



Marketing Strategies In Professional Coaching Institutes: A Study Of Impact On Student Enrollment In Nagpur City

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Abstract

This paper will analyze marketing in professional coaching institutes in Nagpur city, India. The literature review and marketing statistics analysis are conducted with the 7Ps framework to compare the effectiveness of traditional and digital marketing. It is dominated by digital marketing and, specifically, social media (9/10 effectiveness). In the Indian market, the market share of coaching is expected to rise by 10.40 percent CAGR to grow to USD 6.50 billion (2024) to USD 17.40 billion (2033). The demand has changed dramatically after the pandemic with 61% online shifting to 73.6% offline in 2022 and 2024, respectively, necessitating adaptive approaches. Results indicate that the most powerful factors that lead to enrollment are Promotion and People (faculty quality). Digital investments are important in conjunction with word-of-mouth referrals and institutional reputation. This study is based on evidence and offers suggestions to the managers of coaching institutes to maximize their marketing strategies in competitive education market.

Keywords: Marketing strategies, coaching institutes, digital marketing, student enrollment, higher education marketing, 7Ps frame work.

1. INTRODUCTION

The Indian coaching and test preparation market has grown like never before and coaching market is estimated to be USD 6.50 billion currently (2024) and is predicted to reach USD 17.40 billion in the years to come (2033). This tier-II city has a distinctive market situation with an average level of digital infrastructures, well-developed community ties, and growing rivalry among the coaching companies offering GATE, SSC, UPSC, NEET, JEE, and other competitive tests.

The level of competition has increased by a greater margin making coaching institutes to employ advanced marketing strategies. Conventional methods by use of the print media, outdoor advertising and referrals through the word of mouth have been highly complemented with digital marketing mediums such as the social media applications, effective use of search engines and video marketing [8-10]. Nevertheless, the efficiency of different marketing approaches in the environment of the tier-II cities is not studied.

Research Gap and Objectives

Although there is a lot of available literature on educational marketing in a higher educational setting [4,11,12], little empirical studies have dealt with marketing as applied in professional coaching institutes within tier-II cities in India. This absence is high based on the unique nature of the coaching market, which is experiencing a massive growth, high student turnover, stiff competition, and is dependent on the entrance examination performance standards [13,14].

The proposed study seeks to: (1) To list and classify the marketing strategies used by professional coaching institutes, (2) To compare and contrast the effectiveness of the traditional and digital marketing strategies, (3) To apply the 7Ps marketing mix framework to the case, (4) To discuss the changes in the learning modality preference in the post-pandemic era, and (5) To present the evidence-based recommendations on how the marketing strategy can be optimized.



FIGURE 1: 7Ps Marketing Mix Framework

2. LITERATURE REVIEW AND THEORETICAL FRAMEWORK

2.1 The 7Ps Marketing Mix Framework

The 4Ps marketing mix has been extended to 7Ps in the case of educational services. Introduction of marketing principles usage in schools was pioneered by Kotler and Fox (1995). This was perfected by Ivy (2008) in his empirical study that offers to Unit 7 of the International Journal of Educational Management the article titled A New Higher Education Marketing Mix: The 7Ps of MBA Marketing. His analysis of 358 MBA applications at 12 business schools in Europe showed that the reputation of the program, quality of promotional material and people interactions had the highest rank in program selection.

The authors of Soedijati and Pratminingsih (2011) have affirmed that the marketing mix elements have a significant implication on student decision making with the most pronounced influence of the People (faculty quality) and Programme (curriculum relevance). Dally et al. (2021) established that a combination of the 7ps application resulted in a higher rate of student satisfaction, enrollment, and institutional reputation than the 4ps application used traditionally.

2.2 Digital Marketing Transformation

In their systematic review of 47 studies, Mangal and Bhati (2025) investigated how the digital technologies in the education sector changed the marketing process and ways in which it transformed it; in total, they found five major transformative impacts: democratization of educational access, precision targeting, real-time engagement, data-driven decision-making, and message personalization.

Social media tools allow connecting to the student and parent groups directly, community building, and refine targeting due to rich behavioral data [36-40]. The unique features of platforms provide different opportunities: Facebook has an extensive reach in terms of demographics, which helps to build awareness, Instagram can be used to position a product as a lifestyle, LinkedIn can position a product as a professional, and YouTube can be used to deliver educational content of a long format.

Video marketing proves to be especially the most engaging with 61% of the coaching institutes focusing on video content as a way of capturing student testimonies and other success stories [46-48]. Video content gains 1200 percent more shares as compared to text content and images together, and likelihood of prospects who view video content to purchase is 85 percent higher than prospects who do not [47,48].

2.3 Word-of-Mouth and Social Proof

Word-of-mouth marketing is extremely potent in the educational frameworks and studies have proven that recommendations by friends, relatives and peers affect 72-85 percent of educational establishments decisions [63-66]. The student testimonials, alumni networks, and structured referral programs produce self-reinforcing loops of positive brand perception [24,67]. True testimonials about particular issues (quality of the faculty, effectiveness of exam preparation, peer support) are especially powerful [77-79].

2.4 Market Context and Learning Preference Shifts

Indian coaching institute market has reached a considerable size, and the current valuation of USD 6.50 billion (2024) is expected to increase up to USD 17.40 billion (2033), which is a 10.40% CAGR. The online coaching segment has a faster growth rate of 16.55% CAGR, and is worth USD 437.64 million (2024) and USD 1,934.11 million (2033) at the same time.

The dramatic shift in the learning preferences of students after the pandemic is one of the most significant changes. In a survey that was conducted by VDOCipher (August 2025), it was recorded that 61 percent of students favored online education in 2022 and 39 percent favored offline education. This distribution was very different in 2024, when 73.6% of individuals favor offline education and only 26.4% of people favor online education [3,89,90]. This is an indication of perceived superiority of interactive direct learning, difficulties in long-distance engagement through the Internet, and socio-emotional advantages of community-based educational settings [91-93].

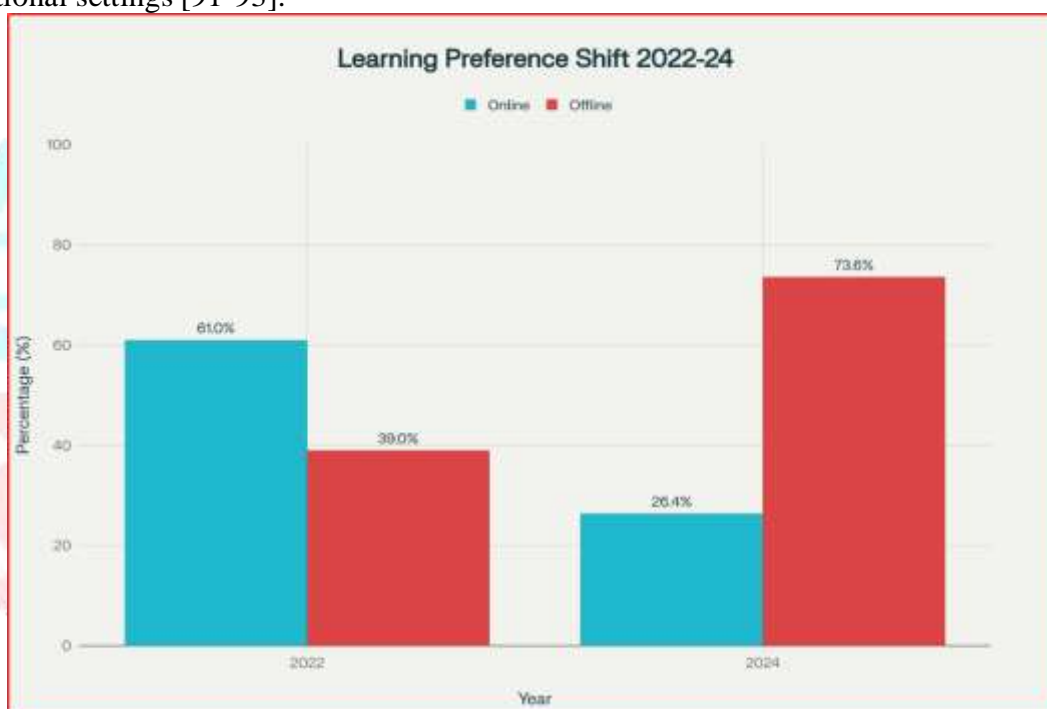


FIGURE 2: Learning Preference Shift 2022-2024

3. RESEARCH METHODOLOGY

This research involves a qualitative mixed-methodology strategy comprising of: (1) Secondary Data Analysis, which includes systemic review of academic literature covering marketing, education, and digital marketing domains [96,97], (2) Market Analysis, which implies analyzing publicly available data, provided by IMARC Group, Allied Market Research, industry consultancies [98,99], (3) Framework Application, which implies applying the 7Ps marketing mix into the context of the coaching institute, and (4) Comparative Analysis, which involves comparing the traditional and digital marketing strategies in the terms

The primary data will consist of academic journals (International Journal of Educational Management, Journal of Business Research etc.), market research reports such as IMARC Group and Allied Market Research [1,2,86,87], industry publications (such as VDOCipher Education Survey) and government statistics (such as Ministry of Education and Invest India [15,16].

4. FINDINGS AND ANALYSIS

4.1 7Ps Marketing Mix Application

The 7Ps marketing mix framework is summarized to be strongly applicable in coaching institutes based on the extensive literature review and market analysis [4-7,28-33]. Results show that Promotion and People factors are the ones which prove to be significant in enrollment decisions (Very High rating) and are followed by Product and Price factors (High impact). Place, Process, and Physical Evidence demonstrate Medium effect as they are elements of qualifying factors but not distinguishing elements [5,6].

This hierarchy indicates that coaching institutes need to consider investments in the faculty recruiting and developing (People), programme quality improvement (Product), promotional effectiveness (Promotion), and competitive pricing strategies (Price) as a priority with proper investment to facilities and processes.

Table 1: Marketing Mix (7Ps) Application in Coaching Institutes

Marketing Mix Element	Application in Coaching Institutes	Impact on Student Enrollment
Product (Programme)	Course offerings, study material, faculty expertise, learning outcomes, specialized competitive exam preparation	High - Quality programs attract students
Price	Competitive fee structure, scholarships, installment plans, early bird discounts, peer group pricing	High - Affordable pricing increases accessibility
Place	Physical location, online platforms, accessibility, hybrid model availability, infrastructure quality	Medium - Convenient location/online access
Promotion	Digital marketing, word-of-mouth, social media, SEO, content marketing, testimonials, traditional advertising	Very High - Visibility drives inquiries
People	Qualified faculty, administrative staff, student counselors, support team, teaching quality	Very High - Faculty quality influences choice
Process	Admission process, teaching methodology, feedback system, performance tracking, student engagement	Medium - Smooth process enhances experience
Physical Evidence	Infrastructure, website design, branding, certificates, success stories, result documentation	Medium - Professional image builds trust

4.2 Traditional vs Digital Marketing Comparison

Digital marketing proves to have obvious benefits in most aspects: affordability (reduces costs with minimum ROI), quantifiability (extensive analytics allows making decisions based on data), interactivity of engagement (two-way communication) and personalization opportunities [34,35]. Nevertheless, the old marketing is still relevant in the context of local brand awareness campaigns, credibility cues by means of the already-existing media, and addressing demographic segments that are not highly digitally-engaged [102,103].

The best option is to combine both methods whereby a traditional method is adopted to the extent of gaining broad local awareness with digital methodology to pursue specific targeting, engagement, and optimization of conversion. This acknowledges complementary and not substitutive relationships of modalities.

4.3 Digital Marketing Strategies Effectiveness

The social media marketing and video marketing are rated the highest in terms of effectiveness (9/10) based on the ability to spread viral content, engage in the community on a personal level, simulate peer-recommendation via testimonial, establish emotional connections through visual storytelling, and presence on multiple platforms [36-40,46-48].

SEO, word-of-mouth referral, PPC advertising, influencer marketing have a high effectiveness (8/10) of proven enrollment impact but demand a significant time investment (SEO, word-of-mouth) or big financial outlay (PPC, influencer marketing) [41,42,63-66]. Other tactics that prove to be moderate in terms of effectiveness include content marketing, email marketing, and WhatsApp marketing (7/10) [43-45].

Table 2: Digital Marketing Strategies Effectiveness Analysis

Digital Marketing Strategy	Platform/Channel	Effectiveness Rating	Cost	Target Audience Reach
Social Media Marketing	Facebook, Instagram, LinkedIn, YouTube	9/10	Low to Medium	Wide - Students & Parents
Video Marketing	YouTube, Instagram Reels, Testimonials	9/10	Low to Medium	Visual learners
Search Engine Optimization (SEO)	Google Search, Website	8/10	Low (Time-intensive)	High intent searchers
Word-of-Mouth Referrals	Alumni networks, Student referrals	8/10	Very Low	Trust-based networks
Pay-Per-Click (PPC) Advertising	Google Ads, Facebook Ads, Instagram Ads	8/10	Medium to High	Targeted demographics
Influencer Marketing	Educational YouTubers, Instagram Influencers	8/10	Medium to High	Peer-influenced students
WhatsApp Marketing	WhatsApp Groups, Broadcast messages	7/10	Very Low	Local community
Email Marketing	Email campaigns, Newsletters	7/10	Low	Engaged prospects
Content Marketing	Blogs, E-books, Webinars	7/10	Low	Information seekers

4.4 Market Growth and Learning Preferences

The market statistics indicate a high growth potential with three implications that include; First, the big absolute market size (USD 6.50 billion current, USD 17.40 billion projected) indicates that it makes it possible to invest in quality improvement and the ability to build marketing capabilities. Second, online segments increasing 1.5-1.6 times faster than the entire market (16.55% vs 10.40% CAGR) is indicative of long term digitalization even with the reversal of offline preference. Third, the population of K-12 students has reached 218 million, which presents enormous accessible market.

The 61% to 73.6% difference between the online dramatic learning preference in 2022 (2022) and offline dramatic learning preference in 2024 (2024) is an 88.7% dramatic learning preference turnover, defying expectations that digitalization caused by COVID-19 would permanently change education to online-first models. At the same time, 72.4% of students like live interactive classes compared to 27.6% of students liking recorded content .

This requires the basic re-orientation of marketing strategies that focus on: experiential learning aspects (hands-on problem-solving, group discussions), quality of in-person interaction (faculty accessibility, personalized attention), community building (peer networks, study groups), and disciplined structure (scheduled classes, attendance requirements) [89-93].

5. DISCUSSION AND STRATEGIC IMPLICATIONS

5.1 Key Findings Integration

The 7ps model reveals that the institute of coaching is fully applicable, although the Promotion and People dimensions reflect the greatest effect on enrollment, which confirms the literature on service marketing that highlights marketing communications effectiveness and quality of personnel who provide services [28-33]. The quality of the faculty turns out to be the most significant differentiator, since the coaching institutes, whose facilities or technology become a basis of competitive advantage, neglect the quality of the faculty and experience a systematic competitive disadvantage in spite of the marketing sophistication [24,28,29].

The comparative study shows that digital marketing has cost efficiency, measurability, targeting, and engagement strengths and traditional marketing has strategic relevance building local credibility and reaching non-digitally-engaged market segments [8-10,102,103]. Multi-channel strategies are better than single channel strategies.

The 9/10 effectiveness ratings of social media and video marketing indicate compliance with the target demographic media consumption habits [51,52], simulation of authentic peer recommendations [63-67], the possibility of viral distribution [36-40] and cost-effectiveness that make experimentation possible [8,9].

5.2 Strategic Adaptation after the Pandemic.

The difference in the dramatic 73.6% offline choices (2024) and 39% (2022) demands marketing efforts that should focus on the quality of offline experience as opposed to focusing on technological advancement. Marketing must respond to the issue of concern raised by students and parents regarding online learning weaknesses, such as absence of personal attention, difficulty maintaining focus, challenge in self-discipline, should be focused on how offline teaching surmounts these challenges.

Infrastructure and facilities are other relevant marketing distinctions in cases where offline learning becomes a priority to students. Physical manifestation of quality becomes more vivid. The online elements must be placed as advantageous additions to offline main teaching alternatives in place of main delivery systems to meet the preference of 72.4% of the participants to stay with live classes.

Nevertheless, the long-term (16.55) CAGR of online coaching when the preference of online-only has gone down suggests that online has useful supplementary and extension accessibility functions. Institutes ought to have the capacity to operate online, but they must be aware that they are only facilitators in the majority of student pathways.

6. STRATEGIC RECOMMENDATIONS

6.1 Integrated Marketing Strategy.

Digital channels (social media, SEO, PPC, video marketing) should take 60-70% of the marketing budget of coaching institutes because they demonstrate greater cost efficiency and measurability [36-48]. In digital allocation, a higher priority should be given to social media (30-35%) and video marketing (20-25%) with 9/10 effectiveness, and SEO (15-20%) to give the business a sustained organic traffic and PPC (10-15) to get traffic instantly.

Keep traditionally used channels (outdoor advertising, selective print, word-of-mouth referral programs, community engagement) to 30-40% to promote local awareness of the brand, credibility as a signifier and access to less-digitally-engaged groups [102,103].

6.2 Video Marketing and Social Media Focus.

Create strong Facebook presence by the means of business pages by posting regularly (3-4 posts per week), targeted advertising at the time of enrollment, and communities with the use of Groups. Create attractively designed Instagram profiles, including daily stories, 4-5 feeds per week, Reels videos, and engagement.

Design detailed YouTube channel hosting student testimonial videos, faculty introduction videos, sample lectures, exam strategy videos and announcing results. Maximize search of all videos using key word research, descriptions, tags, and closed captions.

Ask successful students to submit video testimonials in systematic manner right after the results of examinations when the gratitude is at its highest. Organize testimonials in response to typical questions, based on the quality of the faculty, the effectiveness of the exam preparation program, support of peers, and so on, by open-ended questions which would draw extensive answers.

6.3 Faculty Quality Emphasis

Understand that the credentials and teaching performance of faculty is one of the first purchasing decision drivers according to 7ps analysis [24,28,29]. Create comprehensive faculty profile pages with professional photographs, credentials, teaching history, areas of specialization, record of success, teaching philosophy statements, video introspection, and testimonials of students about faculty specifically praising the quality of the faculty.

The feature faculty believed in leadership via blogging about examination strategy, social media sharing content on the insights, hosting webinars on topics to do with preparing, and commenting in the media positioned faculty as an expert in exams.

6.4 Result Documentation of Evidence.

Have clear and verifiable accounts of competitive examination performance rates [77-79]. Post detailed statistics of results such as number of students meeting targets, percentage passing rates, comparison to national averages, annual trends and detailed lists of result with student names (with permission) so that they can be confirmed.

Integrate both quantitative and qualitative statistics and success stories that have an emotional touch that is achieved through a detailed narration of the student journey, documentation of challenges, preparation process, faculty impact stories, and post-success stories that detail career outcomes.

6.5 Formatted Referral Programs.

Use structured incentive program to take advantage of word-of-mouth, which is 8/10 effective [63-67]. Introduce tiered systems that offer progressive rewards based on several successful referrals such as discounts in fees (INR 500-2,000 per referral), no cost supplementary resources, recognition rewards and cash rewards to high volume referrers.

Make the referral process user friendly with distinctive referral codes that allow tracking, online submission forms with minuscule friction, automatic reward processing and status track that allows the referral agent to track progress and rewards earned.

6.6 Investment in Technology in Marketing.

Implement CRM software (HubSpot, Salesforce, Zoho) that offers a centralized database of prospects, automatic lead capturing capabilities, regular follow-up processes, record of communication history, funnel analysis of conversions, and enrollment prediction models [104-106].

Implement marketing automation systems such as email campaign management such as drip campaigns, ability to segment, personalization, A/B test, and performance analytics. Use Google Analytics 4 to get a detailed analysis of the website behavior such as tracking traffic sources, mapping user journey, goal conversion, and demographics.

7. CONCLUSION

Tier-II Indian urban market professional coaching institutes are dynamic featuring a long-term sustainability of CAGR of 10.40% market, technologic dislocation of marketing channel, high-paced competitive maneuvering, and student preference changes [3,89-93].

This was found in this research: (1) Application of systematic 7Ps framework with highest impact elements found as Promotion and People (4-7,28-33) (2) Documentation of dramatic post-pandemic preference reversal 61% online to 73.6% offline defying permanent digitalization forecasts (3) Comprehensive traditional and digital marketing comparison documentation of digital benefits and traditional marketing local relevance (8-10,102,103) (4) Social media and video marketing identified as having the highest impact (9/1

The effectiveness of marketing strategies has moved to integrated strategies where digital marketing is prioritized i.e. social media, video content, SEO, PPC but traditional channels are also being maintained with strategic functions especially the word-of-mouth, outdoor and community channels [8-10,36-48,63-67,102,103]. But success in marketing is finally based on the real value propositions that are achieved by the true faculty quality, teaching methodologies, and verifiable student achievements.

The 7Ps framework offers a strict prioritization: the institute of coaching must invest in the quality of the people (Faculty) and a promotional communication (Promotion), the quality of a programme (Product) and the price (Value positioning), and adequate investment must be done in the location or place (Place), a process (Process), and the presence of physical evidence (Physical Evidence), as a qualifying factor.

The learning preference reversal in dramatics is to be strategically reoriented to offline-first forms of learning with the use of online elements, where emphasis is put on experiential learning, quality of face-to-face interaction, community building, and disciplined organization [89-93]. The continued growth of online coaching CAGR of 16.55 percent even with offline supremacy reflects the value-added aspect of online.

It takes the merger of marketing excellence and educational excellence, neither separately is enough to be successful and it is the combination of both that will give competitive sustainable competitive advantages which allow enrollment growth, student satisfaction and long term institutional success in markets with billions of dollars of commerce value and millions of students in competitive examination pursuits.

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CONFLICT OF INTEREST

The authors declare no conflict of interest.

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