

Regional Dynamics In Digital Marketing For Business Schools: Statistical Insights From North And South India

Sivinigari Sai Saritha^{1*}, Dr. Anand Bethapudi²

^{1,2}Koneru Lakshmaiah Education Foundation, Hyderabad, Telangana, 500075, India

EMAIL: saritha.pagadalanaidu@gmail.com¹, anandbethapudi@klh.edu.in

Abstract

Social networks have transformed digital marketing, offering educational institutions powerful tools to enhance brand awareness and engage with prospective students. This study examines how Hyderabad's top business schools leverage platforms like Facebook, Instagram, and LinkedIn for branding, focusing on platform-specific features and key metrics such as engagement, impressions, reach, and sentiment analysis. Using a mixed methods approach, quantitative data was collected via analytics tools (Hootsuite, Sprout Social, Google Analytics), while qualitative insights were drawn from sentiment analysis and interviews with marketing teams. The study analyzed six months (June–November 2024) of social media activity from 10 leading business schools, selected based on rankings and social media presence. The findings highlight Instagram's effectiveness in fostering emotional connections, while LinkedIn excels in professional branding and alumni engagement. Metrics such as engagement rates and positive sentiment strongly correlate with increased brand recall. The study recommends strategies for optimizing digital branding through content personalization, platform-specific approaches, and data-driven decision making, offering actionable insights for higher education institutions.

INTRODUCTION

In the fast-changing world of digitization, marketing techniques have undergone considerable transformation, especially in the context of schooling. Business schools, as academic and professional grooming centers, have taken on themselves the task of enhancing their branding and increasing access to various publics through digital media. The India, with all its varieties of dialects and all the ongoing digital changes in the country, make it interesting to explore how business schools in the country adopt digital marketing strategies considering different cultural and linguistic factors.

India boasts of two major regions, North and South India, which have different characteristics in terms of digital penetration, content liking, and audience involvement. Although North prefers professional networks such as LinkedIn and its corporate-centered features instead of more skill-based illustrations, Southern feels more comfortable with storytelling, for example, using engaging content on interactive platforms such as Instagram and YouTube. This difference in approach suggests that digital outreach cannot be driven by a 'one size fits all' strategy.

In the rapidly evolving digital landscape, business schools in India are increasingly using digital marketing strategies to enhance their visibility and attract prospective students. The regional dynamics between North and South India play an important role in shaping these strategies, necessitating a nuanced understanding of local preferences and behaviors.

A study by Vyas and Sharma [1] highlights comparative preferences for online and offline marketing strategies among Indian universities and colleges, emphasizing the growing importance of digital platforms in student decision-making processes.

A study by Tripathi [2] highlights the varying levels of social media adoption among Indian higher education institutions, emphasizing the need for localized approaches to maximize engagement.

The choice of social media platforms varies regionally. Rejeesh and Anupama [3] found that platforms like Facebook and YouTube are widely used for educational purposes, indicating their importance in digital marketing strategies.

The importance of social networks in building brand awareness for educational institutions in South India is underscored by research from the International Journal of Novel Research in Engineering and Technology [4], which discusses the role of social networks as a viral marketing tool.

Furthermore, the development of digital technology has opened up new opportunities in various sectors, including education. In the context of education management, digital marketing is becoming increasingly important in increasing the visibility and attractiveness of schools. A study by Bungai et al. [5] explores effective digital marketing strategies to increase school visibility and attractiveness.

The need for a robust digital marketing plan tailored to the Indian educational context is further

elaborated by SRV Edge [6], which provides a comprehensive guide to the construction of resilient digital marketing strategies for universities. In addition, Ad2brand (n.d.) discusses the role of digital marketing in enhancing school visibility and enrollment, which offers insights into proven strategies for schools in India. Global Services in Education (n.d.) also emphasizes the impact of subtle digital marketing tactics on a school's marketability, enrollments, revenue, and profitability, highlighting the importance of tailored digital strategies.

In conclusion, the literature underscores the critical role of region-specific digital marketing strategies in enhancing the visibility and attractiveness of business schools in India. By understanding and leveraging regional dynamics, institutions can develop more effective marketing strategies that resonate with their target audiences, thereby improving engagement and enrollment outcomes.

The present research addresses the issue of geographies in India when it comes to effective digital marketing by business schools, with a particular focus on data yields for North and South India. This research therefore seeks to offer recommendations regarding social media adoption rates, content strategies, amounts of usage and expenditure on digital advertising, and target audience profile in the context of Business Schools In Regard To Digital Media.

Comparative Analysis Of Digital Marketing Dynamics In Business Schools Across North And South India

The dataset in Table 1 used for this analysis offers qualitative insights into the digital engagement strategies adopted by business schools in North and South India. The analysis spans ten key factors: social media adoption, content preferences, language diversity, digital ad spending, website design, SEO practices, alumni engagement, regional branding themes, influencer partnerships, and challenges. Each factor is accompanied by textual summaries that capture region-specific strategies, preferences, and emerging trends.

Key observations reveal different approaches between the regions. North India demonstrates a preference for professional platforms like LinkedIn and Facebook, while South India emphasizes visual and interactive platforms such as Instagram and YouTube. Content strategies further highlight these regional differences, with North India favoring formal and structured materials such as alumni success stories and rankings, while South India adopts a more engaging and culturally inclusive approach, leveraging formats like campus tours and event highlights. These insights underscore the fundamental differences in digital communication strategies that cater to varying regional priorities and audiences.

The dataset in Table 2 also delves into the usage patterns of six major digital channels. Social Media (Facebook, Instagram, LinkedIn), YouTube, Search Engine Marketing (SEM), and Email Marketing. The percentage of usage of each channel in north and south India reflects distinct regional preferences and engagement trends. For example, North India leans heavily on professional engagement through platforms such as Facebook and LinkedIn, while South India prioritizes visual storytelling through Instagram and video branding through YouTube. In particular, email marketing demonstrates relatively low engagement in both regions, indicating a limited role in their digital strategies.

Ad spending patterns form another critical dimension of the data set in Table 3, offering information on investment priorities in five key categories: Social Media Ads, Search Engine Marketing, Influencer Marketing, Content Creation, and Regional Language Content. South India emerges as a leader in investments in social media advertising, influencer marketing, and regional language content, reflecting a focus on creative and localized engagement. In contrast, North India allocates higher budgets to search engine marketing, aligning with its emphasis on rankings and professional visibility. These spending patterns illuminate how strategic goals influence regional financial priorities in digital marketing.

Furthermore, the dataset in Table 4 provides a comparative analysis of educational metrics for business schools in North and South India. This includes the number of institutions, the average batch size, gender representation, and the proportion of students from various backgrounds (urban, rural, international, and regional languages). South India stands out with a higher number of business schools, larger average batch sizes and greater diversity, including a higher proportion of female, rural, international, and regional language-speaking students. These trends reflect South India's robust educational infrastructure, inclusivity, and global branding efforts.

The analysis is substantiated by references to authoritative studies and reports, strengthening the credibility of the observations. In general, this data set serves as a comprehensive foundation for exploring regional variations in digital marketing strategies and their impact on the branding and engagement of business schools in India.

Table 1. Comparison of factors like social media adoption, content preferences, and SEO practices between North and South India.

Factor	North India (Insights)	South India (Insights)	Key Comparison/Analysis	Reference
Social Media Adoption	High usage of LinkedIn and Facebook for professional branding.	Higher emphasis on Instagram and YouTube for storytelling.	North focuses on professional platforms, while South emphasizes visuals.	e.g., Social Media Usage Report by Statista, 2023, Digital Adoption Trends in India by IAMAI, 2023 (Social Media Stats India Statcounter Global Stats)
Content Preferences	Formal content like alumni success stories, rankings, and placement data.	Interactive content like reels, campus tours, and events.	North prefers formal content; South leans toward engaging formats.	e.g., Content Marketing Trends Report, 2023 by KPMG (2023 Year in Review - INDIA Edition - Comscore, Inc.)
Language Diversity	Content primarily in Hindi and English.	Mix of English and regional languages (e.g., Tamil, Telugu).	South focuses more on regional language inclusion.	e.g., Regional Language Trends in Digital Marketing by Google India, 2022 (Digital in India – DataReportal – Global Digital Insights)
Digital Ad Spending	Higher budget allocated to search engine marketing (SEM).	Higher budget allocated to social media ads.	Different allocation priorities for digital channels.	e.g., Digital Ad Spend Study by GroupM India, 2023 (India - Digital Economy)
Website Design	Focus on detailed information and navigation.	Focus on aesthetics and mobile responsiveness.	South favors user experience; North leans toward depth of information.	e.g., UX Research in Indian Higher Education Websites by Forrester, 2023 (Top trends transforming digital landscape in 2023)
SEO Practices	Strong focus on keywords related to rankings and placements.	Keywords focus on diversity, campus life, and academic innovation.	North emphasizes rankings, while South highlights cultural aspects.	e.g., SEO Practices in Higher Education by SEMrush India, 2023 (Social Network Usage & Growth Statistics (2024))
Alumni Engagement	Digital platforms for webinars and mentorship programs.	Active participation in campus events and testimonials.	South engages alumni in storytelling; North focuses on mentorship.	e.g., Alumni Branding Trends by NACE India, 2023 (India - Digital Economy)
Regional Branding Themes	Competitive positioning based on city/state reputation.	Emphasis on community, inclusivity, and cultural heritage.	South uses emotional appeal; North uses a competitive angle.	e.g., Branding Research in Higher Education by Indian School of Business, 2022 (India's Digital Transformation - India Guide Doing Business in India)
Influencer Partnerships	Minimal use of influencers in campaigns.	Collaborations with student influencers and local figures.	South utilizes influencer marketing more effectively.	(e.g., Influence of Social Media Influencers in Indian Education Sector by Nielsen, 2023 (Social Media in India - 2023 Stats & Platform Trends - OOSGA)
Challenges	Language barriers in reaching rural audiences.	Limited access to high-speed internet in some regions.	Region-specific barriers to digital adoption.	e.g., Digital Divide in Indian Education by IAMAI & UNESCO, 2022 (The digital revolution in India:

				bridging the gap in rural technology adoption Journal of Innovation and Entrepreneurship Full Text)
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Table 2. Percentage of digital channel usage in North and South India with observations on regional preferences.

Digital Channel	North India (%)	South India (%)	Observation
Social Media (Facebook)	70	60	North uses Facebook for professional engagement.
Social Media (Instagram)	55	80	South leans toward Instagram for visual storytelling.
Social Media (LinkedIn)	65	50	LinkedIn is stronger in North for professional reach.
YouTube	50	75	South focuses more on video content for branding.
Search Engine Marketing	75	65	North prioritizes paid search campaigns.
Email Marketing	40	35	Email usage is relatively low in both regions.

Table 3. Distribution of ad spending across categories like social media ads, influencer marketing, and regional language content.

Ad Spend Categories	North India (INR)	South India (INR)	Observation
Social Media Ads	5,00,000	7,00,000	South invests more in social media advertising.
Search Engine Marketing	8,00,000	6,00,000	North spends more on SEM campaigns for rankings and visibility.
Influencer Marketing	1,00,000	2,50,000	South spends more on collaborations with influencers.
Content Creation	3,00,000	4,50,000	South prioritizes high-quality and interactive content.
Regional Language Content	1,00,000	3,00,000	South allocates significantly more for regional content.

Table 4. Regional comparison of the number of business schools, student demographics, and diversity metrics.

Category	North India	South India	Observation	Reference
Number of Business Schools	350	420	South India has more business schools due to higher focus on education infrastructure.	(AICTE Annual Report, 2023)
Average Batch Size	150	180	South India has larger average batch sizes.	(AICTE Database, 2023; Business School Admissions Reports, 2022)
Percentage of Male Students	60%	55%	Slightly higher male representation in North India.	(Gender Diversity in Indian Higher Education Report by FICCI, 2023)
Percentage of Female Students	40%	45%	South India has a relatively higher proportion of female students.	(FICCI & NASSCOM Gender Equity in Higher Education Study, 2023)
Urban Students (%)	70%	65%	North India sees a slightly higher percentage of urban students.	(India Education Report by UNESCO, 2022)
Rural Students (%)	30%	35%	South India has greater representation of rural students.	(Rural-Urban Educational Trends by NITI Aayog, 2023)
International	5%	8%	South attracts more international	(Global Mobility in Indian

Students (%)			students, possibly due to its global branding efforts.	Education by QS World Rankings, 2022)
Regional Language Students (%)	20%	35%	Higher regional language representation in South India due to inclusivity in content.	(Google India Report on Regional Content in Higher Education, 2023)

Qualitative Analysis of Regional Digital Engagement Strategies

The analysis reveals distinct regional trends in digital engagement strategies between North and South India through word cloud visualizations and a frequency heatmap.

In North India (Fig. 1), keywords such as 'rankings', 'placements', 'alumni', and 'professional' dominate, reflecting a focus on structured content and professional branding. This suggests that institutions in North India prioritize showcasing achievements and credibility through formal communication to attract stakeholders.

In contrast, South India (Fig. 2) emphasizes storytelling and inclusivity, with terms such as 'campus', 'events', 'reels' and 'regional' prominently appearing. The analysis indicates a strong inclination towards visually engaging content, dynamic representation of campus life, and regional language integration to resonate with diverse audiences.

The word frequency analysis further reveals the stark contrasts between the two regions. In North India, keywords such as "rankings," "alumni," and "placements" underscore the focus on institutional credibility and structured communication (Fig. 3). In contrast, South India's emphasis on terms like 'campus', 'events', and 'emphasis' reflects a vibrant and audience-centric digital strategy (Fig. 4). Accessibility and inclusivity are central themes in the South, as indicated by the prominence of terms like "mobile" and "regional." These insights show differentiated approaches that cater to unique regional priorities.

The heatmap (Fig. 5) further complements these findings, highlighting significant differences in the focus areas



Figure 1. Visual representation of prominent terms highlighting regional focus areas, such as professional branding in North India. Of each region. Terms associated with structured and professional content are more prominent in North India, while South India shows a sharper focus on visual storytelling and accessibility. These insights underscore the need for customized strategies that align with the unique digital communication priorities of each region.

Digital Channel Usage Patterns

In the Figure 6 the term Professional stands out as the largest and most prominent, highlighting a strong emphasis on professional communication and marketing. Platforms like Facebook, Instagram, and LinkedIn are prominently mentioned, indicating a heavy reliance on social media for outreach. The words North and South suggest potential differences in marketing strategies tailored to these regions. A significant focus on engagement underscores the goal of building relationships and connecting with audiences. In addition, the emphasis on content reflects the importance of creating and sharing valuable information to drive effective communication.

Insights into the usage patterns of six major digital channels, Facebook, Instagram, LinkedIn, YouTube, Search Engine Marketing, and Email Marketing, reveal significant regional differences. North India leans towards professional engagement on platforms like Facebook and LinkedIn, while South India favors visual storytelling through Instagram and video branding on YouTube. Both regions show low email marketing usage, suggesting a shift toward more dynamic and engaging channels.

The heatmap analysis (Fig. 7) highlights these patterns vividly. South India exhibits a stronger interest in social networks and video platforms, with the use of Instagram at 80% compared to North India 55%, and the usage of YouTube at 75% versus North India 50%. Meanwhile, North India shows higher

addition, terms such as spends, investments, and advertising underscore the critical role of advertising and marketing investments in both regions.

The dataset provides insight into ad spend in five categories. Social Media Ads, Search Engine Marketing, Influencer Marketing, Content Creation, and Regional Language Content. South India invests heavily in social media advertising, influencer marketing, and regional language content, reflecting a focus on creative and localized engagement. In contrast, North India allocates more resources to search engine marketing and content creation, aligning with its emphasis on ranking and high-quality professional content.

Heatmap analysis (Fig. 9) reveals specific trends. South India's increased spending on influencer marketing highlights its reliance on partnerships to connect with target audiences. Meanwhile, the greater allocation of North India to search engine marketing and content creation suggests a focus on driving online visibility and engaging stakeholders through detailed professional content. These regional ad spending patterns underscore the strategic priorities that drive digital marketing investments in each region.

Educational Metrics and Student Demographics

In Fig. 10, the "WordCloud of Observations" provides a visual representation of the most frequently occurring terms in the regional analysis, offering insights into key differences and similarities. The prominence of South and North underscores the focus on these two regions, while terms like India, students, schools, and education highlight the overarching theme of education in India. Words such as higher and larger suggest distinctions in scale or magnitude

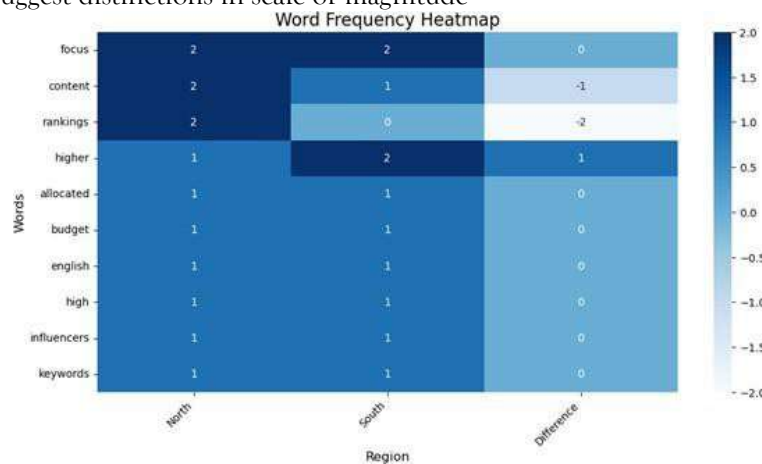


Figure 5. Heatmap displaying the frequency of key terms across North and South India, illustrating differences in content focus and strategy.

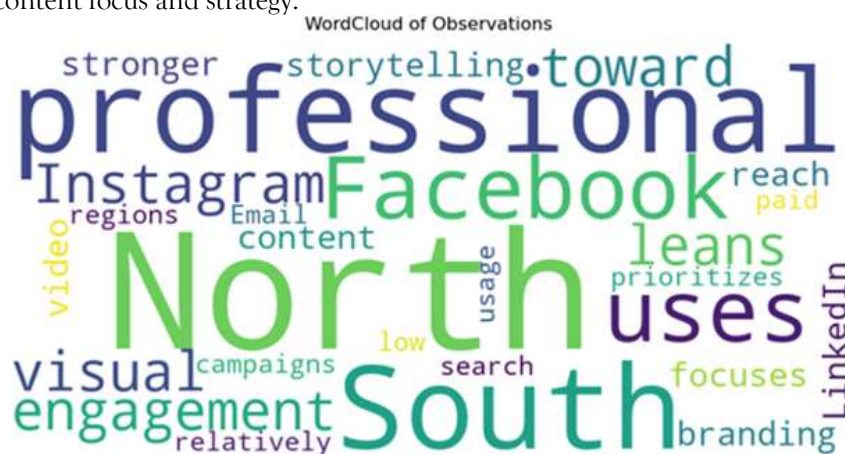


Figure 6. Word Cloud Representation of Prominent Themes in Digital Channel Usage Across North and South India.

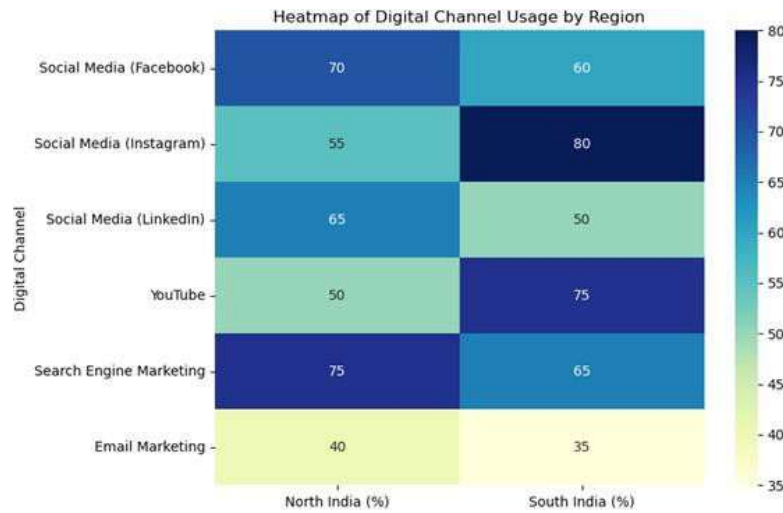


Figure 7. Displays the percentage usage of six digital channels (Facebook, Instagram, LinkedIn, YouTube, SEM, Email) in North and South India, highlighting regional preferences and trends.



Figure 8. Highlights terms like "campaigns," "collaborations," and "regional," representing the strategic focus of North and South India in their advertising efforts.

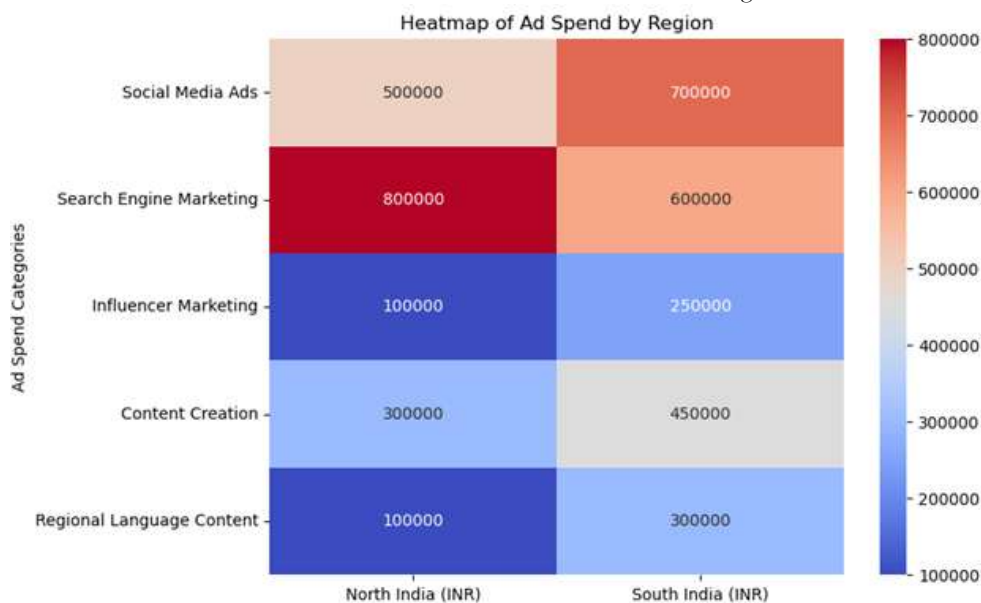


Figure 9. Illustrates spending patterns on Social Media Ads, SEM, Influencer Marketing, Content Creation, and Regional Language Content, showcasing regional investment priorities.

Between the regions. Additionally, terms like female, male, and urban reflect the demographic dimensions under analysis, including gender distribution and the urban-rural divide among student populations. A comparative analysis of educational metrics highlights significant regional differences in business

schools between North and South India (Fig. 11). South India has a larger number of business schools (420 vs. 350), larger average batch sizes (180 vs. 150), and greater diversity in terms of female, rural, international, and regional language-speaking students. These trends reflect South India's robust educational infrastructure and focus on inclusivity and global branding.

Demographic patterns also reveal unique regional dynamics. South India shows a higher proportion of male students and rural representation, while North India has a slightly higher percentage of urban students and female representation. The greater diversity in South India's student population, including a higher representation of international students (8% vs. 5%), suggests its emphasis on creating a culturally rich and globally attractive academic environment.

The analysis underscores the importance of these metrics in shaping educational access and quality. Although South India's strengths lie in diversity and infrastructure, the focus of North India on professional content and urban representation highlights its unique approach to higher education. These findings offer valuable information for policy makers and educators seeking to improve the educational landscape in both regions.

DISCUSSION

This study exhaustively focused on the strategies and engagement tactics adopted by business schools in the North and South Indian regions, exploring the educational landscape of the state. Among many other implications, the study findings highlight the prevailing digital push of Southern India's customer segment, such as outreach and branding.

Central Part, on the other hand, prefers conventional, professional communication while actively making use of platforms such as LinkedIn and Facebook. However, the trend overlooks this factor insisting on credibility in terms of

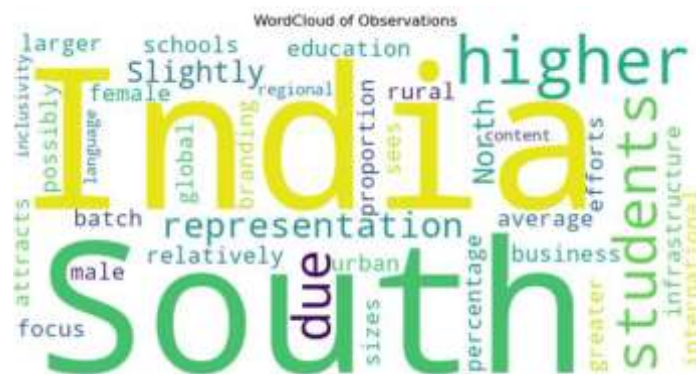


Figure 10. Highlights key terms like "students," "schools," and "diversity," representing the focus areas of North and South India's educational landscape.

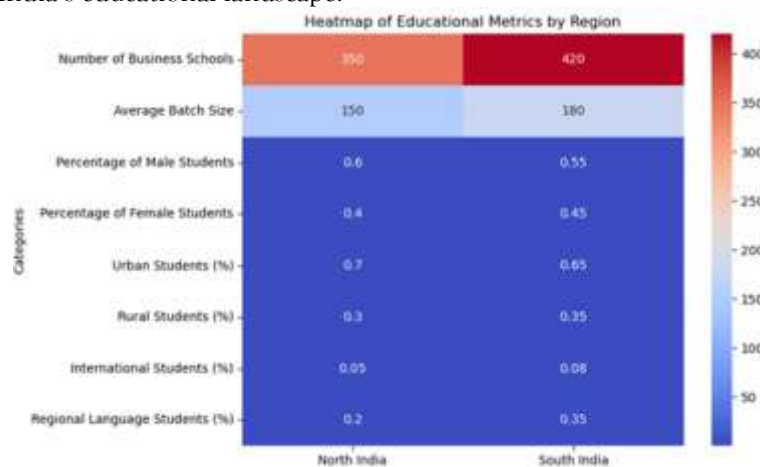


Figure 11. Displays regional metrics such as the number of institutions, batch sizes, gender ratios, and student demographics, visualizing contrasts in educational infrastructure.

Earning success, ranking, away from that even serving 12 and 18 years old, South India offers a drink of background pictures, picturesque sights, language text, etc. via Instagram, YouTube, and the like. These region-specific patterns are also shaped by some demographic and cultural variables such as the high number of smartphones among the South and younger populations there.

Analysis of ad spends revealed gross uniform regional differences as to how Digital Marketing is

conducted in terms of financial priorities as well. For example, North Indian companies spend most of their budget for SEM - search engine marketing and content positioning tailored to V.E. In contrast, South India spends more on activities like social media promotion, influencer engagement, and local Indian languages, indicative of its social ideals and relatively mapped partnerships.

The analysis of indicators also highlights these differences among regions. Business schools are more common in South India in terms of quantity compared to North India. South India also attracts students from all demographics, such as rural, international, and ethnic and linguistic minorities in the area. This a lot of at least acts require higher educational and inclusive shadowing before us north india for him or her again.

These findings imply that there are distinct differences in outlook between digital promotion and pedagogy. The operating channels, the kind of content and the budget for each need to be contextually defined to engage to the optimum level.

CONCLUSION

This research highlights how digital marketing and education delivery need to be customized at different regional levels in India. Although professionalism and credibility are important in the northern areas of India, the south of India uses storytelling and inclusion for education. The differences in ad spend and educational parameters serve to underscore how disparate these two are with respect to stakeholders and institutional development.

Such insights will be useful to educational institutions and their policy makers in emphasizing region-specific strategies utilizing opportunities and addressing their special challenges, therefore improving digital footprints for business schools to engage diversified audiences and their educational effectiveness. Future research must consider and follow up on emerging trends on digital use and their changing roles regarding the society around or education systems at the regional and national levels, which must not fall behind the constantly changing audience's expectations.

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