



School of Business Galgotias University

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**MARKETING STRATEGIES OF UNACADEMY
RESEARCH PROJECT ON MARKETING**

FOR THE PARTIAL FULLMENT OF THE REQUIREMENT

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ABSTRACT

The goal of the challenge turned into to influence the clients to buy the product and lead a team for Unacademy. In this research task we apprehend the customer needs, pricing constraints, reaction, feelings and ideals concerning the product, in order that the business enterprise can make contributions their valuable inputs for introducing the "module" for the customers. The objective of this take a look at became to analyze the organisation of the available modules and ways of sales strategies for their merchandise.

The venture become started on 12 January after knowing all the relevant records regarding the challenge, underneath the steering of the primary a part of my mission involves the have a look at of the income of product. Understand the sales class & their mechanism of movement and approaches of sales. For this I used Internet as a primary source of records for study.

The next a part of my assignment changed into to broaden and lead a team and also network with the clients.

Since the research challenge turned into of advertising and marketing it become very crucial to network with the customers, apprehend their demand and affect them to shop for the module of the product of the company. Hence, the precise look at provided me a concept in growing networks with the clients and lead a team as a pacesetter.

ACKNOWLEDGEMENT

We are using this opportunity to express our gratitude to everyone who supported us throughout the course of this BBA project. I am thankful for their aspiring guidance, invaluable constructive criticism and friendly advice during the project work. I am sincerely grateful to them for sharing their truthful and illuminating views on a number of issues related to the project.

We would also like to thank my project guide Dr Ranjul Rastogi from the Galgotia's university all the people who provided us with the facilities being required and conducive conditions for our BBA project.

Thank you.

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SCHOOL OF BUSINESS

BONAFIDE CERTIFICATE

Certified that this project report **MARKETING STRATEGUES OF UNACADEMY is the bonafied work of **Piyush Kumar, Prashant Krishna yadav, Oummu El kheir Charif** who carried out the project under the my supervision**

SIGNATURE

Dean of School

SIGNATURE

SUPERVISOR

Approval Sheet

This report is Entitled Marketing strategies of Unacademy by Piyush kumar,Prashant Krishna Yadav ,Oummou El Kheir Charif is approved for the degree of **Bachelor's of Business Administrartion**

Supervisor(s)

Date :- _____

P lace:-_____

OBJECTIVE OF STUDY

- ✓ To find the impact of social media advertising which influence consumer in buying
- ✓ To study whether social media can be useful for generating revenue
- ✓ To study the effectiveness of social networking sites in building the brand or business.
- ✓ Based on the report we can explain and describe all the activities or tasks undertaken with the supporting documents to be attached
- ✓ To understand the E-learning program, Marketing Strategies .
- ✓ To share the experience of Research Project.
- ✓ To understand more about the company/industry.

Statement of Project Report Preparation

1. Thesis title: Marketing strategies of Unacademy

1. Degree for which the report is submitted: Bachelor's of Business Administration
- 3 Project Supervisor was referred to for preparing the report.
4. Specifications regarding thesis format have been closely followed.
5. The contents of the thesis have been organized based on the guidelines.
6. The report has been prepared without resorting to plagiarism.
7. All sources used have been cited appropriately.
- 8 The report has not been submitted elsewhere for a degree.

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INTRODUCTION

E-Learning:

E-mastering refers to the usage of digital media and facts and verbal exchange technology in education. It replicates and supplements the process of lecture room coaching in electronic shape. In a study room, information is brought by means of a teacher who manages (quantities and sequence of content to learn and tests associated with it) and delivers a prescribed curriculum to a hard and fast of students. Similarly, e-gaining knowledge of includes correctly coping with and dispensing applicable content material to the customers/clients.

At its most primary, eLearning is training thru electronic gadgets. In recent years, eLearning has come to intend education accessed digitally outside traditional colleges, although some eLearning publications are a mixture of in-individual and on line classrooms. Though accessed via computers.ELearning classes are not absolutely disparate from traditional lessons. They may additionally include lectures, studying assignments, initiatives, participation necessities, quizzes, and tests, simply as maximum students anticipate. However, eLearning does offer extra options, regarding coaching patterns, scheduling, difficulty remember, or even tuition rate, doubtlessly giving online college students more opportunities to succeed. Indeed, the greater availability of eLearning may allow schooling and education to attain the loads.

Industry Profile



Website

<https://unacademy.com>

Founder

Gaurav Munjal, **Roman Saini** and Hemesh Singh

Industries: E-learning

Company size: 7000-8000 employees

Headquarters: Bengaluru, karnataka

Type: Private

Founded: 2015

Specialties

Coaching Mentoring. Online education, Learning Teaching, EdTech e-learning and e mentoring

Vision - To provide alternative learning and teaching methods to enable the youth towards Employability.

Mission- To have teachers working professionals and students, create a powerful online learning ecosystem.

ABOUT THE COMPANY

Unacademy is an e learning platform that allows college students, with the curiosity to discover ways to create an online studying environment that fits their need and needs.

Unacademy is a web platform Unacademy is an academic platform with a large transformative reason of being the world's largest academic repository by using empowering splendid educators and making it accessible to absolutely everyone. In my words it's on line video a library for all competitive tests

This platform helps human beings to break out of the traditional schooling system and discover ways to clear any sort of aggressive tests . Unlike different on-line guides Unacademy is pushed by using dynamic styles of teaching and studying, in order that one virtually learns the opted path. Unacademy offers all of the resources want for getting to know a direction, consisting of webinars, prerecorded videos, related articles, ppts, live discussions, News feeds, teaching methods by using merging profession counselling, Self-paced mastering, customized mentorship, and realistic on-line courses introduced by means of enterprise professionals.

Correspondingly, unacademy is a market wherein discovered people or issue depend specialists are capable of coach younger, inspired minds in their own fields. Beginning their journey with the psychometric take a look at our person are capable of become aware of what course could be quality appropriate for them. Unlike massive open on line publications which can be pushed by way of conventional collegiate coursework, unacademy try to optimize alternative gaining knowledge of and teaching method via merging career counseling, self-placed personalized mentorship and individualistic guides brought via enterprise professional.

Benefits of Learning with Unacademy!

Start from scratch

- Want to learn something absolutely new? An open mind is the best place to build a palace! Every course covers the subject from basics.

Mentorship & Coaching

- Industry experts to guide you through your course and share their experience with you. Gain a friend in your field and a coach for life.

Build knowledge

- practical teaching methods to help you become instantly employable and desirable by the top companies.

Unlimited access to the sources

- Recognized certificates to give your resume an edge. A blue-chip credential to enter your field with.

1. Critical thinking is encouraged

Large bureaucracies do not handle questioning well. They operate, by their very nature, on the contingent of obedience. If there are too many disrupters, they get bogged down and lose time and efficiency. Critical thinkers are disruptive because they interrupt the prescribed flow of content delivery. Classroom dissenters are often dealt with by being sent to detention or shamed into silence.

2. Problem solving is encouraged

When schools have problems, teachers, principals, and support staff are expected to solve them. Students are rarely consulted. Yet problem solving is the most valued among the top ten skills that employers seek. Most problem solving in the education system ignores the central stakeholder—the learner. Problems involving students are “solved” by using punishments and bribery, not by consulting and collaborating. Yet success in life is attained by solving problems. When win-win is always the goal, life becomes easier and healthier, with far less stress. In unacademy, students are free to practice problem solving.

3. Initiative and grit is encouraged

School is an institution; it must have rules, routines, policies, procedures, and permissions. To run efficiently, it must adhere to those elements above all other considerations, including personalized learning. A student who wishes to do something outside of the norm is often shut down because of “liability issues,” or “safety concerns,” or just plain “policy.” The beauty of

unacademy rests in its very lack of these constraints. If your son wants to make a potato print, let him! As long as it is safe, it can be done! unacademy allows for yeses, instead of “No, you can’t do that. It’s against our policy.”

4. Unacademy is multi-aged and interest-sorted

Students in schools are graded by age, not by interests or abilities. Thus, they are often corralled into the wrong group for their actual level with no movement for personalized learning.

If a child excels at math, she shouldn’t be held back because of her age. If she needs to take years to learn a concept, she can. True personalized learning cannot be offered in same-grade classes. Learning must be as multi-age friendly as Unacademy is.

5. No streaming or tracking

School students are sorted and ranked according to the government system’s judgment and placement criteria at around age 15, or Grade 10, in North America; sooner in Europe. In some countries, students are streamed as early as age 10. This is wrong. Research consistently shows that students’s brains do not develop their pre-frontal cortex and students do not develop their abstract thinking abilities until age 13 or 14. Thus, students are sorted even before they have demonstrated their capabilities.

When student unacademy, they are not streamed until they apply and write the entrance exams for postsecondary courses

6. Unademy can delve's deep into a topic

In schools, topics are broad and diluted. Schools teach wide and shallow in order to give bits of everything to their students. The goal is maximum exposure; time constraints do not allow for deep, involved learning. Students become masters of tidbits and experts on nothing. Deeper learning must be done on their own time. Because there are so many topics, schools pick and choose. A child cannot possibly study every country in 12 years, so the system picks a few:

When students need to know something, they can consult their mobile devices; information is readily available. What they need more is to focus on their true interests. In Unacademy, students choose. They can go as deep as they wish, for as long as they want. Students have the time.

7.Uacademy lets people learn all the requires

Schools can't teach how to run a business until university. Hence, many students may have art or products to sell, but not the business skills needed to do so. Success in business requires critical thinking, risk-taking, creative problem solving, communication skills, and initiative. Organization and record keeping require long hours, discipline, and responsibility. Success requires persistence—an unwavering faith in a product or service in the face of naysayers. Success requires making mistakes and learning from them; rejigging a model, idea, or product until it's perfect.

8 Uacademy eliminates cheating

The college system is the worst for drilling into youngsters the idea that errors are a terrible issue. The whole device is based totally on grading to motivate children, however in doing so, low grades punish them. On a take a look at or mission, they are no longer rewarded with marks for the attempt they installed, neither is the satisfactory in their getting to know assessed. They are marked negatively, on the idea of the mistakes they made. Ideally, all college students have to be marked after which given the chance to fix each marked item earlier than the final evaluation. That manner, learning simply takes area and poor marks aren't permanent.

The result of marking by way of punishing mistakes is that children will cover up their errors.

Covering up errors has unexpected results that, at worst, can endanger lives—I don't want my infant's brain health care provider to have cheated on her checks. Cheating is rampant in our schools. According to a survey of Canadian university and university students, 73 percent had cheated on written work in high school; 58 percent had cheated on a take a look at. (CBC, 2018)

When the majority of college students cheat, something is inaccurate with the machine. In unacademy there lot of people who guides students with their own experiences

USP of Unacademy:

- ✓ providing a safer learning environment.
- ✓ improving learning outcomes with more effective teaching methods.
- ✓ teaching your child in a manner that is more in-line with your family's values.
- ✓ providing a customized, tailored approach to your child.

Employee benefits, also known as perks or fringe benefits, are provided to employees over and above salaries and wages. These employee benefit packages may include **overtime, medical insurance, vacation, profit sharing and retirement benefits**, to name just a few.

USP is that it is **an online learning ecosystem** which provides a course, mentorship, projects, and guaranteed internship opportunities – all under a price of \$50.

Features of Unacademy: -

1. One to one mentor-ship.
2. Experimental and self-paced learning.
3. All courses are well priced.
4. Live sessions and Q&A sessions with experts from that field.

Top Category courses of Company

- ✓ Introduction to geometry for SSC-CGL
- ✓ Full course for upsc Aspirants
- ✓ Course for Banking ,Finance and Accounting for banking aspirants
- ✓ NEET
- ✓ JEE
- ✓ Art and Humanities For all the competitive exams

CHAPTER 2

LITERATURE REVIEW

Although the big increase of e-learning in training and its perceived blessings, the performance of such equipment will now not be absolutely used if the customers inclined to no longer be given and use the gadget. Therefore, the successful impose of e-mastering gear relies upon on whether or not the students are willing to undertake and be given the era. Thus, it has emerge as vital for practitioners and coverage makers to recognize the factors affecting the person popularity of web-primarily based gaining knowledge of structures on the way to decorate the scholars' studying revel in (Tarhini et al., 2014a). However, latest studies have shown that e-gaining knowledge of implementation is not genuinely a technological solution, but also a method of many various factors along with social elements (Schepers and Wetzels, 2007; Tarhini et al., 2014b; 2015), and character elements (Liaw and Huang, 2011), organizational together with facilitating situations (Sun and Zhang, 2006) in addition to behavioural and cultural elements (Masoumi, 2010).Such foremost elements play an important function in how an records generation is developed and used (Kim and Moore, 2005). Fischer et al. (2015) studied how proceedings of clinical conferences may be used for fashion research in the area of e-mastering. They examined the abstracts of 427 scientific articles of main German-speakme e-mastering conferences GesellschaftfürMedien in der Wissenschaft and E-Learning-Fachtagungen der GesellschaftfürInformatik e. V. (GMW and DeLFI) – published from 2007 to 2013. The look at changed into conducted at German-speaking meetings and, consequently, displays the scenario in Germany, Switzerland and Austria. Fischer et al. (2015) made an critical contribution to the diffusion of digital media in better schooling. The researchers observed that the designated evaluation of the frequency distribution over the seven years reflects the depth of medical dialogue toward e-getting to know traits, and conclusions about the didactical or technical potentials of improvements can be brought. Specifically, they determined the development capacity of gaining knowledge of management, cell studying, digital worlds, e-portfolio, social media and Massive Open Online Courses are important for elearning in German higher education. Moravec et al. (2015) confirmed how e-getting to know tools impact students' fulfillment. The look at became attended by using nearly 2000 students. According to Moravec et

al. (2015), the study compares the results of questions from the area of regulation in which the device became supplied in a pilot version with the consequences of questions, where the e-getting to know device changed into now not provided. The researchers located that the e-gaining knowledge of equipment have affected the scholars' outcomes. Nevertheless, the belief of the e-mastering tool can also probably have a negative effect on students who will rely upon given materials was disproved. By the usage of the Cohen's model and primarily based on facts gathered from 15 documents from relevant studies studies carried out on the impact of ICT based e-studying on instructional fulfillment during 2010-2012, Mothibi (2015) tested the relationship between e-gaining knowledge of and students' educational achievement in higher schooling. The researcher found that ICT had a statistically significant positive affect on e-getting to know primarily based college students' academic achievements. The consequences additionally indicated that ICT had a sizable positive have an effect on on college students' instructional common instructional achievements. Scholtz and Kapeso (2014) and Almajali et al (2016), Shannak (2013) explored the elements of cellular studying (m-mastering) strategies which can be used for agency resource making plans (ERP) gadget. The era attractiveness version (TAM) became applied to assess the reputation, usefulness and perceived ease of use of the m-gaining knowledge of. The researchers determined that the m-getting to know system became correlated undoubtedly for perceived ease of use and perceived usefulness as such findings confirmed different research which confused the significance of the pleasant of route content in e-gaining knowledge of and m-mastering projects. Pieri and Diamantini (2014) conducted their studies primarily based on the enjoy of e-gaining knowledge of internet 2.0 at the University of Milano-Bicocca inside the instructional year of 2011-2012. The objective of the studies became to make the implicit and tacit know-how that the customers have, specific, and therefore more available. Since the ICTs have turn out to be an important part of the getting to know revel in for human beings all ages, so it's emerge as a idea that wishes to be explored, the researchers started elaborating the transition from Web 2.0 to e-getting to know and the aggregation of the electricity of Web 2.0 with social networks within the getting to know technique. They used Thinktag Smart, a new Web 2.0 platform; that combines the getting to know possibilities provided by means of the net 2.0 with the getting to know opportunities of social networks for sharing understanding, to train 137 students in two subjects (Tourism, and Sociology of innovation), after this experience they gave them a questionnaire to assess the getting to know

enjoy, and the platform. Thinktag Smart had a few functions that have been maximum used within the platform: (assets, cabinets, and corporations); in which the least used have been: (Wiki, collections and chat), the strengths of the platform which made it generally favored, had been; the sources or the capability to change and percentage statistics with customers of Thinktag Smart; support teaching as the portal turned into open to proportion notes and substances connected to guides they need; and the interactivity function of the platform furnished for the users. As for the weaknesses, which didn't permit for the whole pride, they were; the slowness in loading the pages, the unclearness/complexity, the lack of immediacy, and intuitiveness. In sum the platform was a tool of amazing potential, but to be aggressive; realities need further improvements. Salter et al. (2014) aimed to demonstrate the capabilities and advantages of the practice of e-training in standard and particularly inside the pharmacy, in which e-schooling allows to make clear the vehicles pharmaceutical and factors of Tagreed Kattoua et al five),2016, 754-762 www.Ijbmer.Com 757 cars in that it'd facilitate the manner of analysis and helps to be counted the number of elements, a extra specific and quicker, in which there are some of theories that assist to clarify greater broadly. It is those theories to determine the effectiveness of the device and the way to provide an explanation for overlaps that occur within complicated e-training gadget and therefore the system's capacity for evaluation and enables significantly lovely gives time and effort and price. The researchers discovered that e-mastering to be effective at growing information immediately after training for all topics and in all contexts. E-studying in pharmacy schooling turned into a surprisingly suitable instructional format for pharmacists and pharmacy college students. It is the advantages that assist their e-training machine in the subject of universities, wherein all of the students are taking the attendance and leave them thru pc machine because of the pupil e-training, e-has to recognise the number of absence, in addition to upon request responsibilities is due to ship and get hold of the solution via e-education persist this system its capability to sweep all groups paintings accuracy and speed.

THEORITICAL BACKGROUND

ABOUT THE SUBJECT:

Unacademy is an learning that advocates learner-chosen sports as a primary manner for learning. Unacademy study thru their herbal life stories together with play, family duties, private hobbies and interest, internships and paintings revel in, tour, books, non-obligatory training, own family, mentors, and social interaction. Often considered a lesson- and curriculum-free implementation of homeschooling, Unacademy encourages exploration of sports initiated by using the students themselves, believing that the extra non-public getting to know is, the greater significant, properly-understood and consequently beneficial it is to the kid. While courses may sometimes be taken, Unacademy questions the usefulness of preferred curricula, fixed times at which getting to know should take vicinity, conventional grading methods in standardized exams, compelled touch with students in their own age organization, the compulsion to do homework, no matter whether it facilitates the learner in their individual state of affairs, the effectiveness of being attentive to and obeying the orders of 1 authority figure for several hours each day, and different functions of conventional education within the schooling of every precise toddler.

The time period unacademy" changed into coined within the 2015

and used by educator John Holt, extensively regarded as the daddy of unacademy. Even although Unacademy is regularly seen as a subset of domestic-schooling and home-training has been the problem of wide public debate, unacademy specially has obtained exceptionally little media interest and has best emerge as increasingly famous in current years.

Critics of Unacademy see it as an extreme academic philosophy, with issues that used students could be neglected, miss many things that are crucial for their future existence, lack the social talents, shape, area, and motivation in their schooled peers, and will no longer be capable of address uncomfortable situations; proponents of Unacademy say exactly the other is genuine: that self-directed training in a non-instructional, regularly herbal and varied environment is a much extra green, sustainable and baby-friendly shape of training than training, which preserves the innate curiosity, pleasure and willingness in discovering and gaining knowledge of new things, invitations college students to be part of society, indicates college students the way to address their environment and personal existence in a self-determined and yet responsible manner, makes college students recognize why certain houses, abilities, abilities, values and norms are essential as opposed to simply telling them to attain and cling to them, rewards and helps creativity, individuality and innovation, teaches the way to accumulate new matters and discover your manner in strange situations speedy, and higher equips a infant to handle the "real global" outdoor of college. [

What Is Marketing?



Fig: 1.3

Marketing refers to activities a company undertakes to promote the buying or selling of a product or service. Marketing includes advertising, selling, and delivering products to consumers or other businesses. Some marketing is done by affiliates on behalf of a company.

Professionals who work in a corporation's marketing and promotion departments seek to get the attention of key potential audiences through advertising. Promotions are targeted to certain audiences and may involve celebrity endorsements, catchy phrases or slogans, memorable packaging or graphic designs and overall media exposure.

- ✓ Marketing refers to all activities a company does to promote and sell products or services to consumers.
- ✓ Marketing makes use of the "marketing mix," also known as the four Ps—product, price, place, and promotion.
- ✓ At its core, marketing seeks to take a product or service, identify its ideal customers, and draw the customers' attention to the product or service available.

What Is a Sale?



Fig: 1.4

A sale is a transaction between two or more parties in which the buyer receives tangible or intangible goods, services, or assets in exchange for money. In some cases, other assets are paid to a seller. In the financial markets, a sale can also refer to an agreement that a buyer and seller make regarding the price of a security.

Regardless of the context, a sale is essentially a contract between the buyer and the seller of the particular good or service in question.

- ✓ A sale is a transaction between two or more parties, typically a buyer and a seller, in which goods or services are exchanged for money or other assets.
- ✓ In the financial markets, a sale is an agreement between a buyer and seller regarding the price of a security, and delivery of the security to the buyer in exchange for the agreed-upon compensation.
- ✓ If the item or service in question is transferred by one party to the other party with no compensation, the transaction is not considered to be a sale, but rather a gift or a donation.

Difference Between Sales and Marketing

Wholesales are more of transaction-based, marketing aims at winning and retaining the customers for the long term. These two often share a common goal of increasing the company's revenue but differ in their functions and process. Basically, sales imply the exchange of products and services for money or money's worth. On the other hand, marketing is an umbrella term which indicates a set of activities that starts with the market research and ends with consumer satisfaction.



Fig: 1.5

The focus of the two is on two different ends, as in marketing stresses on fulfilling the needs of the customers, whereas sales is all about reaching the company's sales targets, i.e. it focuses on fulfilling company's needs.. Marketing tends to identify the needs, wants and demands of the customers, so as to satisfy them profitably. Conversely, sales is about pushing the company's products and services onto the customers, by convincing them to buy

BASIS FOR COMPARISON	SALES	MARKETING
Meaning	Sales refers to the process of selling, whereby product is offered for sale to the customer at a certain price and at a given period of time.	Marketing is understanding the requirements of the customers in such a way that whenever any new product is introduced, it sells itself.
Orientation	Product-oriented	Customer-oriented
Approach	Fragmented approach	Integrated approach
Focus	Company needs	Market needs

Related to	Related to flow of goods to customers.	Related to all the activities which facilitates flow of goods to customers.
Duration	Short-term	Long-term
Objective	To instigate shoppers in such a way that they turn out as buyers.	To identify the needs of customers and create products to satisfy those needs.
Relationship	One-to-One	One-to-Many
Target	Individual or small group	General Public
Scope	Selling of the product.	Advertisement, Sales, Research, Customer satisfaction, After sales services etc.
Activity	Customer driven	Media driven
Strategy used	Push Strategy	Pull Strategy
Process	Involves exchange of goods for adequate consideration.	Entails identifying and satisfying customer's needs.
Rule	Caveat Emptor	Caveat Vendor
Technique	Price promotion, Discounts and Special offers.	Customer relationship through integration of organization with the needs of customers.

Skills required	Selling and Conversational skills	Analytical skills
Aims at	Profit maximization through sales maximization.	Profit maximization through increased consumer satisfaction and market share

Social Media Marketing:



Fig: 2.1

Social media marketing is a business merchandising performed thru social media web sites Many agencies promote their merchandise by posting frequent updates and providing unique offers thru their social media profiles. Social media advertising and marketing refers back to the manner of gaining website visitors or interest via social media sites. Social media advertising and marketing applications typically center on efforts to create content material that attracts attention and encourages readers to percentage it with their social networks. A company message spreads from person user and presumably resonates because it appears to return from depended on, third-birthday celebration source, in place of the brand or employer itself. Hence, this form of advertising and marketing is driven via word-of mouth, that means it outcomes in earned

media as opposed to paid media. Entertainment corporations were the primary to undertake the social media as a promotional tool.

For businesses, the shift in web consumerism and accompanying upward push in social media brings both opportunity and duty. The sheer amount of statistics that customers make to be had via social media on my own has internet entrepreneurs jumping for pleasure. The actual magic, but, lies inside the opportunity to grow lasting and scalable relationships with enterprise's patron base thru social media. This is likewise in which a enterprise's on line obligation to clients begins to take form. Whether a commercial enterprise is listening and engaging or no longer, customers are having conversations relevant to its operations. Exploring the opportunities furnished by the social media communicate channels is crucial to every employer

Why Social Media Marketing is Important?

According to Social Media Examiner, 97% of small corporations use social media to attract new clients, however 85% of enterprise owners are not sure what social media gear to apply. Unsettling, is the statistic that 63% of consumers who look for businesses on-line are much more likely to become clients of brands with a longtime social media presence. This demonstrates a big capacity for social media advertising and marketing to increase sales.

The global connects thru the net, and social media networks are present inside the lives of tens of millions around the world. Social media is turning into one of the most crucial components of digital marketing which gives exquisite blessings by using attaining thousands and thousands of clients worldwide They assist to hook up with the clients,

increase logo recognition, and raise leads and sales. Exploiting the opportunities supplied by the social media communicate channels is vital for each organization.

1. Marketing Intelligence:

Public information:

- a) **Easily Accessible:**
- b) **Cheap:.**
- c) **Buyer to Buyer Information:**
- d) **Free from bias:**

2. Response Unit

Response unit is basic response by a marketer to content that was published online by a user with the rise of social media it has turned the internet from a oneway communication medium to a two-way communication channel. This has been done by creating tools which enable conversation.

3. Idea propagation

"Is actively creating a product of value that can be used by social media participants and travel through social media channels' Social Media allowed for individuals to set up channels of communication that rivaled traditional channels. Bloggers were the first to realize this power with the ability to command large audience consuming their content per day.

Traditional Fields of Marketing- Public Relations/Word of Mouth

Idea Propagation is much like the function of Public Relations in growing relationships with media stores that could assist get their message out to huge audiences. However, the principle distinction between traditional PR and Idea Propagation is that there may be a now a huge range of niche Channel Owners (Bloggers, Podcasters, Youtubers) which commonly do now not have a look at their channel as a business project.

3. Platform advent

Is developing a communications platform, or a channel inside an current platform, that could deliver content material to an target market with the capability for users to create their personal channels of verbal exchange, it additionally gave groups this possibility to speak immediately with their consumers. Technology now lets in us to attain an audience more economically than ever earlier than.

Traditional fields of Marketing - Mass Media

Although now not at once inside Marketing Platform Creation is closely related to the literature on Mass Media. It is now the activity of the organization to create content that is engaging for the user. Where businesses may want to formerly simplest purchase a share of target market time thru media sales, corporations now need in order to both produce content material and combine their brand message inside this content.

Economic Impact

Social media helped businesses to create product which have high demand and according to customers' needs. Customer feedbacks had helped many companies to develop their products

and services. Companies like Dell using ideas from customers to creating and improving their products. One of the examples is created backlit keyboards which is more suitable when working on airplanes. Companies who create products and services according to customers' needs surely will help boost the economy because high demand to that product.

Political Impact

Many country leaders are now encouraging people to use social media. One of the greatest examples is Malaysian Prime Ministers, Najib Tun Razak. He has more than one million Facebook fans as well as Tweeter. He sharing a lot of information though his network about his daily activity and so on. As a result, many companies start using social media especially Facebook on their daily operation. Most of businesses in Malaysia have Facebook ID.

Cultural Exchanges Impact

Social media highly impact most of business aspect. Now many businesses especially who have big number of employees' start using internal social networking utilities which makes communication among them made simple. According to research made by Garner, in 2014 it assumed that more than 20 percent of businesses will use internal social networking utilities which will replace email communication now. With internal communication social network, any latest activities by company and so on will know by their employees much faster.

Example of success companies because of social media

KIM Royal Dutch Airlines is nicely known as certainly one of the most important airways inside the international. They have the potential to draw future customers in their unique approaches and convert them as paying customers. They clearly clean approximately what client wishes and that they consider customers buying journey. They commenced social media in 2009, after some failure they arrive out with very arguable a hit concept. They made joint venture with social networking websites like Facebook, Twitter and so forth and created device that can help passengers to select seatmate earlier than board the aircraft. This campaign named "meet and seat". After passengers pick the seat mate, they could talk with them using social networks like Facebook earlier than they meet at flight. This one of the remarkable concept KLM wherein using social media and deliver ultimate revel in to their passenger.

Thoughts:

Social media gives deep effect to the enterprise international nowadays from small companies to big giant agencies. Social media panorama is massive and the device and era continuously growing and changing every day. Some agencies acquired terrible effect. Social media not an alternative however is a have to mainly groups that dealing straightly with clients. Social media promising quite a few opportunities and demanding situations, so employer must put together themselves to dealing with this.

CHAPTER – 3

Research Methodology

Statement of the problem

This challenge has been undertaken to discover how effective social media advertising and marketing is in the direction of the growing income of Unacademy enterprise and if purchaser is affected shopping for decision.

World-extensive, massive numbers of individuals are present on social media sites and marketers have began to realize that those websites can turn out to be an important tool for marketing The researcher as well as research supervisor became of the view inside the 12 months 2018-15 itself that the presence of people in social networking sites goes to be bigger and higher and it'd be a notable concept to discover whether those can used as a success advertising and marketing platform and also assess what form of roadblocks might be face inside the procedure.

Types of research

Descriptive studies is chosen to degree the effectiveness level of social media in the direction of unacademy in developing sales on the idea of such parameter. This design ensured complete readability and accuracy. It also ensured minimum bias in collection of statistics and decreased the error in information interpretation. Statistical technique was followed on this research due to the fact the information was of descriptive in nature and it additionally enabled correct generalization.

Source of data

1. Primary data:

Primary data are data that are collected to help solve a problem or taken an advantage of an opportunity on which decision must be taken. These data are collected for the first time and thus happens to be original character. It was collected through questionnaires.

2. Secondary data:

Secondary data were collected in the form of company profile and produce profile from the websites.

Limitations of the study

- ✓ Limitations of data- The statistical data regarding the city was not available on secondary source of data and to regenerate such data on the primary source was a task which cannot be achieve in a short period of time.

- ✓ Limitation of time- The limitation of time was another constraint in the study as the study had to be conducted within 58 days with the pandemic going on, therefore many aspects have been left unexplored.

- ✓ . Inhibitions of the respondents- The respondents did not reply the question on time. Some respondents left unanswered or they were not interested in taking part in such research. . Research has been conducted online only to limited people who is part of unschool community.

Scope of work

This report is purely supposed for educational purpose only and it is a part route curriculum and may be used for studying the consumer notion in the direction of social media advertising and the way effective is social networking web page can growth income for the enterprise. Basically, the concept of this look at is to locate and recognize the effectiveness of virtual advertising and marketing techniques.

Period of study

The period of my Research Project was of 5 weeks which was started on 16th jan and ended on 23th of april . In this period of study I definitely learn so many things like, team work, team management, leadership, etc.

Data Collection

The results of the analysis of the data obtained are interpreted and graphically represented as follows –

1) Which social networking site did the you came across about Unschool e-learning platform?

SL NO	CATEGORY	NO. OF RESPONDENTS	PERCENTAGE
1	FACEBOOK	18	36
2	INSTAGRAM	25	50
3	LINKED IN	1	2
4	TWITTER	2	4
5	OTHERS	4	8
TOTAL		50	100

Table: 3.1

ANALYSIS: From the above table 3.1 we have seen that out of 50 respondents, 50% of consumers came across about unschool from Instagram, while 36% of the consumer from Facebook, 4% from twitter, 2% from LINKEDIN and 8% from other social networking like WhatsApp.

Which social networking site did the consumer came across about unschool?

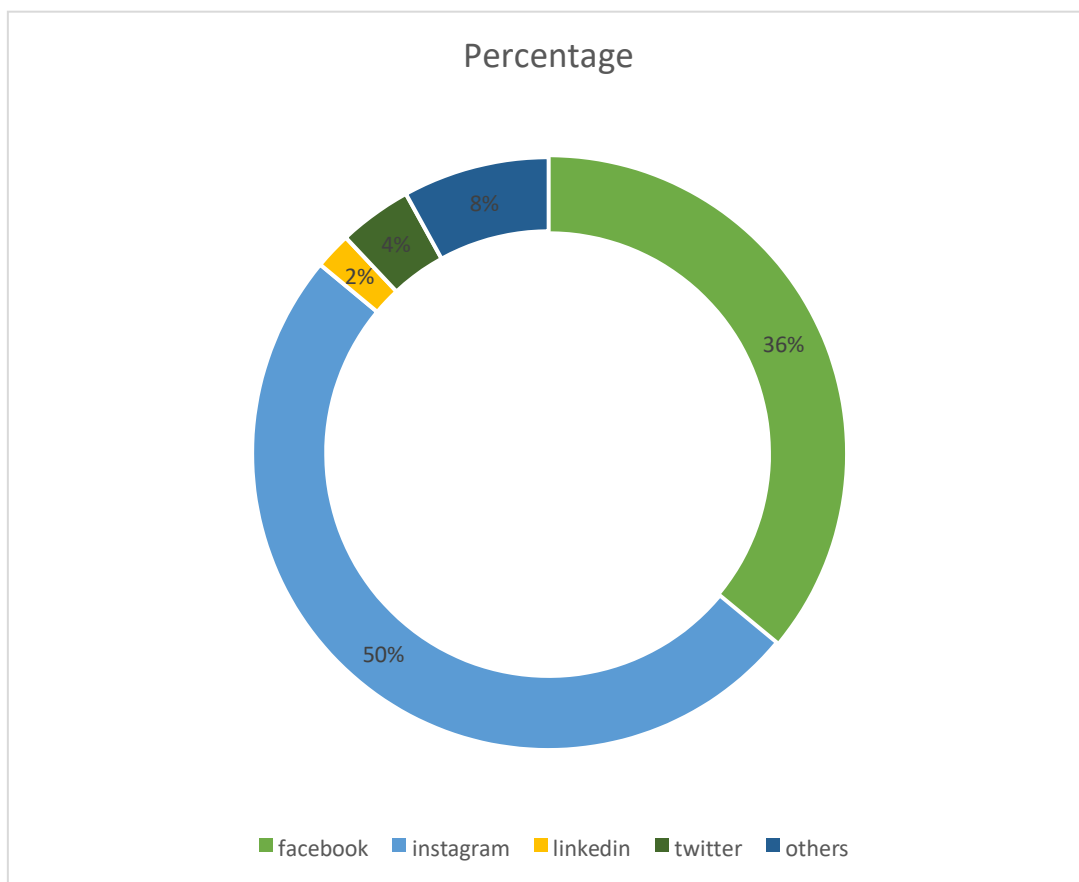


Fig: 3.1

- a) Facebook
- b) Instagram
- c) LinkedIn
- d) Twitter
- e) Others

INTERPRETATION:

From the above pie diagram it can be interpreted that Instagram is the social networking site that they came across about Unacademy e-learning because Instagram is the most famous platform when it comes to social media marketing.

2) Is social media the most sought-after method adopted by Unschool in the field of marketing, advertising, brand building and promotions?

SL NO	CATEGORY	NO OF RESPONSIBILITIES	PERCENTAGE
1	YES	32	64
2	NO	1	2
3	MAYBE	17	34
TOTAL		50	100

Table: 3.2

ANALYSIS:

From the above table 3.2 we have seen that out of 50 respondents, 64% of the consumer thinks that "yes" social media is the most sought-after method in the field of marketing, advertising, brand building and promotions and around 34% responded "maybe".

Is social media the most sought-after method adopted by Unacademy in the field of various marketing strategy?

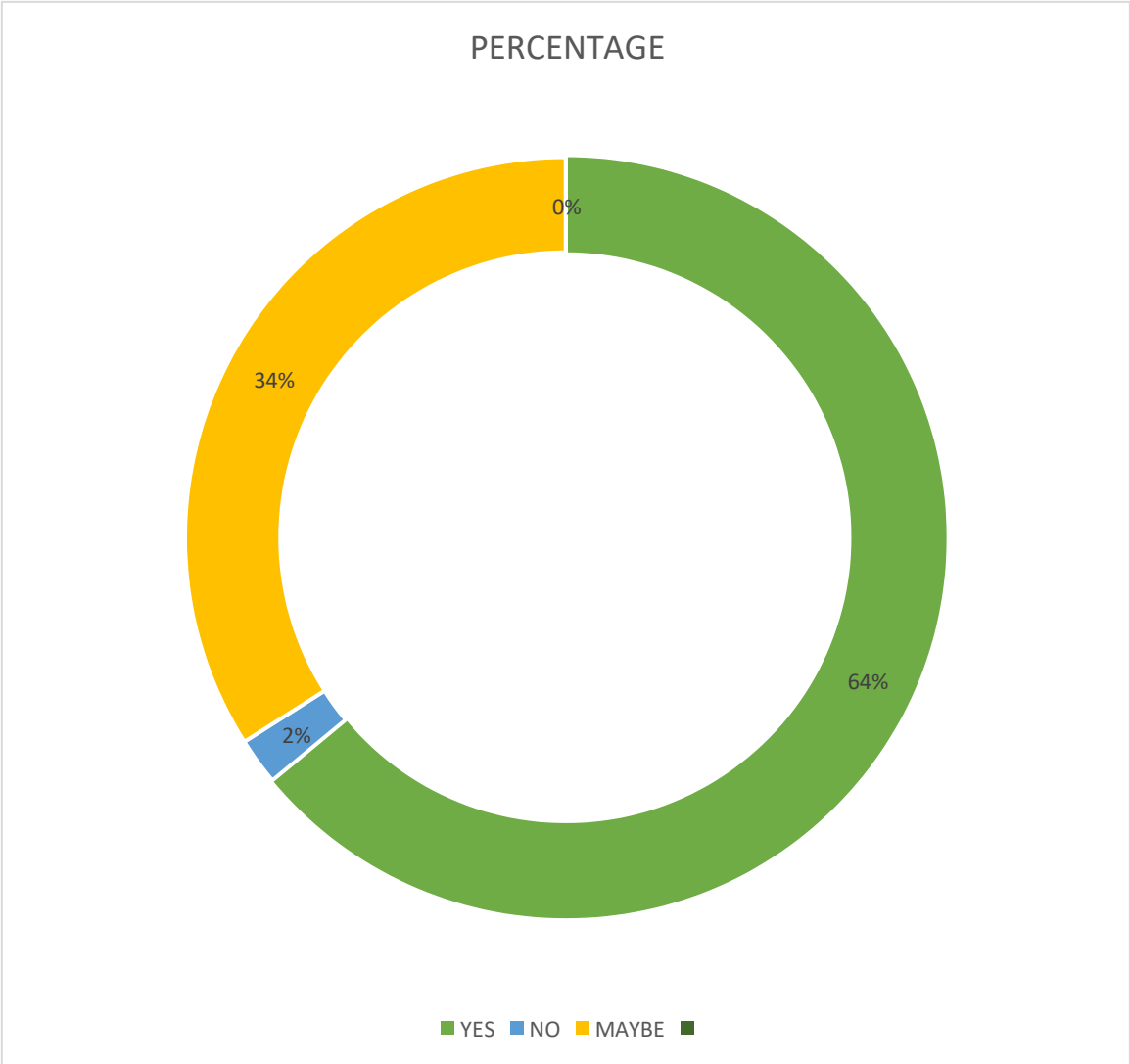


Fig: 3.2

- a) Yes
- b) No
- c) Maybe

INTERPRETATION:

From the above pie chart it can be interpreted that the maximum number of consumers i.e., 64% of respondents view that social media is the most sought-after method adopted by Unacademy.

Social media is a great and affordable asset to drive sales and increase awareness.

SL NO	CATEGORY	NO OF RESPONDENT	PERCENTAGE
1	STRONGLY AGREE	5	10
2	AGREE	20	40
3	NEUTRAL	20	40
4	SYRONGLY DISAGREE	1	2
5	DISAGREE	4	8
TOTAL		50	100

Table: 3.3

ANALYSIS:

From the given table3.3, it is observed that when respondents were asked if social media is a great affordable asset to increase business awareness 10% responded strongly agreed, 40% shown agreement, 40% neutral, 2% strongly disagreed and 8% weredisagreed.

Social media is a great and affordable asset for to drive sales and increase awareness

Marketing in social media is a great and affordable asset.

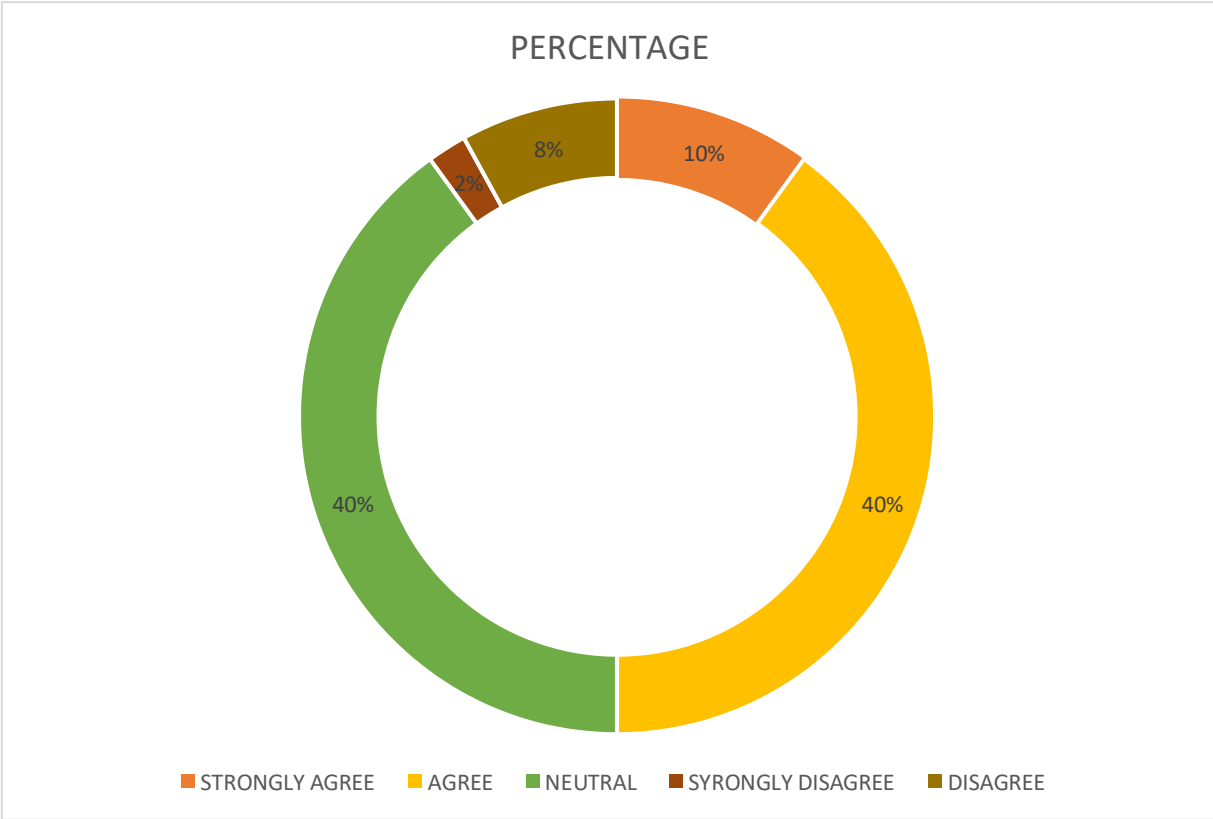


Fig: 3.3

From the above pie chart it can be interpreted that maximum numberof the respondent agreed with the statement "Marketing in social media is a great and affordable asset for Uncademy to drive sales and increase awareness".

4) "Social media marketing can increase traffic to professional website, interactions with customers and allow to make changes wherever possible." Do you agree with this statement?

SL NO	CATEGORY	NO OF RESPONDENTS	PERCENTAGE
1	STRONGLY AGREE	2	4
2	AGREE	15	30
3	NEUTRAL	25	50
4	SYRONGLY DISAGREE	5	10
5	DISAGREE	3	6
TOTAL		50	100

Table: 3.4

ANALYSIS:

From the given table 3.4, it is observed that when respondents were asked whether they find social media marketing can increase traffic to professional website 4% responded strongly agreed, 30% shown agreement, 50% neutral, 10% strongly disagreed and 6% were disagreed.

Social media marketing can increase traffic to professional website, interactions with customers.

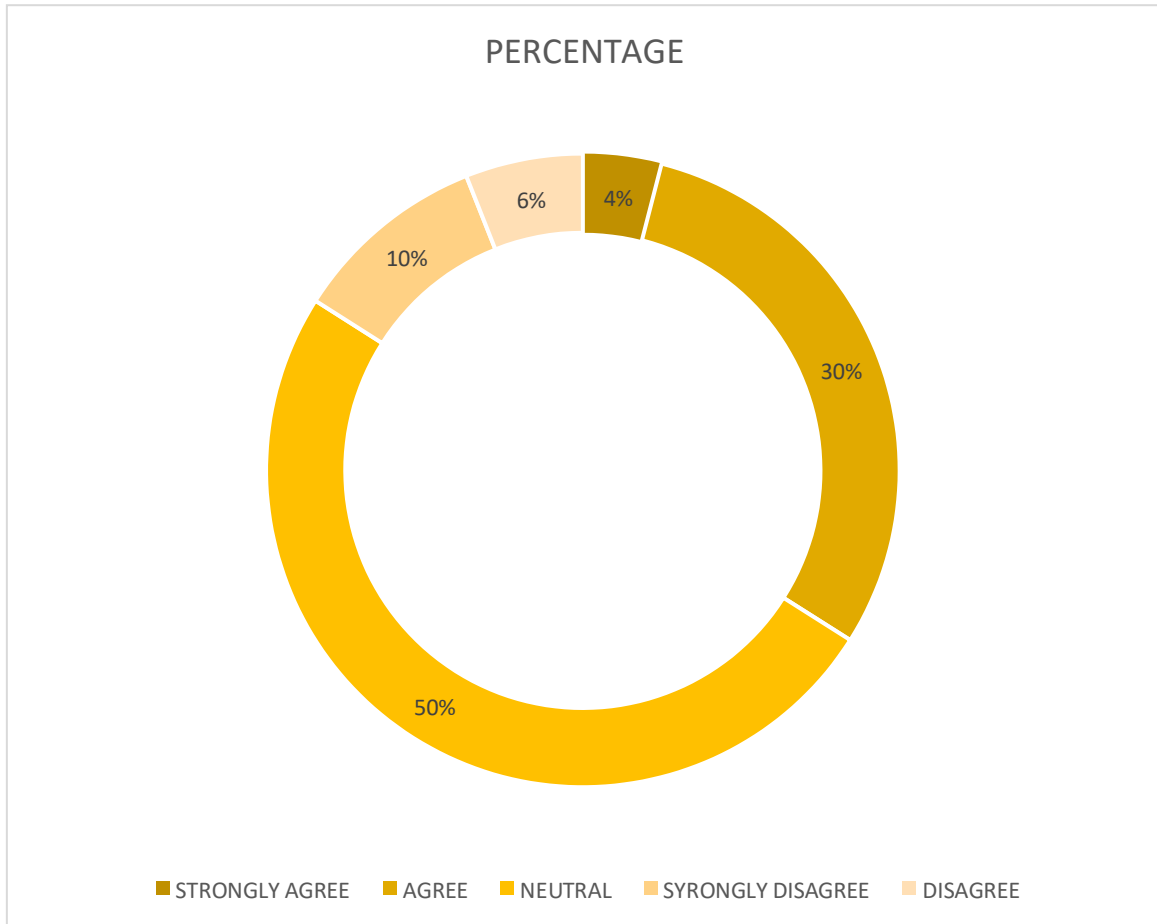


Fig: 3.4

INTERPRETATION:

To analyse further a graphical data is represented, it can be interpreted that the maximum number of respondents is 50% who thinks that social media may increase traffic to Unacademy professional website.

5) Do you think social media marketing will help the firm to find their potential customers? (Refer to question no 5 of the annexure)

Will social media marketing help the firm finding potential customer?

SL NO	CATEGORY	NO OF RESPONDENT	PERCENTAGE
1	YES	42	84
2	NO	0	0
3	MAYBE	8	16
TOTAL		50	100

Table: 3.5

ANALYSIS:

From the table 3.5, it is observed that when respondents were asked about if social media marketing will help the firm to find potential customers: 84% of them thinks that social media marketing strategies will surely help Unacademy to find their potential customers while the rest 16% of them were neutral.

Will social media marketing help the firm to find potential customers?

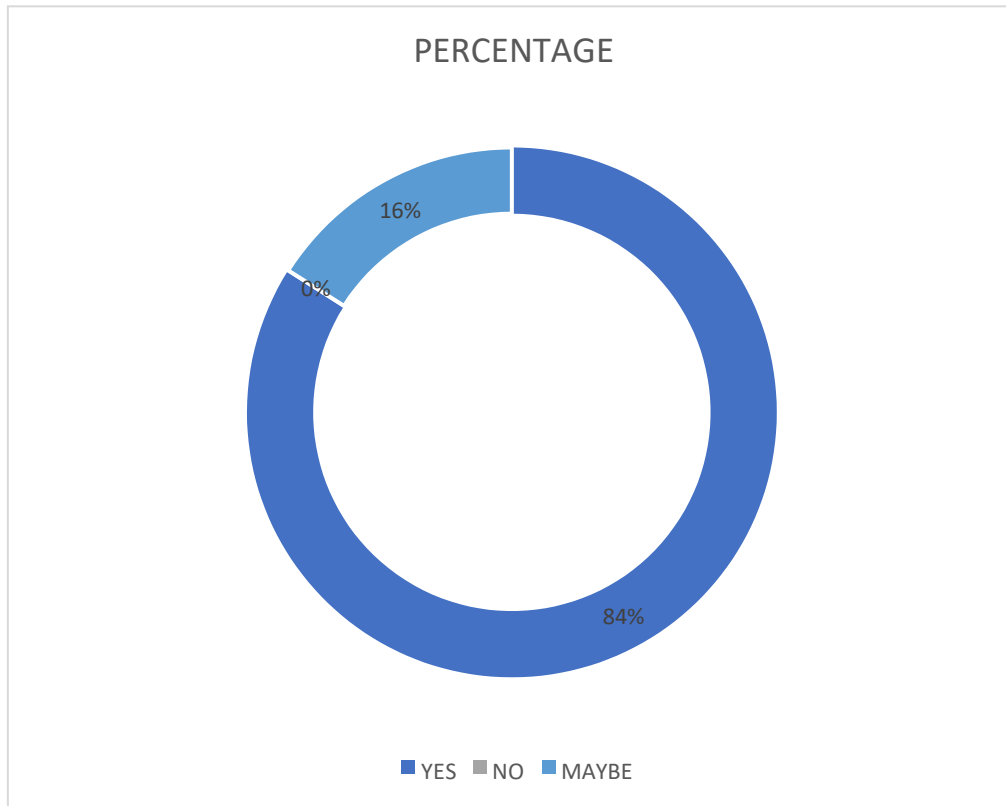


Fig: 3.5

- a) Yes b) No c) Maybe

INTERPRETATION:

From the above pie chart it can be interpreted that 84% is the maximum number of respondents who agrees that the effectiveness of social media marketing will surely finds potential customer for the firm

6) Which social media platform works best in the field of advertising?

SL NO	CATEGORY	NO OF RESPONDENT	PERCENTAGE
1	FACEBOOK	12	24
2	INSTAGRAM	20	40
3	LINKEDIN	5	10
4	TEITTER	3	6
5	YOUTUBE	10	20
TOTAL		50	100

ANALYSIS:

From the table no 3.6, it is observed that out of 50 respondents, maximum 40% of the customers believe that Instagram (social media app) platform will work best in the field of advertising for Unacademy. The other 24% believe in Facebook, 20% in Youtube, 10% in LinkedIn and 6% in Twitter.

Which social media platform works best in the field of advertising?

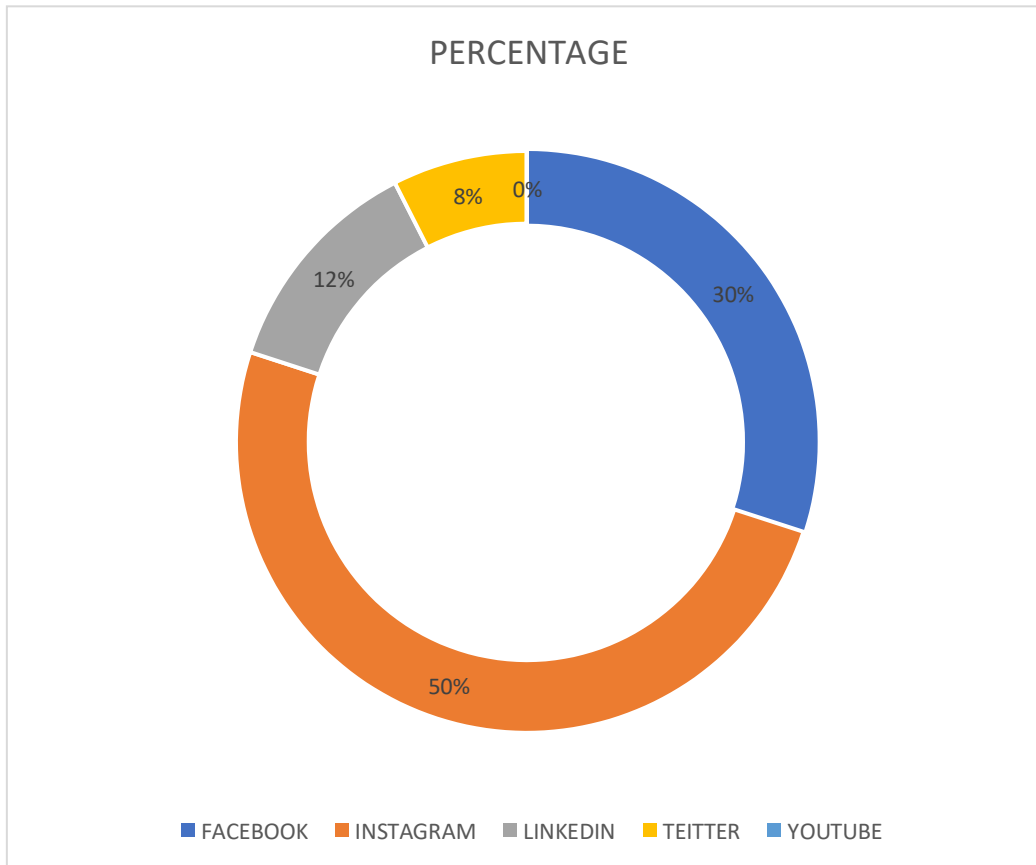


Fig: 3.6

- a) Facebook b) Instagram c) LinkedIn d) Twitter e) Youtube

INTERPRETATION:

From the above pie chart, it can be interpreted that the maximum number of respondents stated that Instagram (40%) works best in the field of advertising for Unacademy e-learning.

Sampling Technique

The research methodology used in this project to acquire data from quantitative method that is random sampling. Here the data which is collected to carry out research so primary, which was collected from a sample group of **50 students**. then the collected data is analysed and interpreted and the visualization is provided below.

DATA COLLECTION

The records is collected from resources of fifty college students certainly in form of questionnaire, as amassing number one facts through any other manner turned into past scope, so within the venture it is especially some factors and details are being analysed through which the objective of studies is fulfilled. The evaluation is split in two components for higher know-how the primary component is finished thru a few variables which have been collected via sample records. And the latter part of the analysis is performed using the statistics gathered from online evaluate systems. The variables which might be utilized in these components are specifically, market manufacturing facility, economic system, selections, blessings and knowledge.

Sample size

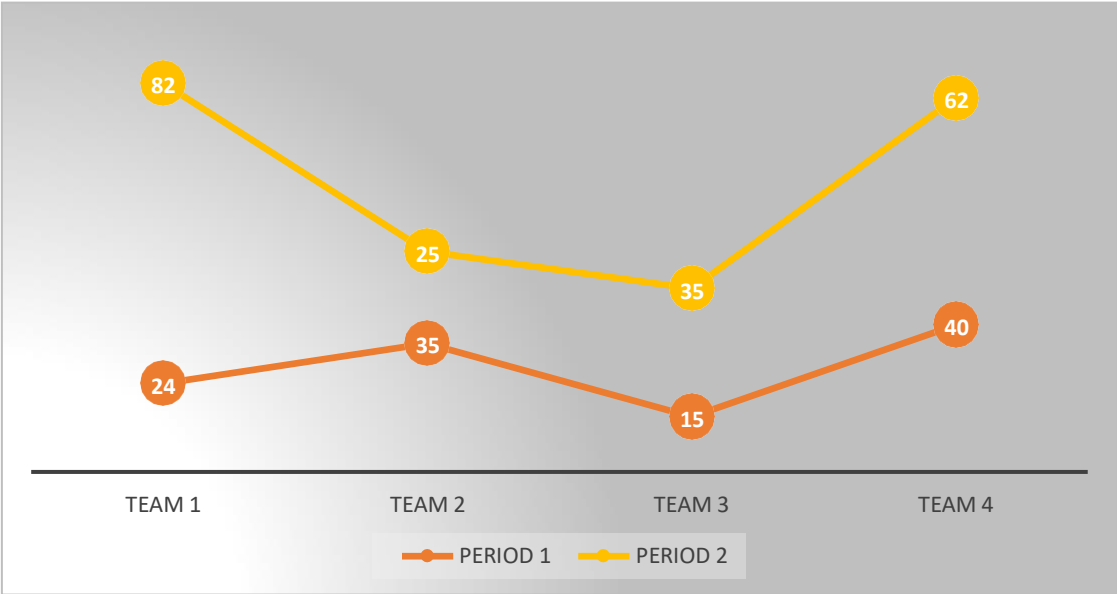
The sample size constitutes of 50 customers

Sampling technique

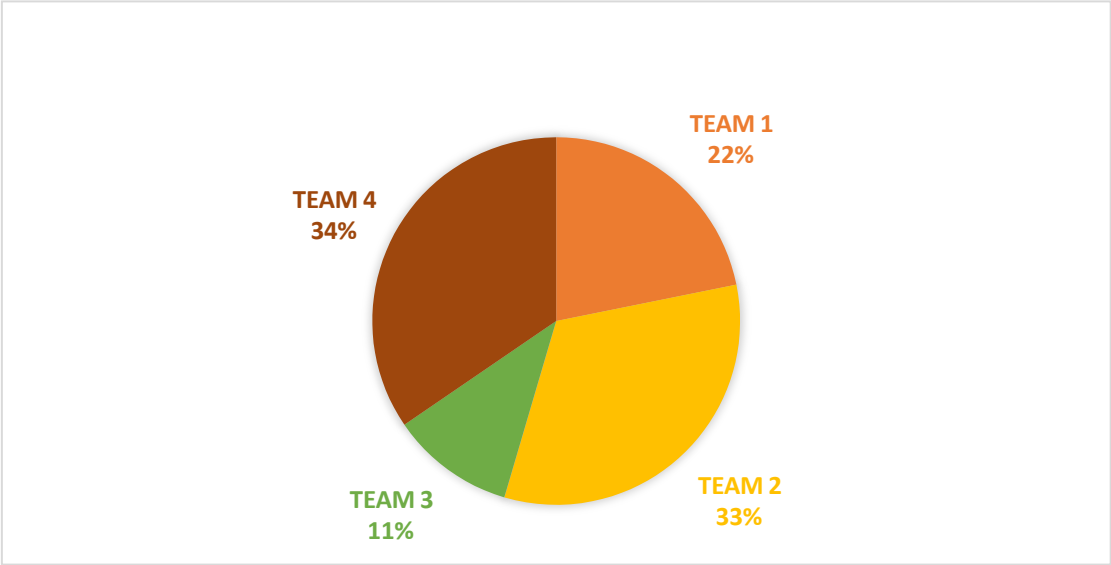
Convenience sampling technique was used to select the sample of the study.

Reasons which affect the perception of the consumer towards the organisation

Points scored.



2) According to sample survey, what makes unacademy attractive option Points scored.



SUGGESTIONS

- a) They provide excessive targets to the ones college students who are not a part of the marketfield.
- B) Courses stated on site are very steeply-priced despite the fact that the enterprise is subsidized by means of the authorities of India.
- C) Regular assembly sessions purpose troubles for the ones college students who are studying and running as properly.
- D) Even although flexible time span is referred to however to obtain goals uci has to work past working hours.
- E) Even after difficult paintings if objectives aren't carried out no certificate are provided.

Recommendation & Suggestions

From this file it could be concluded that social media presence is inevitable within the coming years. According to this file it is observed that social media is useful as a advertising device. An important reality to be kept in mind in this context is that most social networking website has a cyclic increase.

According to the survey, Facebook, LinkedIn, Instagram, Twitter and so forth clients has proved that social media is an less expensive asset for unacademy to promote, commercial, growth awareness, discover capability clients for the company, improve income and so on.

Though social media advertising caters greater recognition group of human beings and as a result can yield better results but this doesn't suggest that company must stop using conventional media. Because a few people experience that on line advertising isn't always secure as there may be greater scope of fraudulent activities, dishonest clients by way of supplying them faulty service. This will limit the danger of meeting new potentialities. Therefore, the satisfactory solution is to combine each traditional and social media for marketing. Traditional commercial like TV, radio, prints media and so on.

Thus, powerful aggregate of social media ads and conventional ads will result in higher effects and gain greater agree with from the people.

Social media can be a powerful device for any agency. It can growth visibility, beautify relationships, establish -way communicate with clients, offer a forum for remarks, and improve the awareness and recognition of the employer.

Conclusion

According to the survey Instagram is the most social networking site that purchaser came across approximately unacademy e-getting to know platform

The majority variety of clients i.E., sixty four% of respondents view that social media is the maximum sought-after approach adopted by using unschool.

The majority variety of respondents has the same opinion that social media is an lower priced asset for unschool to pressure income, boom focus, and growth traffic to unschool expert internet site.

Majority of the patron i.E., 84% of them concurs that the effectiveness of social media advertising and marketing will actually finds capacity consumer for the company.

According to the survey, customers stated that Instagram is the satisfactory social networking website online so that it will works satisfactory inside the discipline of advertising for unschool e-studying.

Majority of the consumer unearths that LinkedIn app (94%) is the most view as nice response with regards to unacademy marketing social networking site.

90% of the client favored Instagram because the most memorable social networking web sites when slogan and visuals of the advertisement are displayed.

According to the survey, 84% of the patron locate Facebook is the most attractive social networking web sites whilst provider advertisement are displayed and 88% LinkedIn as the most depended on social community.

According to the survey and analysis that most number of publications being bought through the purchaser is publications 50%. These guides have been bought by means of the encouraged of social media advertising and marketing.

Majority of the customer i.e., 70%, responded 'getting updates of recent publications and future extension is the most critical issue which encourage them to follow unacademy in social media and sixteen% is the least important factor to get access to exceptional content' now not probable motivating the purchaser to follow unacademy.

Majority of respondents sense that online advertising isn't always safe as there is greater scope of fraudulent sports (40%) followed with the aid of privateness issues (26%). These may also include dishonest customers via offering them defective gadgets, giving incorrect demonstrations

Appendix

Questionaries

Dear Unschool,

I am a student of GALGOTIAS UNIVERSITY, GREATER NOIDA. need to undergo a project on "Report on Marketing Strategies of unacademy". I request you to kindly fill the questionnaire below and I assure that the data generated will be kept confidential.

Occupation:

Gender:

Male

Female

Age:

Under 18

18-21

Y 22-30

Y 30+

1. From which social networking site did you come across about UNACADEMY e-learning platform?

Y Facebook

Y Twitter

Y Instagram

Y Linked In

Y Others

2. Do you think social media is the most sought-after method adopted by UNACADEMY in the field of marketing, advertising, brand

Y Yes

Y No

Y Maybe

3. "Marketing in social media is a great and affordable asset for UNACADEMY e-learning to drive sales and increase business awareness." Do you agree with this statement?

Y Strongly agree

Agree

Neutral

Disagree

Strongly disagree

4. "Social media marketing can increase traffic to professional website, interactions with customers and allow to make changes wherever possible." Do you agree with this statement?

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

5. Do you think social media marketing will help the firm to find their potential customers?

Yes

No

Maybe

6. According to you which social media platform works best in the field of advertising for UNACADEMY e-learning?

YouTube

Instagram

Facebook

Linked In

Twitter

Answer YES or NO in the appropriate cells given below: (The questions mention below. is related to unschool social media advertising).

	Facebook	Instagram	LinkedIn
On which social networking site do you have positive feeling/reaction towards UNACADEMY advertising displayed on it ?	Yes/No	Yes/No	Yes/No
On which social networking sites the	Yes/No	Yes/No	Yes/No

visuals and slogans of the advertising displayed are memorable?			
On which social networking site do you find the service advertisement displayed attractive?	Yes/No	Yes/No	Yes/No
On which social media site do you trust the advertisement displayed?	Yes/No	Yes/No	Yes/No

8. How many courses have you purchased currently influenced by advertisement on social media?

- Y 1 course
- Y 2 courses
- Y 3courses
- Y 4 courses
- Y More than 5 courses

How important the following factors given below are to motivate you to follow UNACADEMY on social media?

	Most important	Important	Least important	Not important
To stay Inform about activities of the organizations				
To get updates on their new courses and its future extension				
To get excess to exclusive content				
To interact (share ideas, provide feedback)				
To be aware of offers available				

11) What loopholes or drawbacks do social media carry over traditional marketing tools? (Tick only one, which is more prominent according to you)

More Susceptible

Privacy Issue

More scope for fraudulent activities

Often interrupting

Lack demonstration.

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