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CHAPTER TEN

Innovative Integrated Marketing Communication Strategies

Adopted by Byju's-The Learning App

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Introduction: In a rapidly changing world, the technology is changing swiftly. Something which used to be a dream earlier has become a reality today and at the same time which appears difficult today may become a reality tomorrow. This has all become possible because of technology. For example, at one time people believed that only birds can fly and human beings can never fly. But this perception was changed by the invention of airplanes. Similarly many children died at early ages and people thought it as their fate. But the present day vaccines have proved it wrong and the infant mortality rate has declined significantly.

Hence, it is quite evident that technology has that power to transform many things including education. And when we talk about education by using technology, we mostly indicate towards online education. One interesting fact about education in India is that the government of India

has not recognized education as an Industry. But several startups have entered in to this segment looking at the size of this market and the economic opportunities hidden in it. Education in India has a wider scope because of the fact that we as a country are the second most populous country in the world and even more importantly we are a green country in terms of demography.

By that I mean, we have a large proportion of young population as compared to the total population. This young mass is ready to go that extra mile to realize their dreams. They are dynamic and never satisfied with the orthodox ways of doing things. Not surprisingly, more and more young students are finding it easier to learn through online platforms. And to tap this ever growing market, many new and innovative entrepreneurs have come up with customized learning packages that suits the requirements of the students. In this article we will try to get an insight into the various innovative integrated marketing communication tools adopted by various online educational platforms and how they have able to realize their organizational goals.

Company Overview:

Founded in 2011 by Byju Raveendran, this company has over the years become one of the most valued EdTech (Education Technology) companies in the world. They have achieved this feat by applying a very fundamental principle of marketing, i.e; understanding the target audience. And for companies like Byju's , the challenge was multiple. That means , in this segment the customers are the students along with their parents. Simply speaking, the students must be captured by innovative ways of learning at the same time the parents must be motivated to go for a purchasing decision. And , Byju's has undoubtedly achieved this twin objective. But let's understand how they have done it.

First upon all, they have developed their marketing strategy in such a way which allows them to interact with the students and the parents simultaneously. Further, they have realized the demands of the students. For an example, students are scared of certain subjects such as maths. Hence, Byju's has hired expert faculties who have innovative ways of making fun with learning. On the other hand the types of subscription charges they have priced are affordable. And after all, parents throughout the world have a common tendency that is, they will be ready to pay anything for the educational improvement of their kids. Byju's has a psychological advantage in this segment.