

# Digital Marketing for Private Universities

Mohammed Abdulkarem  
Public Administration Dep.

# History of Digital Marketing

- 1400-1800: from stones till printed advertising.
- 1840-1900: Posters.
- 1950: TV Ads.
- 1970: Telemarketing.
- **1990: The Digital Age\ Internet, Email...**
- 1998: Google & msn.
- 2004: Facebook.
- 2005: Youtube.
- 2012: Social Media Platforms.

# Definition of Digital Marketing

- It is the process of building and maintaining customer relationship through online activities to facilitate the exchange of ideas, products, and services that satisfy the goals of both parties.
- It is the strategy and processes that connect advertisers with their audiences across digital channels.

# Digital Marketing Components



# Digital Marketing Channels

## Digital Marketing

### Online Marketing Channels

- Website Marketing
- Search Engine Optimization
- Pay-Per-Click Advertising
- Content Marketing
- Email Marketing
- Social Media Marketing
- Affiliate Marketing
- Mobile Marketing
- Video Marketing

### Offline Marketing Channels

- TV Marketing
- SMS Marketing
- Radio Marketing
- Billboard Marketing

# SWOT Analysis

- Available infrastructure for digital platforms
- Access to broadband internet connection and other networks
- Websites as a core physical evidence
- Computer Lab facilities
- Focus on English Language
- Maintain global education quality



- Not promote the university in a proper manner in digital platforms
- Most private universities don't have permanent campus
- Expensive advertisement costs for TVC and newspaper ad's
- Modern facilities are not available sometimes

- By social media and digital platform universities have the opportunity to reach maximum audience
- Less advertising cost
- Available digital agencies to help out for digital marketing.
- People of Bangladesh is developing day by day and aware of digital plat forms.

- Too much competition in modern days.
- Less control over students makes them to involve in illegal digital activities
- Negative issues can't be hidden in the modern age
- Negative promotion by competitors and students

# Benefits of Digital Marketing

- Wide range of audience at a faster method.
- You can target your audience at a lower price.
- Each conversion can be tracked. Analytics is the basic measure of any marketing strategy.
- Less manpower which results in saving on costs\ essential requirements such as good internet connectivity.
- It allows marketers to measure results at each step. Results are real-time.

# Limitations of Digital Marketing

- You need to be careful from spamming and being hacked.
- Many customers are not aware of internet facilities.
- Update timing is a critical issue here.
- Because of too much competition, it has become difficult for digital marketers to reach their targeted audiences.
- a single post or a tweet or any wrong claim
- and negative feedback about your products and services can ruin your internet reputation for a long time.



**THANK YOU**