Leveraging Social Media Marketing to Promote Your University by Stella Richard

Article published on May 2nd 2012 | College

The onset of web development owes a hand of prosperity and e to professional bodies all over the world. Over and above that, the emergence of social media marketing has equipped every corporate with a formidable weapon to promote themselves to audiences in all parts of the planet. Not only corporate institutions, but also educational bodies have employed Social Media Marketing as a technique to reach out to its audience. Vancouver College and many others; have availed to SMM to promote their programs to prospective students and their parents alike.

What is Social Media Marketing?

SMM is an integral part of Internet Marketing and is the most utilized form of media today. This very tool of communication has made the world a smaller place. It brings people from various backgrounds and countries together. They help companies to promote themselves through various media such as videos, social sites and interact with their appropriated target audience.

SMM has its advantages

Taking advantage of the tools endowed by Social Media Marketing, educational bodies have started adopting strategies to promote their respective universities online. Various universities have blogs, fan pages and Twitter handles on Facebook, Twitter and Linkedin; the portals where most internet users hangout day in and day out.

The virtue of SMM is that it is has captivated a large number of members and it is rather cost effective. Universities market their extracurricular activities, student rewards and acknowledgements through Social websites. This in turn, has driven a great deal of traffic to their personal websites and blogs etc. This traffic has further effected the enrolments and generation of leads.

Universities are also using these marketing strategies to stiffen and strengthen their brand names. Brand development holds a lot of importance in todayâ€™s day and age, educational bodies are not leaving a single stone unturned to make their presence felt and established. Bolstering the Universityâ€™s personality and prospering its deeds, history and achievements online, has attracted more students.

The fight of Universities

Simply marketing your university is not enough. Therefore, various means of media and communication are being strained and used to no end. With the progress of media, innovative ideas stream in to promote brand names.

The fight to acquire the best and most ingenious tactics of marketing and advertising is still ongoing. The unstoppable usage of SMM as a tool has compelled Universities and strategists to discover newer ways of promoting their programs.

The conventional means of communication are being used to a great extent too. But, the pragmatic outlook and utility of Social Media Marketing are invincible, which have attracted a number of educational institutions. The appeal of Internet has captured a large number of consumers. It has come to become one of the most appropriated mediums.

Article Source:
http://www.articleside.com/college-articles/leveraging-social-media-marketing-to-promote-your-university.htm - Article Side

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Article Keywords:
Vancouver College, Tourism School, Business Courses, Tourism Careers

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