing / TTL marketing / TTL advertising) involves the use of both ATL & BTL marketing strategies. The recent consumer trend in the market requires integration of both ATL & BTL strategies for better results.

#### VII. DIGITAL MARKETING

Education sector being a challenging one deals with a new audience each year. Budget is the major constraint in the promotion of educational institutions to attract prospects each year. Indeed, even guardians are scanning on the web for best schools and universities, not at all like expressly going by the instructive foundations like long time past days. They are expecting the whole insights about the foundation online like offices, staff, charges, course educational modules and extracurricular exercises, and in addition the online structures for confirmation process and different inquiries. Indeed, even guardians began judging the establishments by their site and online nearness.

##### *Practices of Digital Marketing in the Education Sector*

For the application of digital marketing in any industry, one must first define the target audience and their persona along with their requirements and pain points and their basic online behavior. According to those details, we can choose the right channel for promotion, which reaches the maximum target audience. Some of the best practices for digital marketing in the education sector are below.

1. Create or Update a Website
2. Maintain Blogs to Motivate
3. Search Engine Optimization
4. Engage Through Social Media
5. Promote Through Paid Channels
6. Email Marketing is Effective
7. Re-target for Conversion
8. Lead Generation and Customer Relationship Management
9. Manage Online Reputability

##### *Provides limitless opportunities to engage your audience*

With digital marketing, the possibilities are practically endless. Imagine a situation where a marketer created a video on 'tips to select the best MBA college' targeted at graduate students seeking admission to MBA courses. This video can be hosted on YouTube - a platform where over 85 million users consume video content each month, as well as be shared on social media such as Facebook, where students spend an average of 2.4 hours each day. Not only this, display and banner advertisements can be used along with the video as well along with behavioral re-targeting that can help engage the students who already viewed the video or the advertisement. Search engine advertisements linked to the video can also be leveraged considering that over 80% students use Google to begin their course / college search.

High Conversion Rates: E-mail and SMS are an important part of Digital Marketing that gets high response rates because of the way that they are close to people and educational industries can easily reach their targeted audience in an effective way.

##### *Measurable Conclusions:*

With the assistance of Digital Marketing tracking tools you can track the performance campaign. It helps to track and measure the adequacy of your marketing campaign. Get important information or insights for your Digital Marketing technique. Hence, improve your education industry marketing objectives.

Students are the backbone of an educational institute as well as a nation. A country, society and culture become rich when the educational system is well-established. Educational institutes needs to adopt the 'student centric approaches' to remain unbeaten in the turbulent market. To promote the services of professional institutes, 'services marketing triangle' approaches must be adopted. To sale the products i.e. students of the educational institute in the competitive market, institutes should cultivate 'professionalism' and inculcate the same among their students. They must ensure quality output from their institutions. Positive 'word-of-mouth' can be ascertained to create awareness among the target segment.

In today's time, students and their parents expect your presence on social media. Online entry forms should be available. There should be provision for online admissions. And all the information should be available related to schools or colleges. There is a continuous evolution of online marketing. And most of the educational institutes are adopting digital marketing to reach their audience. You should ensure that you are not lagging behind.

##### *Measurable Results:*

With the help of digital marketing tools you can track the campaign performance. Online marketing tools help to measure or track the effectiveness of your marketing campaign. It makes tracking easy for the educational

institutes. Get crucial data or statistics for your digital marketing strategy. And boost your educational goals.

The time has come for every institute to trigger a long term Digital plan in a carefully thought objectives so that it maintains its brand identity and presence. Education Institutions thus need professional help of best digital Education Strategy partners.

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