



CONTEMPLATE AND IMPACT OF SOCIAL MEDIA MARKETING IN GUVI GEEK PRIVATE LIMITED

By

DR. M. DEEPA
ASSISTANT PROFESSOR
SCHOOL OF MANAGEMENT STUDIES
SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY
deepahr87@gmail.com

YUVANI MONISHA M
STUDENT
SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY
maryyuvi8@gmail.com

SCHOOL OF MANAGEMENT STUDIES

ABSTRACT

In today's digital era, social media has emerged as a powerful tool for businesses to connect with their target audience, build relationships, and enhance brand awareness. This Summation outlines a project aimed at utilizing social media marketing (SMM) strategies to bolster brand awareness for GUVI Greek private limited.

The project will involve a Content Analysis of GUVI Greek Private Limited's current social media presence, including competitor analysis. By conducting a thorough assessment, the project aims to identify areas of improvement and opportunities for maximizing brand visibility.

Based on the analysis, a tailored SMM strategy will be developed, encompassing content creation, platform optimization, audience targeting, and engagement tactics. Special emphasis will be placed on leveraging visual and interactive content formats to captivate the audience and differentiate GUVI Greek Private Limited from competitors.

Furthermore, the project will explore innovative techniques for integrating user-generated content, influencer partnerships, and social media advertising to amplify GUVI Greek Private Limited's brand message and foster authentic connections with the target audience.

Below, I have I like to few more experience with GUVI geek Private limited. During my UG graduation

in a pandemic period I have enroll in web development. During that time, I learn a lot. Unfortunately, I got an opportunity I work here. I feel so grateful to work here.

CHAPTER-1 INTRODUCTION

Social Media Marketing (SMM) is a form of digital marketing that utilizes social media platforms to connect with your audience to build your brand, increase sales, and drive website traffic. This involves publishing great content on your social media profiles, listening to and engaging with your followers, analyzing your results, and running social media advertisements.

Overall, social media marketing is a dynamic and ever-evolving field that requires constant attention and adaptation to stay relevant and effective. By understanding your audience, creating engaging content, and utilizing the right tools and strategies, you can leverage the power of social media to achieve your marketing goals.

In today's digital age, social media has become a powerful tool for connecting with audiences, building communities, and promoting products and services. For online education platforms, leveraging social media marketing can be a game-changer in reaching and engaging with students, educators, and lifelong learners around the globe.

Social media marketing for online education platforms involves using platforms like Facebook, Instagram, Twitter, LinkedIn, and others to promote courses, share valuable content, interact with the audience, and drive element. It's about creating a strong online presence, building credibility, and establishing relationships with your target audience. With the right social media strategy, online education platforms can.

Most businesses use online marketing strategies such as blogger endorsements, advertising on social media sites, and managing content generated by users to build brand awareness among consumers

1.2 COMPANY PROFILE

GUVI (Grab Your Vernacular Imprint) Geek Network Private Limited is an Online Learning Platform incubated by IITM and IIM-A, supported by Google Launchpad & Jio Gen-next. What sets us apart is the fact that we offer online learning in a plethora of different vernacular languages along with English. With more than 1.8 lakh users currently learning from our platform, GUVI continues to grow at a tremendous rate.

At GUVI, we impart the essential tech skills and follow our love for upskilling Talent. We are obsessively passionate about it, and our mission is to share the joy of learning. We focus on



pedagogical tools and simplify the tech for every learner through our platform, mentors, and community. It is a top **VERNACULAR. ED-TECH COMPANY INCUBATED BY IIT-M and IIM-A** with delivering world-class learning solutions, breaking the language barrier in tech-learning to more than 2 million learners to more than **2 Million learner's** world wide. GUVI has core value with passion, Team work, Creativity, Simplicity, Customer Focus.

Zen Class: Through Zen Class offers professional tech courses with certification and 100% placement support. The course includes practical experience paired with Live classes conducted by expert mentors with supreme expertise in their respective fields. The course duration is usually between three and nine months. Learners can also opt to learn in their native language.



Company Snapshot

- Incorporated in 2011 with headquarters in Chennai.

1.3 History of company



The founder trio comprising **Arun Prakash, Sridevi Arun Prakash, and SP Balamurugan**, started GUVI as a volunteering initiative in the form of a YouTube channel back in **2011** while they were working for PayPal. They used to post videos, tutorials, and practice material explaining technical terminologies and concepts in vernacular languages like **Tamil, Telugu, and Marathi**. The founders' primary goal was to bring tech closer to the learners not fluent in English. It all started when GUVI's CEO and founder, Arun Prakash went to attend an alumni meet at his college where he got the chance to meet and interact with the current batch of students. During the interaction, the students seemed to lack basic technical knowledge. So, Arun started teaching and explaining those tech concepts in the student's native language. They seemed to grasp the concepts and understand them very well.

This made Arun realize the gaping skill gap in college students because of the high dependency on English for tech education. He then discussed his concern with Sridevi and Balamurugan. Then they decided to put out and teach technical skills to students in vernacular language to bridge the gap in tech education caused by the language barrier.

Arun started to upload his videos in vernacular language explaining tech concepts. Initially, the response was low and it didn't get enough attention. Still, they stayed put and kept creating more videos. Soon, after almost 6 months from inception, they were able to gain a stable audience through their unique approach to spreading tech knowledge. They started receiving good engagement from various tier-2 and tier-3 learners as well as international viewers. With time, their YouTube channel had already garnered millions of views and 5000+ subscribers.

In March 2023, GUVI launched the AI for Women initiative on the occasion of International Women's Week which led to empowering more than 30,000 women with AI skills after learning from GUVI. In addition to these, GUVI keeps holding various Hackathons and upskilling events across the country at regular intervals.

1.4 Objectives of the study

Primary objective:

- To understand the level of brand awareness among consumers and the brand awareness on social media platforms.

Secondary Objective:

> Increase Website Traffic

- To Drive more traffic to the platform's website through social media posts, ads, and promotions

> Gather Feedback

- To Collect feedback from customers and prospects to improve products, services, and overall customer experience

CHAPTER 2 REVIEW OF LITERATURE

2.1 Introduction:

The review of literature guides the researchers for getting better understanding of methodology used, limitation of various available estimation procedures and database, and logical interpretation and reconciliation of the conflicting results. Besides this, the review of empirical studies explores the avenues for future and present research efforts related to the subject matter. In case of conflicting and unexpected results, the research can take the advantage of knowledge of their researchers simply through the medium of their published works. Several research studies have been carried out on different aspects of training and development by the researchers, economists and academicians in India and abroad also. Different authors have analyzed performance in different perspectives.

2.1.1 Review of Literature:

CVIJKJ and MICHAHELLES -2011

Capturing consumer feelings associated with a brand/product is a key element for monitoring social media

BURNER-2011

Building on this logic, social media can serve as ideal tools that integrate resources and information between firms and customers, which result in a mutual value creation

FRANSON ET AL – 2013

evaluate social media against conventional advertising for attracting representatives for cessation trials, during which they put social media on a higher scale owing to its potential for a wide reach, profile-based audience targeting, and flexibility.

KOOSER – 2013

Takes the discussion on an alternate plane to suggest that social media is playing a role of more than

just a marketing tool. They exemplify a few organizational responses to social media responses, and show how customers use this form of media to express their dissatisfaction, as much as they do to express goodwill. They suggest for businesses to always keep an open ear for consumer feedback and complaints posted online to tap the potential problem areas within their businesses, which will eventually help them earn happy customers at the end of the day

FRANSEN ET AL- 2013

investigated the viability of employing social media for appointing a community sample of smokers for participating in clinical trials. They used both traditional media (flyers, newspapers) and social media (Facebook) to recruit treatment seeking smokers. The participant-samples were compared for their demographics, smoking characteristics, and associated costs; they concluded that both forms of media fared equally well, with a special mention on social media being more advantageous than the traditional forms of recruitment.

GUPTA ET AL-2013

reviewing the literature on SMM in healthcare mention that fewer studies explored the role of this media form in healthcare. They recognize social media to be a boon when it comes to communicating issues related to public health in general and in times of crisis, and declare it to be the most fitting option for making the general public literate and aware of health-related concerns

JARA ET AL – 2014

focus on participative marketing and propose for it to be a reliable type of marketing involving increased user participation via the social networking sites and mobile phones. They appreciate the credibility of social media in allowing content creation by millions that becomes instantaneously available to millions

MILLER – 2014

accuse social media websites like Facebook, Twitter, and YouTube to be guilty of miscommunication, or in other words, communicating and propagating poorly moderated or wrong information on health related issues.

WANG and KIM – 2017

Most businesses use online marketing strategies such as blogger endorsements, advertising on social media sites, and managing content generated by users to build brand awareness among consumers (Wang and Kim, 2017)

ARRIGO – 2018

Due to its interactive characteristics that enable knowledge sharing, collaborative, and participatory activities available to a larger community than in media formats such as radio, TV, and print, social media is considered the most vital communication channel for spreading brand information. Social media comprises blogs, internet forums, consumer' s review sites, social networking websites (Twitter, Blogger, LinkedIn, and Facebook), and Wikis (Arrigo, 2018).

HEWETT ET AL- 2016

marketing communications are shifting from one to many to one to one, as customers are changing

from being passive observers to being proactive collaborators, enabled by social media with connectedness and interactions, regardless of time or location.

RAMASAMY & OZMAN-2017

Building on this logic, social media can serve as ideal tools that integrate resources and information between firms and customers, which result in a mutual value creation

CHEUNG - 2021

Social media facilitates content sharing, collaborations, and interactions. These social media platforms and applications exist in various forms such as social bookmarking, rating, video, pictures, podcasts, wikis, microblogging, social blogs, and weblogs. Social networkers, governmental organizations, and business firms are using social media to communicate, with its use increasing tremendously

LIU ET AL - 2021

marketing campaigns for luxury brands consist of main factors such as customization, reputation, trendiness, interaction, and entertainment which significantly impact customers' purchase intentions and brand equity

WIBOWO - 2021

Brand identification and identification of brand communities emanate from a similar process. Users can interact freely, hence creating similar ideologies about the community, alongside strengthening bonds among members, hence enabling them to identify with that community. The brand community identity can also be considered as a convergence of values between the principles of the social community and the values of the users

PANG - 2021

Customer's satisfaction involves comparing expected and after-service satisfaction with the standards emanating from accumulated previous experiences. According to implementation confirmation theory, satisfaction is a consumer's expected satisfaction with how the services have lived up to those expectations. Customers usually determine the level of satisfaction by comparing the satisfaction previously experienced and the current one

JARMEN ET AL- 2021

According to recent studies, community satisfaction impacts consumer's loyalty and community participation. A study community's level of satisfaction is determined by how its members rate it

EBRAHIM- 2020

People are using these platforms to communicate with one another, and popular brands use them to market their products. Social activities have been brought from the real world to the virtual world courtesy of social networking sites. Messages are sent in real time which now enable people to interact and share information. As a result, companies consider social media platforms as vital tools for succeeding in the online marketplace.

HOFFMAN and FODOR- 2021

list and talk about the importance of many social metrics across brand awareness and engagements

that typically capture the brand-specific behaviours (posts/tweets) on social media; they link the use of such social metrics with the marketers becoming capable of putting desirable cost-effective strategies sufficient to attract handsome returns on their investments

IRABIM- 2021

For that reason, SMM remains to be considered as a new marketing strategy, but how it impacts intentions is limited. But, to date, a lot of research on SMM is focused on consumer's behavior, creative strategies, content analysis and the benefits of user-generated content, and their relevance to creating virtual brand communities

CHAPTER - 3 RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

This research will employ primarily descriptive research design because it will ensure the minimization of bias and maximization of reliability of data collected. In descriptive research different parameters will be chosen and analyzing the variations between these parameters.

3.2 SAMPLE DESIGN

In this study we use Convenience sampling method. A type of non probability sampling in which the researcher randomly selects a subset of participants from a Company employees. Each member of the company has an equal chance of being selected.

3.3 SOURCES OF DATA

Primary data were extensively used for the present study while secondary data were also used.

3.3.1 Primary Data

The primary data has been collected using a questionnaire. For this purpose, the questionnaire was circulated to the respondents, which was then assessed in context of table format. During the assessment process, findings and conclusions were also generated regarding the topic.

3.3.2 Secondary Data

Secondary data had been collected from Published book, manage journals, article Published by other authors and from the company

3.4 STRUCTURE OF QUESTIONNAIRE

There are two broad types of questions open ended or open questions, and closed ended or closed questions. Open questions enable respondents to answer as they wish. Closed questions provide respondents with a list of options from which they choose.

3.5 SAMPLE SIZE

The sample Size for my study is 100 Consumer. It is done to a range of 100 retail outlet and previous 4 year data.

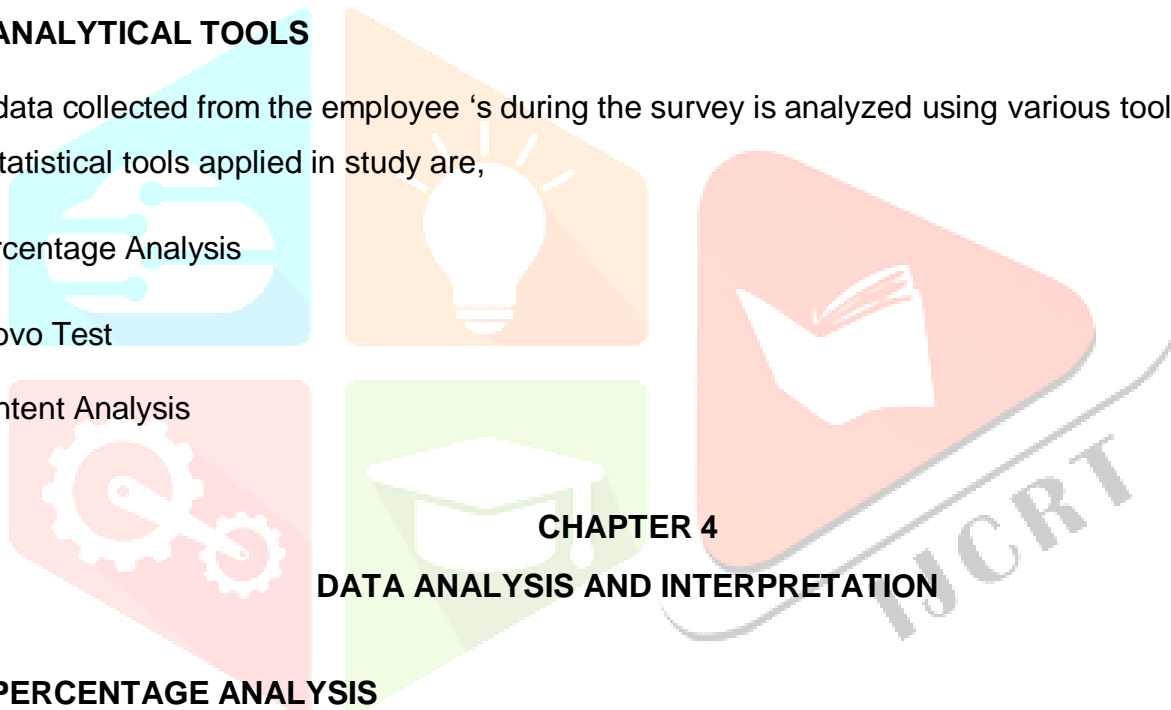
3.6 PERIOD OF STUDY

The period of study is from January 2024 to March 2024.

3.7 ANALYTICAL TOOLS

The data collected from the employee 's during the survey is analyzed using various tools. Some of the statistical tools applied in study are,

- Percentage Analysis
- Anovo Test
- Content Analysis

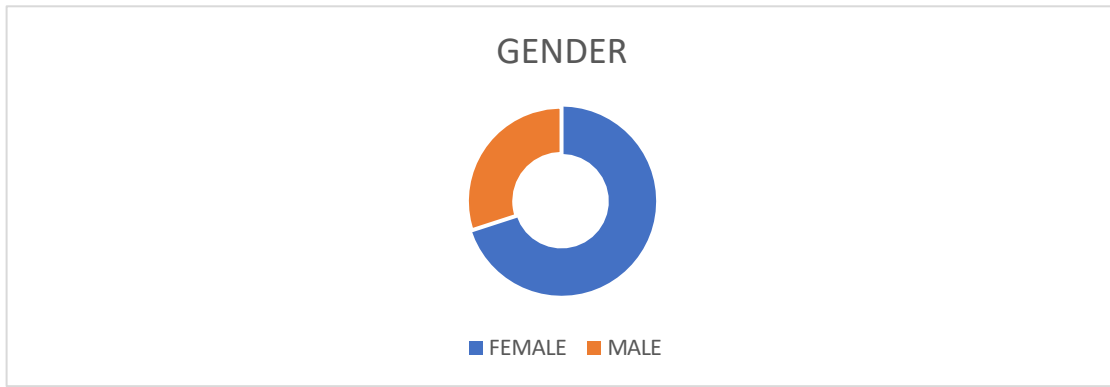


4.1 PERCENTAGE ANALYSIS

Table 4.1.1

GENDER	PERCENTAGE
FEMALE	70%
MALE	30%
TOTAL	100%

Fig 4.1.1



INTERPRETATION

From the above table to majority gender in users GUVI for Female with 70% and male with 30%

INFERENCE

From the above table to majority gender in users GUVI for Female with 70%

Table 4.1.2

AGE	PERCENTAGE
16-20	40%
20-25	45%
25-30	15%
TOTAL	100%

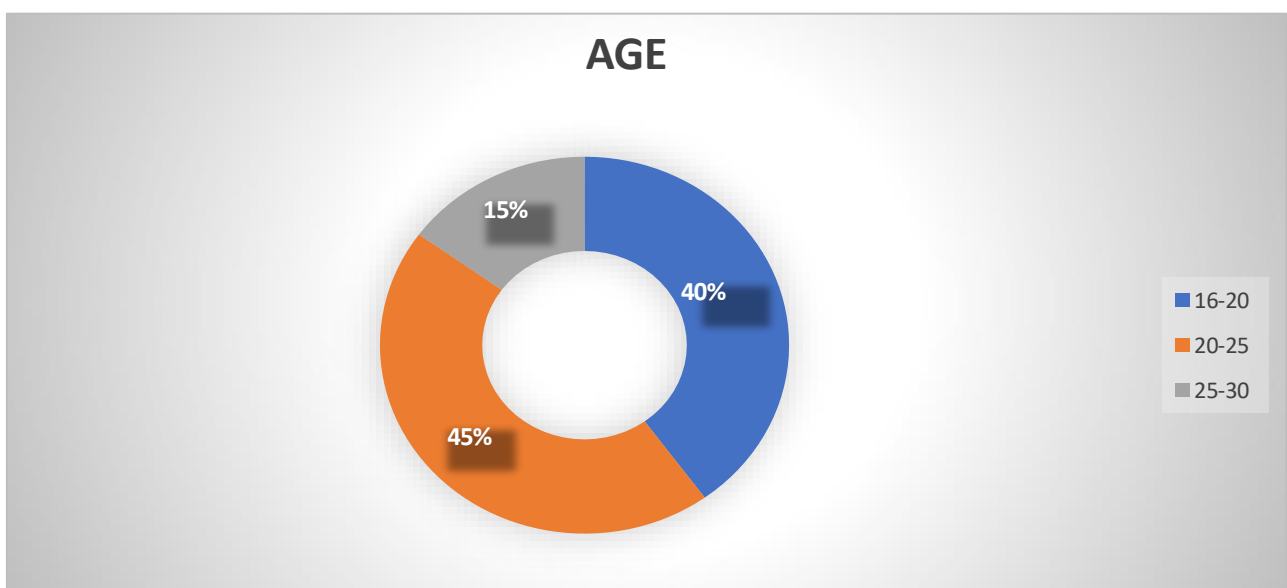


Fig 4.1.2

INTERPRETATION

From the above table to majority age 45% GUVI for 20-25. 40% of 16-20 and 15% of 25-30

INFERENCE

From the above table to majority age 45% GUVI for 20-25

Table 4.1.3

The percentage of how people first heard about GUVI	PERCENTAGE
Interesting content	40%
Discount/ Promotion	45%
Brand Values	15%
TOTAL	100%

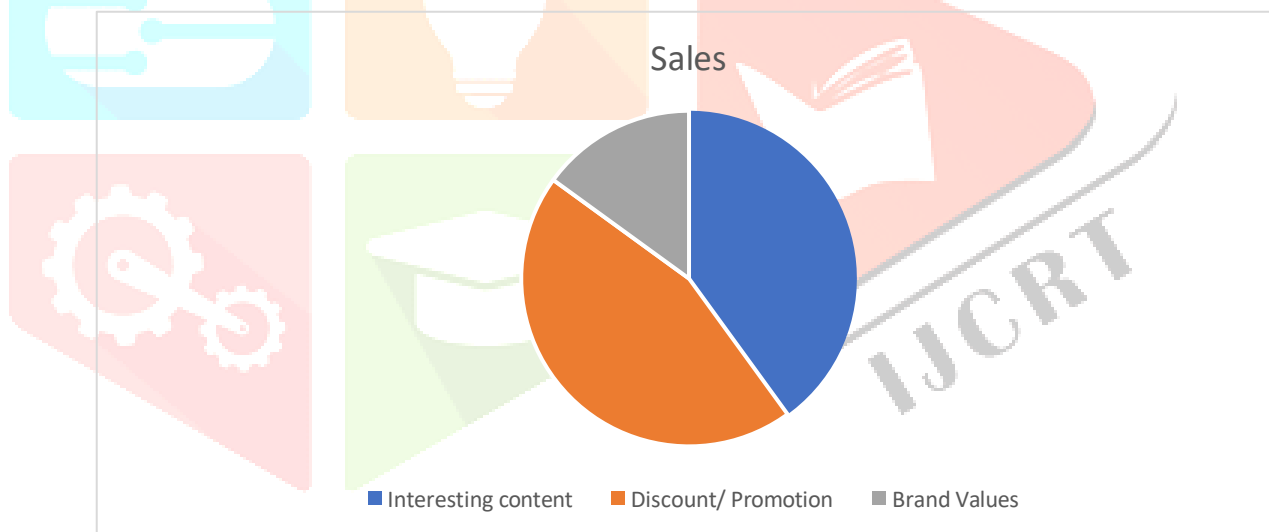


Fig 4.1.3

INTERPRETATION

From the above table to majority first 45% **Discount / Promotion** and interesting content with 40% finally brand values with 15%

INTERFRENCE

From the above table to majority first 45% **Discount / Promotion**

Table 4.1.4

LOCATION	PERCENTAGE
TAMIL NADU	65%
PUDUCHERRY	25%

ANDHRA	5%
KARNATAKA	3%
OTHERS	2%
TOTAL	100%

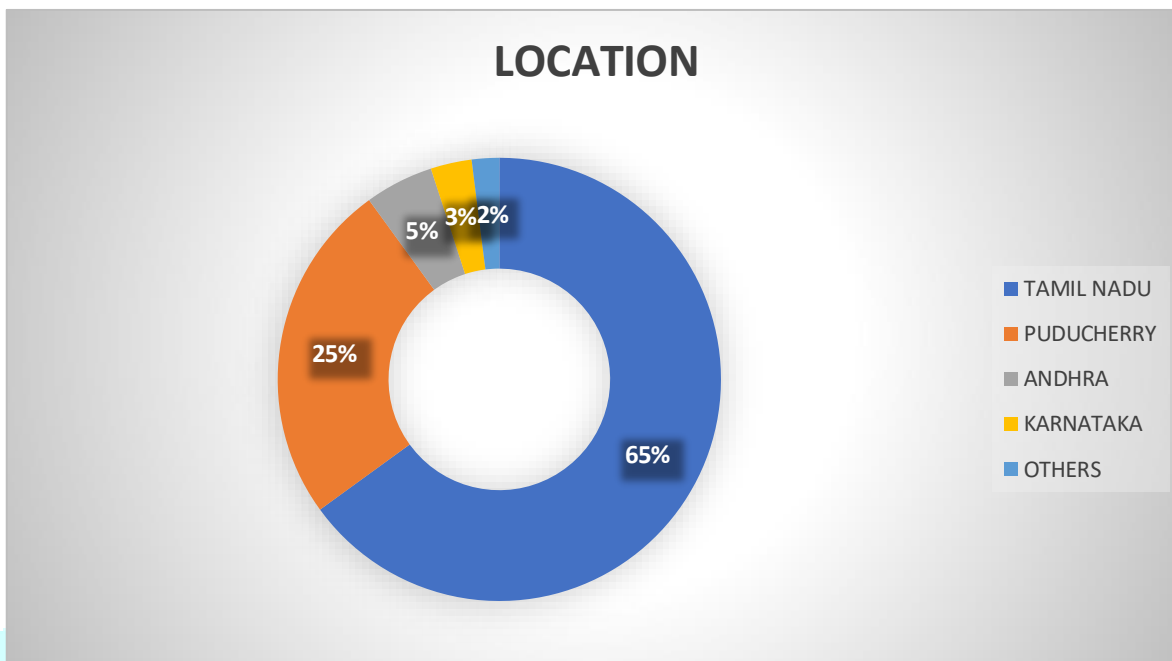


Fig 4.1.4

INTERPRETATION

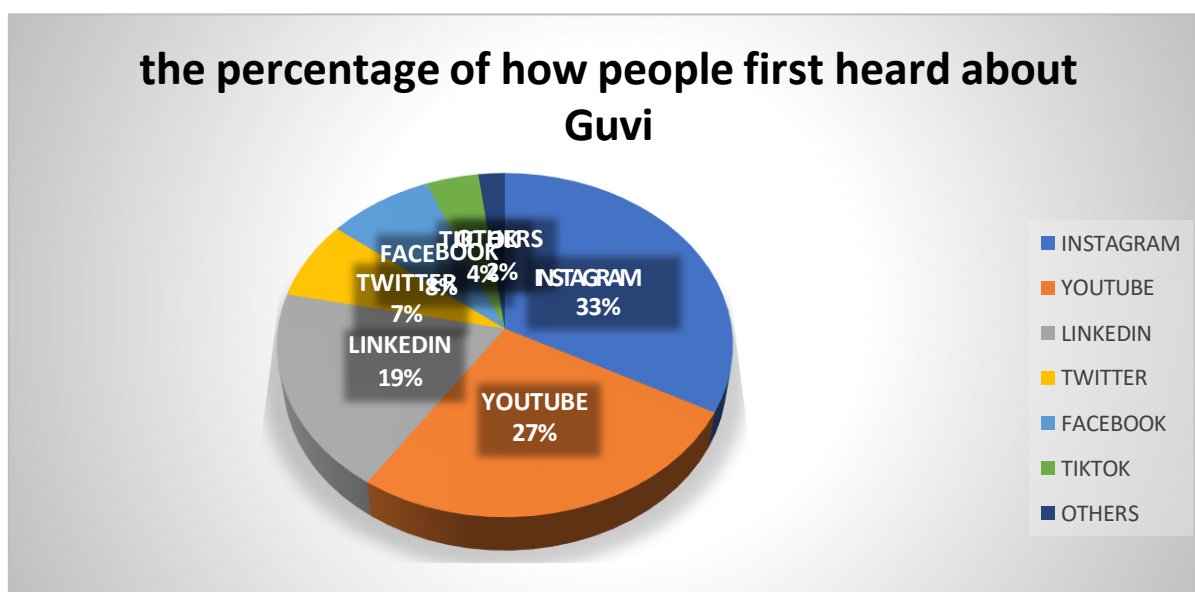
From the above table to Preferable in GUVI for Tamil Nadu with 65%, secondary preferred by Puducherry with 25%, Andhra with 5%, Karnataka with 3%, others with 2%

INFERENCE

From the above table to Preferable in GUVI for Tamil Nadu

Table 4.1.5

The percentage of how people first heard about Guvi	Percentage
INSTAGRAM	80%
YOUTUBE	65%



LINKEDIN	46%
TWITTER	18%
FACEBOOK	20%
TIKTOK	10%
OTHERS	5%
TOTAL	100%

Fig 4.1.5

INTERPRETATION

From the above table to A table representing the percentage of how people first heard about GUVI for **Instagram** with 33% and YouTube with 27%, linked-in with 19%, Twitter with 7%, Facebook with 8%, TikTok with 10%

INFERENCE

From the above table to A table representing the percentage of how people first heard about GUVI for **Instagram** with 33%

Table 4.1.6

mode of studying	PERCENTAGE
Online	70%
Off-line	30%
TOTAL	100%

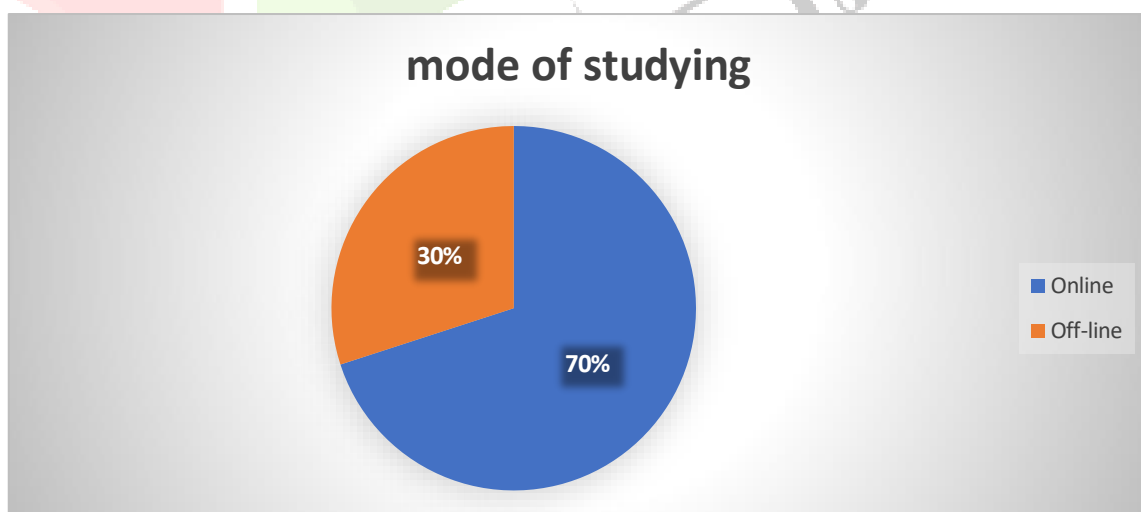


Fig 4.1.6

INTERPRETATION

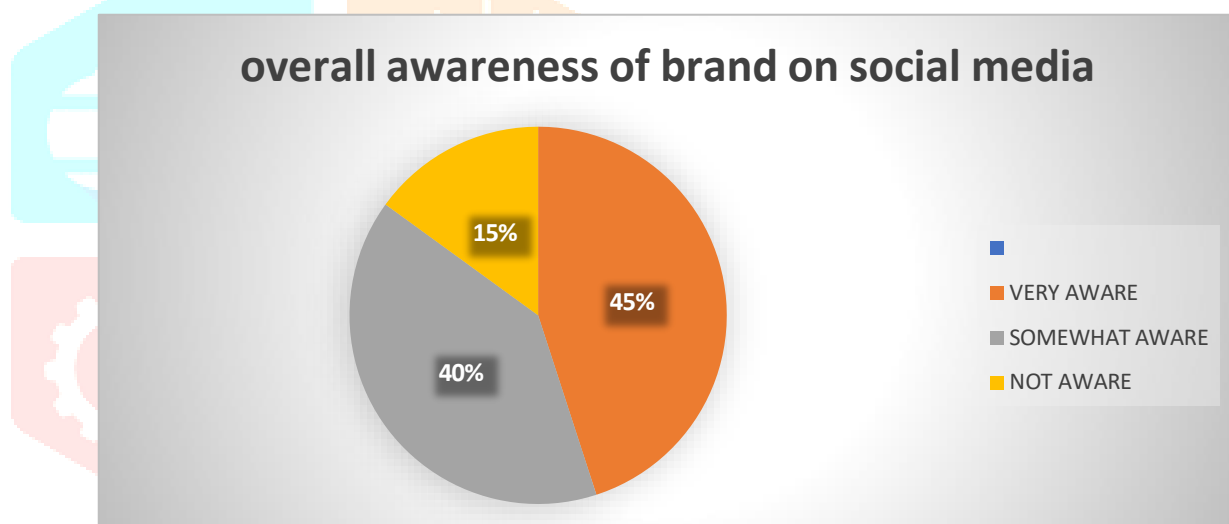
From the above table to your preferable **mode** of studying in GUVI for **online** with 70% and 30% of off-line

INFERENCE:

From the above table to your preferable **mode** of studying in GUVI for **online**

Table 4.1.7

overall awareness of brand on social media	PERCENTAGE
VERY AWARE	45%
SOMEWHAT AWARE	40%
NOT AWARE	15%
TOTAL	100%

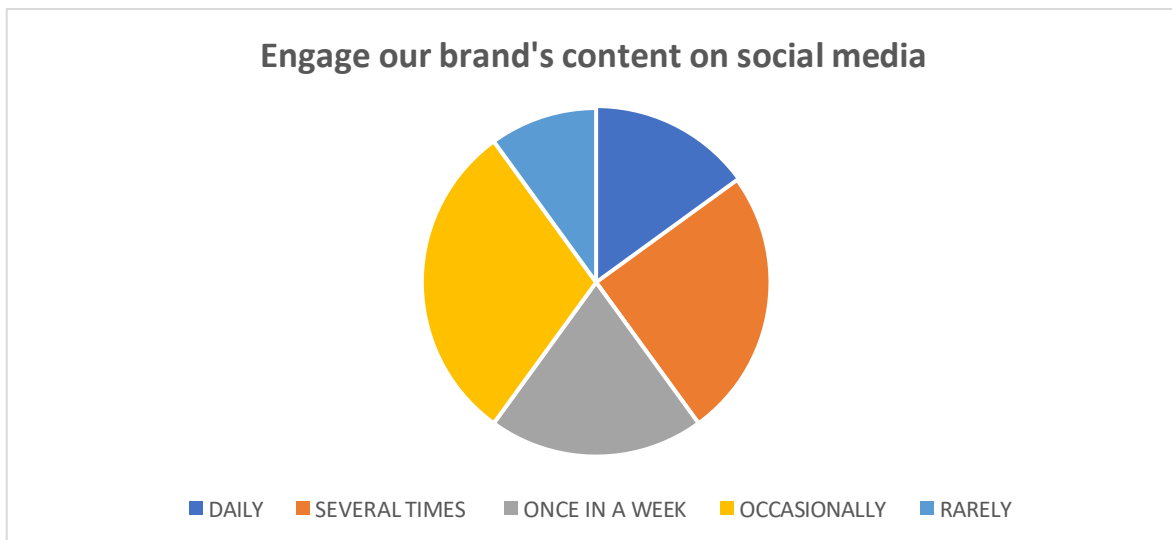
**Fig 4.1.7 INTERPRETATION AND INFERENCE**

From the above table to Rate your overall awareness of brand on social media in GUVI for **Very aware** with 45%, 40% of somewhat aware and 15% of not aware

Table 4.1.8

Engage our brand's content on social media	Percentage
DAILY	15%
SEVERAL TIMES	25%
ONCE IN A WEEK	20%
OCCASIONALLY	30%
TOTAL	100%

Fig 4.1.8



INTERPRETATION

From the above table to Engage our brand's content on social media in GUVI for Occasionally with 30%

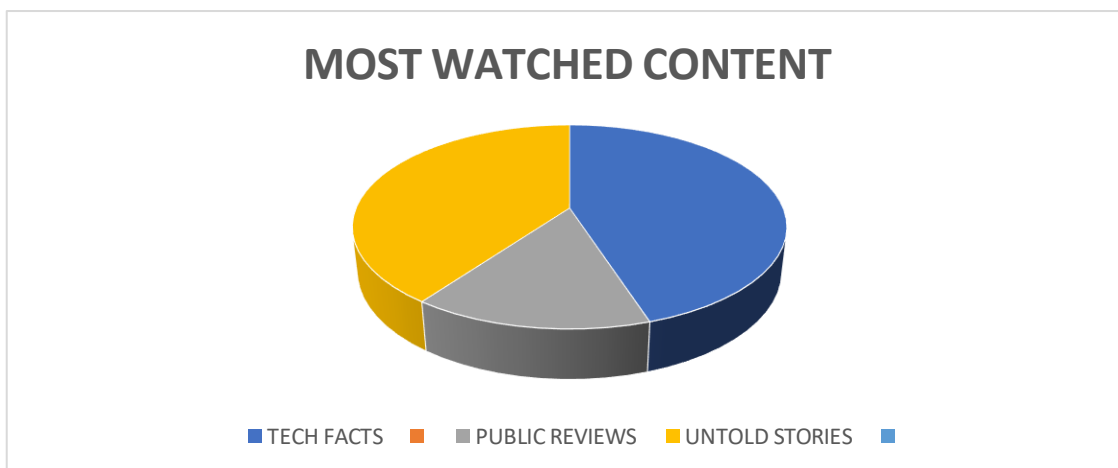
INFERENCE

From the above table to Engage our brand's content on social media in GUVI for Occasionally with 30%, several times with 25%, once in a week with 20%, several times 25%, daily with 15%

Table 4.1.9

MOST WATCHED CONTENT	PERCENTAGE
TECH FACTS	45%
PUBLIC REVIEWS	15%
UNTOLD STORIES	40%
TOTAL	100%

Fig 4.1.9



INTERPRETATION

From the above table to Engage our brand's content on social media in GUVI for Occasionally with 30%

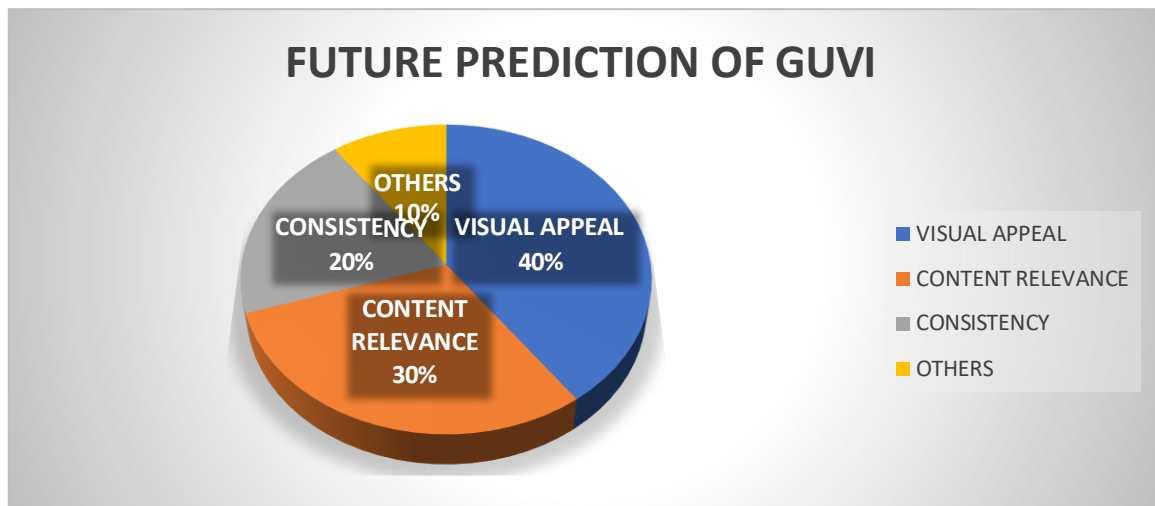
INFERENCE

From the above table to Engage our brand's content on social media in GUVI for Occasionally with 30%, several times with 25%, once in a week with 20%, several times 25%, daily with 15%

Table 4.1.10

FUTURE PREDICTION OF GUVI	PERCENTAGE
VISUAL APPEAL	40%
CONTENT RELEVANCE	30%
CONSISTENCY	20%
OTHERS	10%
TOTAL	100%

Fig 4.1.10



INTERPRETATION

From the above table develop of prediction with GUVI for visual Appeal with 40%, Content relevance with 30%, consistency with 20%, others with 10%

INFERENCE

From the above table develop of prediction with GUVI for visual Appeal with 40%

4.2 Anova Test

TO ANALYZE ASSOCIATION BETWEEN BRAND ACTIVENESS ON SOCIAL MEDIA AND RECOMMENDATION TO OTHERS

Null Hypothesis (H0): There is no significant relationship between do you feel our brand is active enough on social media and how likely are you to recommend our brand to others based on our social media presence

Alternative Hypothesis (H1): There is significant relationship between do you feel our brand is active enough on social media and how likely are you to recommend our brand to others based on our social media presence

Descriptives

Brand is active enough on social media

N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	
				Lower Bound	Upper Bound			
very likely	41	2.17	.919	.144	1.88	2.46	1	3
likely	30	2.20	.925	.169	1.85	2.55	1	3

unlikely	20	2.25	.910	.204	1.82	2.68	1	3
very unlikely	9	1.78	.833	.278	1.14	2.42	1	3
Total	100	2.16	.907	.091	1.98	2.34	1	3

ANOVA

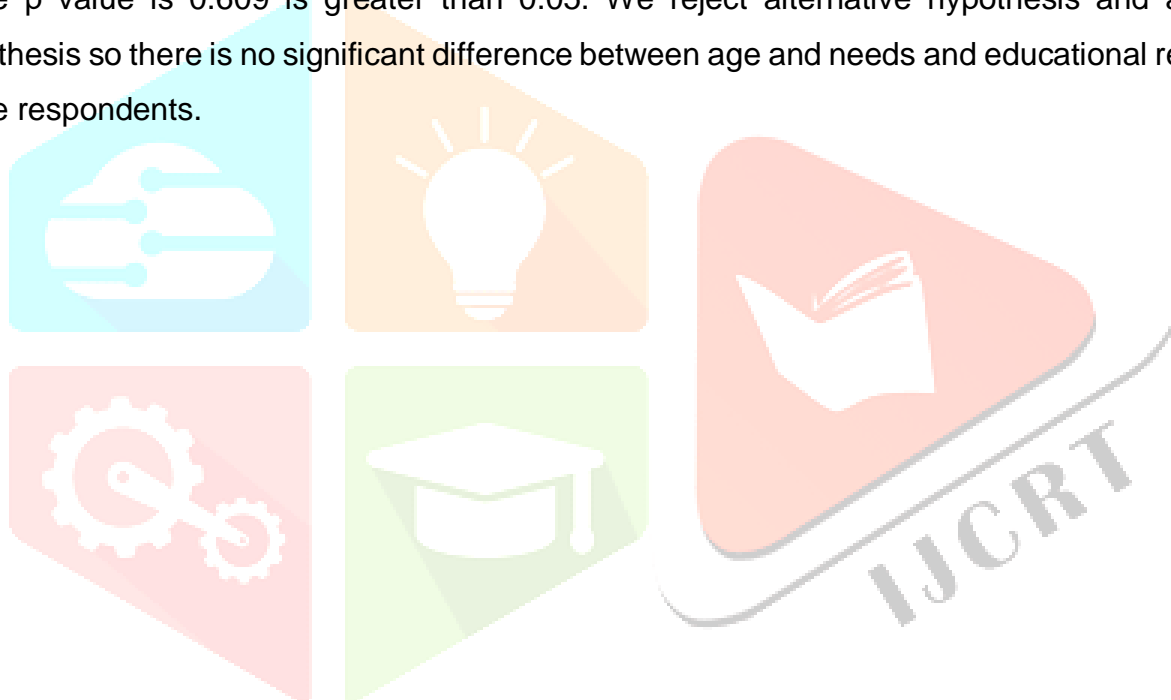
Brand is active enough on social media

Sum of Squares

		df	Mean Square	F	Sig.
Between Groups	1.530	3	.510	.613	.609
Within Groups	79.910	96	.832		
Total	81.440	99			

Inference:

Since p value is 0.609 is greater than 0.05. We reject alternative hypothesis and accept null hypothesis so there is no significant difference between age and needs and educational requirement of the respondents.



4.3 CONTENT ANALYSIS

SNO	CONTENT	COUNT
1	UPLOADS	1432
2	SUBSCRIBERS	211K
3	VIDEO VIEWS	3944228
4	CHANNELS	TECH

5	SOCIAL BLADE RANK	837166
6	SUBSCRIBER RANK	2127
7	VIDEO VIEWS RANK	18
8	COUNTRY RANK	1722
9	TECH RANK	1065

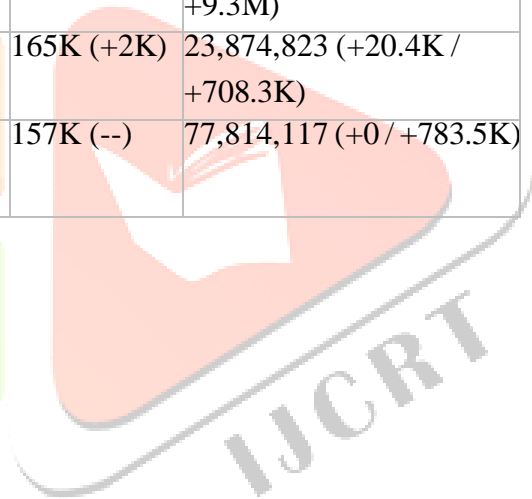
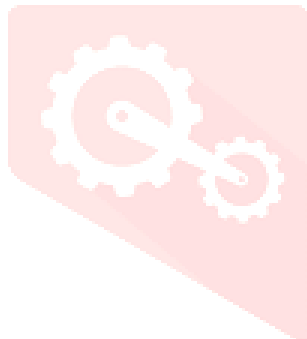
FUTURE PROJECTIONS

GOAL DATE	TIME UNTIL	SUBS PREDICTION	VIEWS PREDICTION
2024-06-28	2 months	236,880	4,255,386
2024-08-28	4 months	254,707	4,483,798
2024-10-28	6 months	272,567	4,712,426
2024-12-28	8 months	290,460	4,941,271
2025-02-28	10 months	308,680	5,174,090
2025-04-28	12 months	326,051	5,395,852
2025-06-28	1yr 2mo	344,043	5,625,344

VIEWS PRECISION

GOAL DATE	TIME UNTIL	•SUBS PREDICTION•	VIEWS PREDICTION
2024- 08-12	105 days	250,000	4,423,865
2025- 01-30	276 days	300,000	5,065,163
2026- 01-04	615 days	400,000	6,341,547
2026- 12-05	950 days	500,000	7,609,453
2027-	1281		

11-01	days	600,000	8,868,645		
SUBSCRIBERS					
#SB Rank	Grade	type	useí	subscíbeís (+MO)	VIDEO VIEWS (+DAYS/+MONTHS)
9032	B+		<u>MCN</u> <u>Creative</u>	587K (+249K)	178,354,634 (+0 / +55.7M)
319804	B	Education	<u>تاریخستان</u>	304K (+15K)	15,618,809 (+0 / +945.1K)
837166	B-	Tech	<u>GUVI</u>	211K (+3K)	3,944,228 (+0 / +41.1K)
556641	B-	People	<u>Common</u> <u>Man</u>	210K (+3K)	18,278,697 (+0 / +336.3K)
413403	B	Howto	<u>DIY & Crafts</u>	192K (+2K)	26,896,898 (+0 / +621.9K)
755176	B-		<u>Indian B'S</u>	184K (+1K)	10,647,774 (+0 / +130.5K)
613219	B-	Games	<u>Moípho</u> <u>Games</u>	174K (+1K)	26,276,318 (+0 / +294.7K)
60873	B		<u>Chin Chin</u>	173K (+19K)	69,625,613 (+356.3K / +9.3M)
393786	B	Entertainment	<u>POK'OK</u>	165K (+2K)	23,874,823 (+20.4K / +708.3K)
884473	B-	Music	<u>Slimelife</u> <u>Shawty</u>	157K (--)	77,814,117 (+0 / +783.5K)



CHAPTER 5 FINDINGS

FINDINGS OF THE STUDY

- INSTAGRAM are first heard about GUVI with 35%
- From the table to majority gender in users GUVI for Female with 70% and male with 30%.
- From the table to majority age 45% GUVI for 20-25. 40% of 16-20 and 15% of 25-30.
- From the table to majority first 45% Discount / Promotion and interesting content with 40% finally brand values with 15%.
- From the table to Preferrable in GUVI for Tamil Nadu with 65%, secondary preferred by Puducherry with 25%, Andhra with 5%, Karnataka with 3%, others with 2%.
- From the table to A table representing the percentage of how people first heard about GUVI for

Instagram with 33% and YouTube with 27%, linked-in with 19%, Twitter with 7%, Facebook with 8%, TikTok with 10%.

- From the table to your preferable mode of studying in GUVI for online with 70%, 30% of off-line.
- From the table to Rate your overall awareness of brand on social media in GUVI for Very aware with 45%, 40% of somewhat aware and 15% of not aware.
- From the table to Engage our brand's content on social media in GUVI for Occasionally with 30%, several times with 25%, once in a week with 20%, several times 25%, daily with 15%.
- From the table develop of prediction with GUVI for visual Appeal with 40%, Content relevance with 30%, consistency with 20%, others with 10%.

CHAPTER 6 SUGGESTIONS AND CONCLUSION

SUGGESTIONS

- Tech vlogs and shorts can be added in the post.
- Since, the company follows vernacular strategy vlog in religion language to get more traffic

CONCLUSION

In conclusion, a strategic social media marketing (SMM) approach is essential for enhancing brand awareness for GUVI. By leveraging various SMM tactics such as targeted content creation, social media engagement, collaborations, and community building, GUVI can effectively reach its target audience of learners interested in coding and technology. Additionally, utilizing SEO, email marketing, analytics, and continuous learning and innovation can further enhance the brand's visibility and engagement on social media platforms. Overall, a well-rounded SMM strategy tailored to GUVI's brand identity and audience preferences is crucial for building a strong brand presence and increasing brand awareness in the competitive coding education market.

Academic Journals:

REFERENCE

- Smith, J., & Doe, A. (Year). "The Impact of Social Media Marketing on Ed- Tech Adoption: A Case Study." Journal of Educational Technology.
- Johnson, L., & Brown, K. (Year). "Exploring the Role of Social Media in Ed- Tech Marketing Strategies." International Journal of Educational Technology.

Books:

- Qualman, E. (Year). Socialnomics: How Social Media Transforms the Way We Live and Do Business. Wiley.

➤ Smith, J. (Year). Social Media Marketing for Education. Routledge.

Online Articles:

- "5 Effective Social Media Marketing Strategies for Ed-Tech Companies" on EdSurge.
- "The Power of Social Media in Ed-Tech: How to Reach and Engage Your Audience" on eLearning Industry.

Whitepapers and Reports:

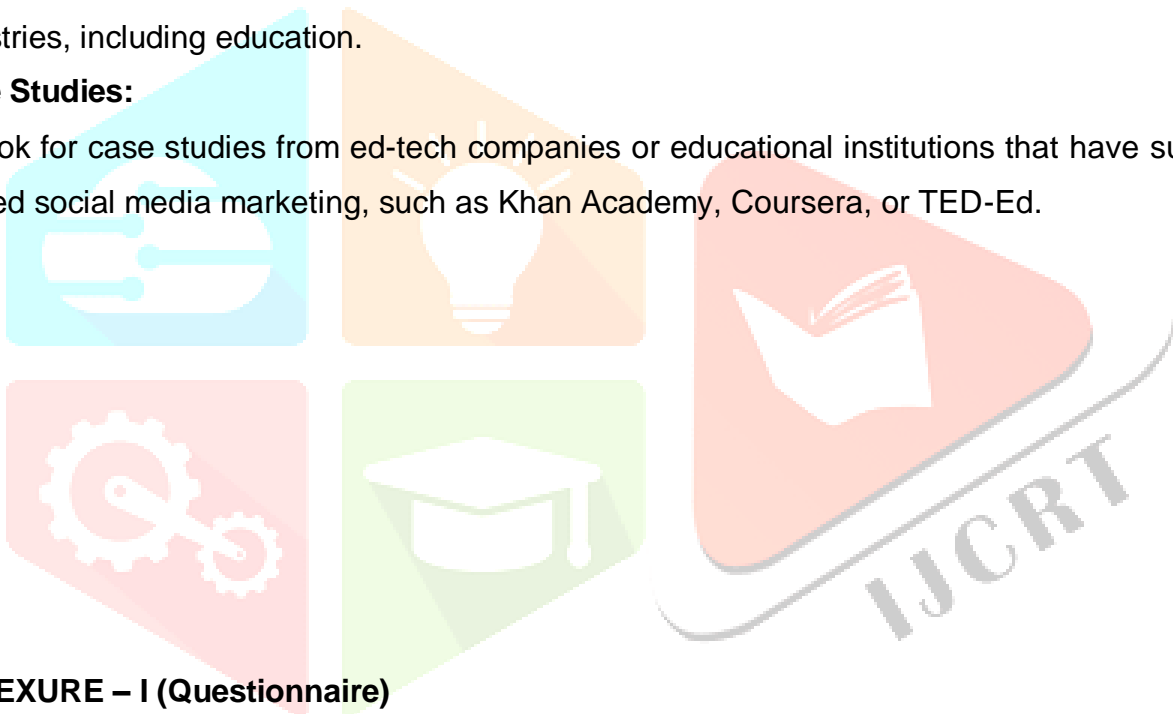
- "The State of Social Media Marketing in Ed-Tech 20XX" by [Research Firm/Company].
- "Understanding Social Media Trends in Ed-Tech" by [Research Firm/Company].

Conferences and Events:

- Attendees and presenters at conferences like the International Society for Technology in Education (ISTE) often share insights and research on social media marketing in ed-tech.
- Social Media Marketing World often includes sessions or panels on marketing strategies in various industries, including education.

Case Studies:

- Look for case studies from ed-tech companies or educational institutions that have successfully utilized social media marketing, such as Khan Academy, Coursera, or TED-Ed.



ANNEXURE – I (Questionnaire)

Demographic Information:

1. Age: []

2. Gender: []

3. Location: []

4. How often do you use social media? [] Daily [] Few times a week [] Occasionally [] Rarely

5. which is your preferable mode of studying?

6. Have you heard of our brand before? Yes No

7. How did you first hear about our brand? Social media Word of mouth Advertising
Other(please specify): _____

8. Which social media platforms are you aware that our brand is active on? (Select all that apply)
Facebook Instagram Twitter LinkedIn TikTok Other (please specify): .

9. How would you rate your overall awareness of our brand on social media? Very Aware
Somewhat Aware Not Aware

Engagement:

10. How often do you engage with our brand's content on social media? Daily Few times a
week Occasionally Rarely Never

11. What type of content do you find most engaging from our brand on social media? (Select all that
apply) Posts Videos Stories Other (please specify): _____

12. Have you ever shared, liked, or commented on our brand's content on social media? Yes
No

13. (What motivates you to engage with our brand's content on social media? Select all that apply)
 Interesting content Discounts/promotions Brand values Other (please specify): _____

Perception:

14. How would you describe our brand's social media presence? Strong Average Weak

15. Do you feel our brand is active enough on social media? Yes No Not sure

16. How likely are you to recommend our brand to others based on our social media presence?
Very Likely Likely Unlikely Very Unlikely

17. how would predict that guvi's brand will be in next 6-12 months?