

---

## **Social Media Marketing - Student Admission in Higher Education**

**Jayant Shimpi<sup>1</sup> and Sagar O. Manjare<sup>2</sup>**

<sup>1</sup>Research Scholar, VIT Bhopal University, Bhopal, India.

<sup>2</sup>Principal, Siddhant College of Management Studies, Pune, Maharashtra, India.

**CITATION:** Shimpi, Jayant and Manjare, Sagar O. (2019), "Social Media Marketing - Student Admission in Higher Education", *MERC Global's International Journal of Management*, Vol. 7, Issue 2, pp. 174-179.

**ARTICLE HISTORY:** Submitted: January 06, 2019, Revision received: January 26, 2019, Accepted: January 14, 2019

**ARTICLE TYPE:** Review paper

### **ABSTRACT**

*Online life, showcasing is a groundbreaking path for organisations of all sizes to achieve prospects and clients. Your clients are now collaborating with brands through web-based social networking, and in case you're not talking specifically to your group of onlookers through social stages like Facebook, Twitter, Instagram, and Pinterest, you're leaving behind a noteworthy chance! Rarely displaying by means of online systems administration media can get ahead of on the conspicuous realization of your business, assembling submitted brand advocates and in spite of dynamic leads and arrangements. This paper is an attempt to comprehend the utilisation of social media (SM) showcasing in the higher education institutions (HEIs) in India.*

**KEYWORDS:** Social media, Whatsup, Facebook, Marketing, Students, Admission, Higher Education.

### **REFERENCES**

1. Argyris, Young Anna and Kafui Monu (2015), "Corporate Use of Social Media: Technology Affordance and External Stakeholder Relations", *Journal of Organizational Computing and Electronic Commerce*, Vol. 25, Issue 2, pp. 140-168.
2. Asderaki, F. and Maragos, D. (2012), The internationalisation of higher education: The added value of the European portals and social media pages for the national and the institutional internationalization strategies, International Conference on Information Communication Technologies, pp. 498-510.
3. Aula, Pekka (2010), "Social media, reputation risk and ambient publicity management", *Strategy & Leadership*, Vol. 38, Issue 6 pp. 43- 49.
4. Ausserhofer, Julian and Axel Maireder (2013), "National Politics on Twitter: Structures and Topics of a Networked Public Sphere", *Information, Communication & Society*, Vol. 16, Issue 3, pp. 291-314.
5. Barnett, Julie and Glynis, Breakwell (2003), "The Social Amplification of Risk and the Hazard Sequence: The October 1995 Oral Contraceptive Pill Scare", *Health, Risk & Society*, Vol. 5, Issue 3, pp. 301-313.
6. Brooker, Phillip; Julie, Barnett and Timothy, Cribbin (2016), "Doing Social Media Analytics", *Big Data & Society*, Vol. 3, Issue 2, pp. 48.
7. Erdoğan, İ. And Çiçek, M. (2012), "The impact of social media marketing on brand loyalty", *Procedia-Social and Behavioural Sciences*, Vol. 58, pp. 1353-1360.
8. Gecti, F. and Dastan, I. (2013), "The Impact of Social Media-Focused Information & Communication Technologies on Business Performance via Mediating Mechanisms: An Exploratory Study on Communication and Advertising Agencies in Turkey", *International Journal of Business and Management*, Vol. 8, No. 7, pp. 106-115.
9. Hunt, K.G., (2010), "Finders Keepers: Social Media Strategies Help Find Top Talent", *Journal of Property Management*, Vol. 75, Issue 6, pp. 36.
10. Kaplan, Andreas and Haenlein, Michael (2010), "Users of the world, unite! The challenges and opportunities of social media", *Business Horizons*, Vol. 53, No. 1, pp. 59-68.
11. Kare-Silver, M. (2011), *E-shock 2020: how the digital technology revolution is changing business and all our lives*, Palgrave Macmillan, New York.
12. Kietzman, J. H.; Hermkens, K.; McCarthy, I. P. and Silvestre, B. S. (2011), "Social media? get serious! Understanding the functional building blocks of social media", *Business Horizons*, Vol. 54, Issue 3, pp. 241-251.