

## IMPACT OF SOCIAL MEDIA MARKETING ON E LEARNING

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### ABSTRACT

Social marketing is the process of promoting your site or business through social media channels and it is a powerful strategy that will get you links, attention and massive amounts of traffic. There is no other low-cost promotional method out there that will easily give you large numbers of visitors, some of whom may come back to your website again and again. If you are selling products/services or just publishing content for ad revenue, social media marketing is a potent method that will make your site profitable over time. As smartphones and internet develop in the nation, more organizations will concentrate on giving a consistent shopper involvement with promo offers, mobile updates, events and contents based on the conduct and interests. Moreover, with the ascent of WhatsApp and Facebook for organizations, brands will concentrate on additionally improving their advertising efforts to speak with clients specifically where they are destined to be discovered i.e. on their smartphones.

The main problem with social marketing from a business perspective is that it can be incredibly time-consuming. Social media marketing campaigns are not one-shot affairs; they need to be nurtured over time. While big businesses such as Dell, Microsoft and HP have been using social media marketing effectively, they have the kinds of marketing budgets that allow them to assign x number of staff to conduct and manage social media marketing campaigns, resources that a lot of small businesses don't have.

### INTRODUCTION

The normal Indian spends over 28 hours of the week online, which is a cause of immediate access to a world of data and media readily available. For utilizing the web for different purposes in life, Indians will keep on relying more on Digital mediums to search for items and associate with brands on the web. With the developing requirement for visual information, brands will keep on relying on recordings and pictures which attract the population. In the end, any marketing campaign a

company wants to launch is going to use all the channels and mechanisms available. They will continue to make extensive use of traditional broadcasting tools and complement them with other social networking mechanisms that provide additional benefits. Considering that Social networking is becoming pervasive, traditional broadcasting and new social marketing will benefit from each other. As individuals can bring their profiles beyond the social networking platforms, they can start leveraging this fact when they visit traditional media. This is possible today with Facebook as some media sites provide a log in that syncs up with the Facebook and hence identifies your profile.

As per statistics for the years starting from 1993 till 2015, internet usage by the world population has been tremendously increased and now 40% of the population is using the internet. i.e., 3.42 billion users. It was less than 2% of the world population in 1995. Thus based on these statistics, it is a compelling statement that the scope of social media marketing in India will have a bright future in the coming year.

“Social Media Marketing (SMM) refers to processes that focus social networks and applications to publicize brand awareness or to promote specific products”, states Techopedia. So technically it means:

1. Developing sharable content and advertorials
2. Establishing social media platform presence
3. Encouraging feedback from the customers through contests and surveys

### Dimension of the Social media marketing

There are five dimension of the social media marketing, which means these five things are required to create connections with consumers or to building traffic to company websites.

#### **1. Online Communities:**

A company or business can use the social media to build a community around its products/business. Vibrant communities create loyalty and encourage discussions, which can

contribute towards business development and improvement.

## 2. Interaction

A Facebook page or Twitter account can notify all its followers of specific subject quickly and simultaneously. Social networking sites enable greater interaction with the online community through broadcasting up-to-date, consumer relevant information.

## 3. Sharing of Content:

The sharing dimension is about the extent to which an individual exchanges, distributes and receives content in a social media setting.

## 4. Accessibility:

The social media is easily accessible and takes minimal or no costs to use. Social media is easy to use and does not require any special skills, knowledge to use.

## 5. Credibility:

It is all about delivering the message clearly to the people, establishing credibility for what one says or does by connecting emotionally with the target audience, motivating the buyer and generating loyal customers. The social media provides a very good platform for all businesses to network and reach out to their target audience, connect with them directly and generate trust by listening to them.

### An introduction to e-learning

The arrival of the Internet marked a new era for education by simplifying the process of research and learning for both teachers and students alike. The concept of e-learning developed as a result of the rise of the Internet and has now been around for quite a few years.

Today, eLearning means much more than just delivering information. Available on a variety of digital devices, from desktop computers to smartphones and other handheld devices, eLearning is interactive and on-demand, which significantly increases learning engagement and retention.

### 1. Synchronous E-learning

This is when the students and instructors interact with each other in real-time, although they are in different geographical locations. In synchronous learning or real-time learning, the learning resources are distributed via mobile, video conference, or online chatting. Real-time learning helps with providing the learners an opportunity to place their doubts and the respective answers of the

instructors, instantly. With present internet bandwidth capacity and improved technology, this is becoming a preferred choice of learning.

Some of the different learning options in synchronous e-learning are:

- Virtual classroom
- Internet chat
- Webinars
- Audio/Video conferencing
- Instant messaging

### 2. Asynchronous E-Learning

In this case, the courses are self-paced and can be completed at the convenience of the student. The students and instructors don't interact in real-time in this case. The students can pause and resume the courses whenever they feel like. The learning resources here can be in the form of blogs, CDs, DVDs, forums, and eBooks. This form of learning suits various learners since they have the option to finish the courses in their preferred time without hampering their daily schedules.

The different learning options in this case are:

- Self-paced online courses
- Online forums
- Blogs
- Message boards

### Advantages of E-learning

#### Convenience

The fact that one can have access to courses anywhere and anytime is one of the biggest advantages of e-learning. The courses can be accessed from smartphones, desktop, or tablet from a train, plane, or a hotel. This convenience of learning makes it one of the most preferred choices.

#### Cost-effective

E-Learning courses are truly cost-effective. One may acknowledge this by comparing the travelling cost and stationary cost included in offline modes of learning. Moreover, the courses can be explored more than once when bought, which saves the cost of having to pay for a refresher course again.

#### Feedback

Another important advantage of e-learning is that learners get immediate feedback on their

work. Instructors are also able to find out which courses are performing well and the individual progress of the people who take the courses. It also saves the manual effort to evaluate each and every work aspect.

### Speed

One of the important advantages of e-learning courses are their quick delivery of information and knowledge. Compared to the cumbersome process of traditional classroom teaching, e-learning has faster delivery cycles since they are easy to develop. Moreover, the time required to grasp and retain the courses is also 25%-60% less than that of traditional learning

### Profitability

E-learning has also been found to increase the profitability of employees. Adopting these courses in the training agendas of companies helps keep employees up to date on the latest industry knowledge and skills which increases the profitability of the business. For example, a survey conducted on 2,500 companies has revealed that “comprehensive training programs” have resulted in 218% higher revenue per employee and 24% higher profit margins.

### Efficiency

When it comes to manual training and workshops, there is a lot of on-ground administrative work that is involved. E-learning reduces the need for the piles of cumbersome admin work and simplifies the entire process. It's easy to create modules, allocate courses and assignments to employees, keep track of their progress, and evaluate them.

Not all skills can be learnt through videos or slides. It requires teamwork and active participation from all employees. It creates a platform for all employees to come together and co-learn certain aspects such as pilots, machine learning, or practical implementation that can increase the interaction between employees and create an exciting learning environment.

### Standardisation

There can be several organisations spread all over the globe with multiple employees,

departments, and branches. Creating unified classroom training for all of them can be a challenging experience. It can help bring remote workers and dispersed teams together with the help of a standardised training program.

### 1. Environmental Effects

Considering the present times, e-learning is an effective way to prevent a burden on the environment. Traditional learning methods involve lots of paperwork. E-learning is a paperless form of learning that helps protect the environment. A study revealed that the e-learning approach took up 90% less power and generated 85% fewer carbon emissions as compared to the traditional learning approach.

### **Disadvantages of E-Learning**

E-learning has changed the education system in a major way and transformed in a new and exciting way to learn. However, there are some areas in which it falls short. Below are some of the disadvantages of e-learning:

#### 1. Passive

Traditional learning methods involved an active form of learning where you had to physically travel to a classroom and take part in the learning process. E-learning is a self-paced form of learning where one can start, pause, and stop the courses at any time. A high level of self-discipline or self-direct is required, learners with low motivation or bad study habits may fall behind.

#### 2. Flexibility

E-learning is a great asset for gathering specific skill sets. In fact, for theoretical knowledge, the medium is ideal. However, it can be difficult to create e-learning courses or programmes for complex skills that require learning by actual performance .This becomes possible only during live training sessions conducted with instructors and students who are physically present.

#### 3. Lack of face-to-face interactions

Even though e-learning consists of several options for one-on-one interactions through video conferencing or chats, however, it doesn't make up for the lack of face-to-face interactions which help building social skills

and team building skills essential to every leadership role.

#### 4. Time

From an instructor point-of-view, it takes a lot of money, time, and expertise to create a good e-learning course. Coming up with a comprehensive e-learning course material that contains diverse content formats, web development, and technical support requires a lot of time and resources.

### 2.LITERATURE REVIEW

#### Ashok Gaba and Shinja Koo (2007)

The first part of the paper compares the growth of distance education through analysis of the admission policies, enrolment trend, students support services and instructional system of both these institutions.

#### Deepshikha Aggarwal (2009)

E-learning technologies have great potential to spread learning however, the benefits of these technologies have to reach the rural masses of India, and otherwise they will be one of the causes of the Digital Divide. This paper concentrates on the Indian education scenario, eLearning content preparation and presentation tools, application of eLearning to spread education to the remote areas, pros and cons of eLearning and future of eLearning in India. A few suggestions have been made to use e-learning for informal and vocational training, which is highly effective for a developing country like India where a majority of population is living in rural/ remote areas and has received almost negligible formal education.

#### Avani Trivedi , & Kalpana Gupte (2010)

The article is mainly intended to identify various aspects concerned with improving the quality of Counselling in Open and Distance Learning . The characteristics of distance education , the distance learner , the various mechanisms of learner support , the important role of the academic counselor in maintaining quality in distance learning are discussed and some measures are suggested based on TQM for maintaining the quality of counselling in distance learning with particular reference to IGNOU.

#### Insung Jung, Tat Meng Wong, Chen Li, Sanjaa Baigaltugs, Tian Belawati, (2011)

With the phenomenal expansion of distance education in Asia during the past three decades,

there has been growing public demand for quality and accountability in distance education. This study investigates the national quality assurance systems for distance education at the higher education level in Asia with the aim of contributing to a better understanding of the current level of development of quality assurance in Asian distance education and to offer potential directions for policy makers when developing and elaborating quality assurance systems for distance education.

**Mousazadeh Somayeh, Maryam Dehghani, Farzaneh Mozaffari, Seideh Madineh Ghasemnegad, Hamideh Hakimi\*, Bagherian Samaneh (2016)**

E learning and teaching is an issue that needs to be considered further. Every day in the big cities such as Tehran, huge cost are paid for the urban commuter students, environmental pollution and noise, and education expenses. Moreover, the damaging effects of inter-city and international migration should not be ignored. The government must provide the appropriate infrastructure, such as high-speed Internet lines, convenient and inexpensive hardware and software, support of scientific founders of these scientific projects and the promotion of e-learning among the people to create a fertile ground for the growth and promotion of scientific level of the country. Although e-learning is in its start and at the beginning of its movement towards the future, it cannot be ignored, and background needed for its use should be provided.

### 3.DATA COLLECTION METHOD

**The following steps are involved in the data collection process:**

- Finding out the type of information required in the investigation process.
- Establishing the facts that are available at present and the additional facts required.
- Identification of the source from where they can be available.
- Selection of appropriate information collection method.

The data required from this study is collected from primary and secondary sources;The data collected are both Quantitative and Qualitative.

### SAMPLING PROCESS:

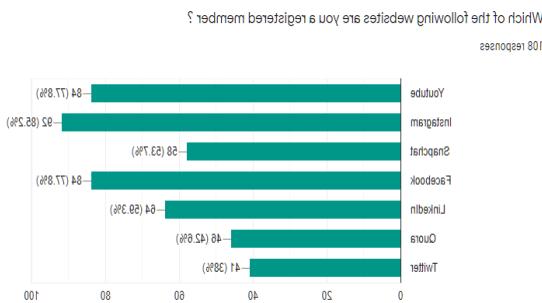
Taking into account the practical considerations (such as time limit, cost, etc) the study a sample survey as the means of gathering primary information. A sample survey allows a researcher to concentrate his attention upon a relatively small

number of people and hence, to devote more time and energy to ensure that the information collected

from them is more accurate.

#### 4. DATA ANALYSIS

Q.1 Which of the following websites are you a registered member?

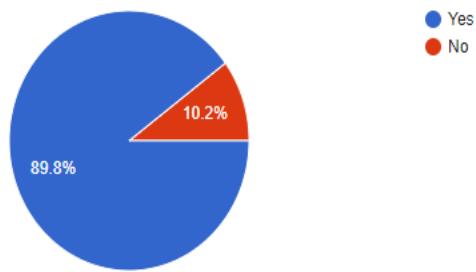


Interpretation: There are 85.2% number of members are registered on Instagram which is highest. Twitter has only 38% registered members which is the lowest from all other social sites. 4.4

Q. 2 Do you notice any offers/advertisements for products/services on Social Networking Websites?.

Do you notice any offers/advertisements for products/services on Social Networking Websites?

108 responses

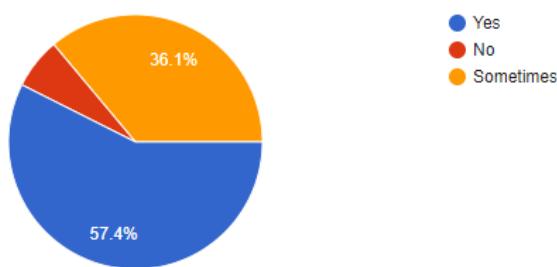


Interpretation: There are most of the people who notice the offers/advertisements for products and services on social networking websites.

Q. 3 Do you skip ads?

Do you skip Ads?

108 responses

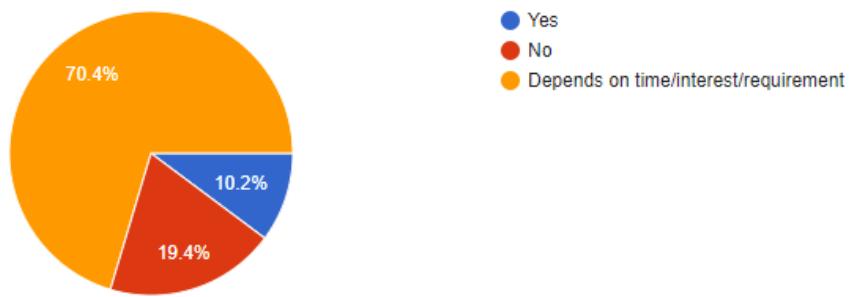


Interpretation:-The above chart shows that there are 57.4% members are those who skip ads in the social networking site but there are 36.1% members are those who skip ads sometimes.

Q. 4Do you pay attention to the advertisement?

Do you pay attention to the Advertisement? \*

108 responses

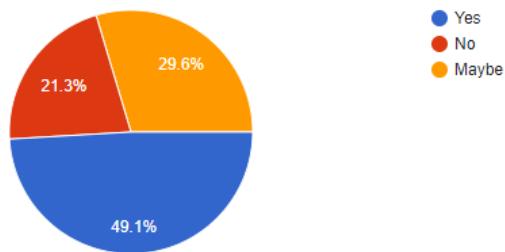


Interpretation:-The above chart shows that there are 70.4% members are those who pay attention to the advertisement when they find something interesting or useful.

Q.5 Do you like to receive information on new products/offers/services via social media marketing?

Do you like to receive information on new products/ offers/services via social media marketing?

108 responses

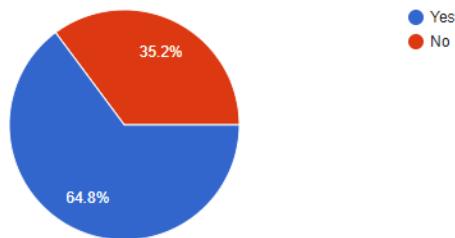


Interpretation:There are 49.1% members are those who like to receive the information on new product, offers, services via Social Media Marketing.

Q. 6Have you ever enrolled in online course?

Have you ever enrolled in online courses?

108 responses

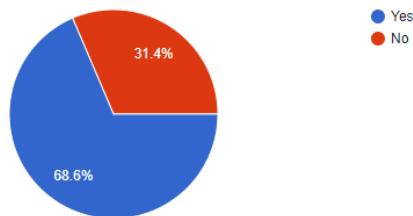


Interpretation:-The above chart shows that most of the members have enrolled in online courses

Q.7Have you ever purchased any E-learning course on the basis of information you received through a social networkingplatform?

Have you ever purchased any E-learning course on the basis of information you received through a social networking platform?

70 responses

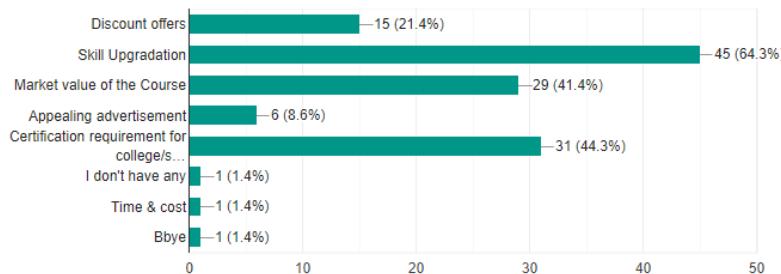


Interpretation:-There are 68.6% members are those who have purchased E learning courses on the basis of information they received through social networking platform.

Q.8What were the potential reasons for getting enrolled in the respective course

What were the potential reasons for getting enrolled in the respective course?

70 responses

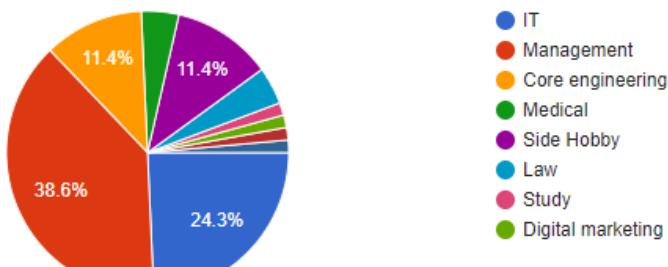


Interpretation:-The above chart shows that there are 64.3% members are those who get enrolled in the respective online courses for the skills upgradation.

Q. 9Which among the following was the category of your e-learning course?

Which among the following was the category of your e-learning course?

70 responses



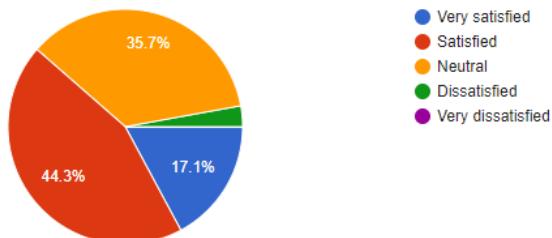
▲ 1/2 ▼

Interpretation:-The above chart shows that there are 38.6% are those members who are following the course of Management and 24.3% are those who follow the courses of IT on E learning.

Q10. Over all, how satisfied or dissatisfied were you with the course?

Overall, how satisfied or dissatisfied were you with the course?

70 responses

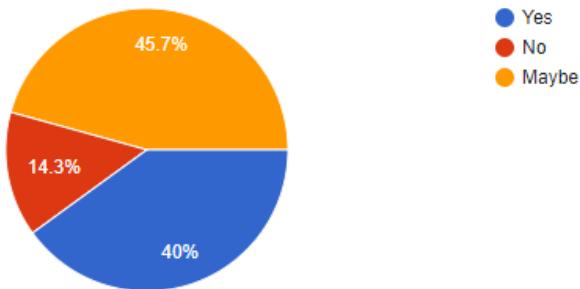


Interpretation:-There are most of the person are those who are satisfied with their online courses and some of the person are very much satisfied with the E learning courses.

Q. 11Do you plan to participate in other e-learning courses displayed via social media marketing?

Do you plan to participate in other e-learning courses displayed via social media marketing?

70 responses

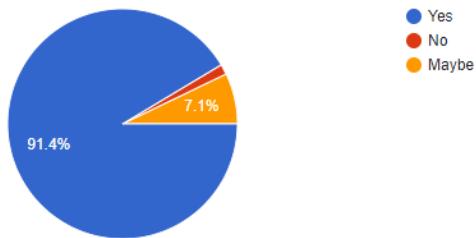


Interpretation:-There are most of the person are interested to participate in other E learning courses displayed via social media marketing.

Q.12 Do you believe that social media marketing could help the e-learners to hike participation in lockdown situations?

Do you believe that social media marketing could help the e-learners to hike participation in lockdown situations?

70 responses



Interpretation:-The above chart show that there are 91.4% of the members are those who believe that Social Media Marketing could help the e learners to hike participation in lockdown situation.

## 5.Conclusion

E-learning is not just a change of technology. It is part of a redefinition of how humans transmit knowledge, skills, and values to younger generations of workers and students.

Hundreds of universities, continuing education institutes, and countless commercial organizations are turning to online learning for very valid reasons. Online learning does provide the opportunity to reach new markets both for selling their program and educating students.

Using the correct social media marketing techniques could help the online course providers to accommodate more e-learners under their respective enrollments.

With the huge boom in digital world, the organizations are tend to find more of their customers over social media platforms than the real world. This is observed through the study that every participant of the survey is available on at least one social media platform. Organizations should find the appropriate technique to be used for pitching the most of its potential customer base.

Social media can be a powerful tool for any organization. It can increase its visibility, enhance relationships, establish two-way communication with customers, provide a forum for feedback, and improve the awareness and reputation of the organization. For these reasons, social media websites have become an important platform for E-learning industry as well.

It is found from the study that 38 out of 108 participants never enrolled in any kind of E-learning course. This means that on an average of 100, nearly 35 people are still not comfortable with the E-learning industry.

However, E-learning industries are yet not grabbing up all its potential customers' trust through mere social media marketing. This is observed through the used survey questionnaire which depicts that out of 108 participants, 22 of them have never enrolled into an online course advertised over social media.

Organizations must first develop a comprehensive social media communication strategy and then incorporate best practices in the implementation of that strategy. Following this guide can help the organization effectively and successfully derive the maximum benefit from their social media initiative.

In conclusion the ability to reach out to such a huge volume of potential guests would make ignoring social media a poor business choice. The other side of the coin is that potential for damage to the brand by reaching out in a haphazard fashion could be quite destructive and costly to repair.

Social Networking Sites creates a real Connection between educators and stents virtually; that connection creates a trend for purchase intensity. This requires trust building expertise by the online course providers.

Social Networking Sites provide ample of opportunities for interacting with enrolled online students. It provides a platform to innovative advertising to be effectively used for business growth of E-learning industry.

## 6. Findings, Limitations and Suggestions

This chapter includes results of the study, limitations and the major suggestions for the Study.

### 6.1 Findings

This study examined the impact of social media marketing over E-learning industry.

1. Since the objective of the study is to examine the preferences of the e-learners and impact of social media marketing used by E-course providers, it is found that less than half of the e-learners population, online educators are unable to Capture the potential students through social media marketing techniques as

expected.

2. There is a significant increase in the online presence of enrolled students to be poked by through social media platforms.
3. More than 90% participants of the survey believe that social media marketing could help the e-learners to hike participation in lockdown situations.
4. The number of the students choosing to pursue E-learning courses is higher in the age group of 30-40 followed by 20-30. The number of learner's undertaking E-learning courses in the age of 40 and above is low because of the technological complexities involved.
5. More than 50% of the e-students are satisfied with their courses enrolled.

### 6.2 Limitations

The study suffers from certain limitations which are stated as follows:

1. The study is based on secondary data.
2. The study is based on the responses collected from participants majorly from Delhi – NCR, hence the research may not be applicable to the whole nation.
3. The study is based on consolidated analysis reports from the selected analyst companies.
4. The source of data collection is limited to learners who have enrolled in any online course at least once. It does not consider the responses of non-e-learners' group.

### 6.3 Suggestions

1. E-learning industry should try to focus on building trustworthy relationships with the enrolled students. This would help the organizations to bring more customers by already existing customers.
2. Online learning is inaccessible to the computer illiterate population also applying SMM techniques would be of no use for digitally handicapped people. Initiatives such as Digital India show promise in improving the computer literacy rates amongst the population of India.
3. At the current point of time, there are still a vast number of online learning platforms which are unaccredited or unauthentic and

where all the materials are quality checked by no one besides the instructors themselves. There should be better authenticity checkers to build trust and interest among customer base.

4. E-learning industry should practice more social media marketing techniques to be used in customizable form for different customers.
5. Trust building capabilities may refer to the interests of the learners to drag them in the enrollment zone.
6. From the study, it is observed that most of the enrollments occur in IT field, therefore E-learning industries can focus more on the IT student.

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