

NAVIGATING THE DIGITAL LANDSCAPE INDIA

Austrade commissioned Ernst & Young to investigate India's digital landscape, and conduct a comprehensive review of digital channels and touchpoints in India among student cohorts. The following infographic presents a summary of findings showing how Indian students consume information within the digital landscape.

Demographics

Users

310 million active social media users

23% of population

290 million access social media on mobile devices

21% of population

Like Comment

Age

13-17 - 4.3%

18-24 - 17.5%

25-34 - 18.5%

44-54 - 5.75%

55-64 - 2.35%

65+ - 0.6%

Gender



78%

22%

Gateways to information

The Indian population is amongst the top internet consumers in the world.

32%

Search engine

24%

Discussion forums

18%

News apps

12%

Sector websites

9%

Government websites

Key Findings

- A combination of user generated content and branded content receives maximum engagement
- Search engines and key word optimisation is vital for attracting traffic
- Having a presence within education portals and discussion forums is important

Evolution of digital marketing in India

The digital media and advertising industry in India has shown both rapid and consistent growth in recent years.

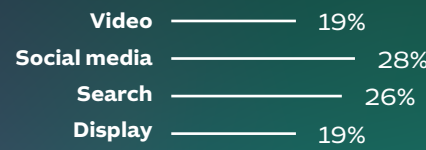
1

30%

digital industry growth through mobile, video and social media channels

2

Most popular channels for digital investment



3



Consumer shift to mobile

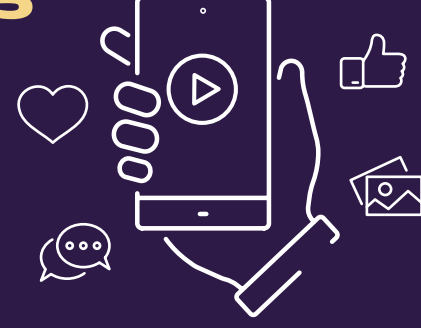
Increased smartphone usage via 4G and affordable data

4

Higher response rate for regional content (Indian languages)

with a 60% increase in consumption of Hindi content

5



Mobile usage and video content increased through personalised and targeted content

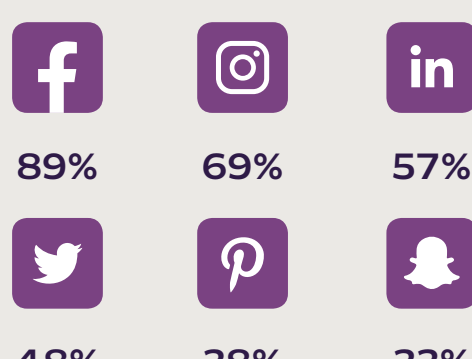
Social media as a digital channel

Social media is a key platform to connect brands with audiences.

Top trends

- Video content driving traffic
- User generated content
- Chatbots and instant messaging
- Live streaming
- Influencer marketing
- Instagram stories

Popular channels



Content Preferences

75%

Video and stories

56%

Memes

45%

Current affairs

44%

Self help

33%

Industry based

25%

Brand offer

Digital touchpoints for students

While external factors play a vital role, an education institution's website has the greatest impact on a student's final destination choice.

Undergraduate students

- University website and local counsellors hold influence
- Eye-catching content encourages greater brand recall
- Instagram engages young people with differentiated content
- WhatsApp and Google support group conversation and knowledge sharing

Post-graduate students

- University website holds influence
- Digital content are highly used for information gathering
- Google often the first digital channel for research
- Sponsored content receives maximum engagement
- Youtube and Facebook support brand perceptions and allow prospective students to interact

Professional development

- University website holds influence
- Digital channels support research and networking
- Review and discussion blogs offer insight and real-life experiences
- Quora used to refine and adapt searches
- Validate information and recommendations via Google and YouTube

Increasing student engagement

To improve brand awareness for your education institution, focus on:

Using key platforms

Google

- Large scale audience reach
- Brand visibility and recall
- Versatile tools and offerings

facebook and YouTube

- Enhancing outreach
- High engagement
- Targeted content

1



2

Content

- Review and discussion forums
- Original content including user generated
- Articles, blogs and videos

3



Messaging

- Fresh and relevant content
- Engagement oriented
- Catchy and unique messaging

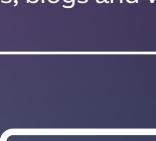
4



On-campus engagement

- YouTube showcases
- Short lecture series
- Interactive animated content

5



Video content

- Student focused stories
- Insight driven content
- Interviews and testimonials with students

6



Public opinion

- Institute's values
- Community engagement
- Connect with students on a deeper level