

Cost-Benefit Analysis of Graphic Designing in Digital Marketing in the Academic Sector

Shikha Gambhir¹, Aditya Sharma²

¹Research Scholar, TMIMT, Teerthanker Mahaveer University, Moradabad, INDIA, shikhag.computers@tmu.ac.in

²Professor, Management, Teerthanker Mahaveer University, Moradabad, India

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Abstract: This paper focuses on the importance of effective visual content used by digital marketing to deliver cost benefits to educational institutions and the use of various tools to facilitate and improve its creation. Graphic design is an essential element of digital marketing and is used as an important part of content strategy. It is included in many elements of marketing strategy. Visual content increases user awareness of existing brands and makes it easier for users to engage with the organization. Social media is one such tool in marketing strategy, which is becoming a powerful factor in education, because most of the students like to be on social media and that is why social media allows students to exchange ideas and knowledge. It is also transforming the educational experience and improving the delivery of educational programs. Digital marketing has had a major impact on higher education, connecting and engaging with audiences. Digital advertising has more flexibility and variety, and visual communication design is an important way to improve it. Digital marketing is an important part of every business, especially in the education sector, where the target audience has instant access to information. Distribution techniques are important for attracting potential buyers, such as graphic design, unique distribution and selection of interesting images. The goal of this paper is to consider previous research work of various researchers in the field of digital marketing, compare them, include some innovative inputs and find out the best way to use graphic designer tool in digital marketing which enhances not only the outcomes of academia but also its brand image.

Introduction: India's growing internet user base has significantly impacted digital marketing, enabling businesses to reach a wider audience and engage with customers. With an expected 511.89 million users by 2022, India is the second-largest online market globally. Digital marketing channels include SEO, social media, email, influencer, affiliate, display advertising, video, and mobile. This research study examines how students use digital media and its impact on university choice in India.

Objectives: to examine the function of visual material in educational institutions' digital marketing, evaluate how it affects engagement and branding, and find useful graphic design tools to improve academic performance and brand perception.

Methods: Graphic visualization and digital marketing can significantly improve a professional institution's brand image through strategies like creating a strong visual identity, designing a user-friendly website, using social media graphics, creating visually appealing content, infographics, and using visual branding storytelling. Graphic design is essential for brand design, product and package design, and visual communication in digital marketing. Qualitative descriptive research, while less theoretical, does not qualify as a grounded theory due to its lack of theoretical content.

Results: Graphic design is a vital component in digital marketing, supporting visual

branding, website design, social media graphics, advertising, email marketing, landing pages, and conversion optimization. It establishes a brand's visual identity, creates persuasive content, and aids in decision-making and communication. By integrating design and marketing, educational institutes can improve outcomes and outcomes by identifying and addressing problem spaces.

Conclusions: Technology has influenced students' pragmaticity and quality, leading to a rise in demand for digital marketing. Graphic design components are crucial in digital marketing, improving perceptions and affecting institute costs. By showcasing appealing designs through online media, target audiences can make informed course choices. This work aims to implement the best digital marketing tools for promoting and executing academic activities in institutions.

Keywords: Graphic design, Digital marketing, Academia, Social Media, Higher Education

1. Introduction

India's growing internet user base has had a significant impact on digital marketing. Due to the substantial increase in internet usage, businesses now have a huge array of online engagement and communication options. The increase of internet users in India has had the following effects on digital marketing:

Enhanced Reach: Businesses have access to a larger customer base thanks to the sizeable and expanding online population. They can increase their reach and market their goods or services to a wider audience since they can more successfully target particular demographics and geographic areas.

Enhanced Targeting: Due to the growing user base of the internet, businesses now have access to a lot of user data that they can use to better focus their marketing campaigns. To generate tailored and targeted marketing efforts, they might make use of demographic data, surfing habits, and social media preferences.

Social Media Influence: Internet users in India are increasingly using social media platforms. Businesses use these channels to engage customers, grow brand recognition, and interact with their audience. The possibility for organisations to effectively use social media marketing methods increases with the number of internet users.

E-commerce Growth: The expansion of India's e-commerce sector has been made possible by the increase in internet users. As more customers feel at ease making purchases online, businesses now have more chances to market their goods and services online. For e-commerce enterprises, digital marketing is essential for increasing traffic, generating leads, and turning those leads into sales.

Mobile Advertising: In India, mobile internet usage has increased dramatically as a result of the widespread use of smartphones and low-cost data plans. A greater emphasis is now being placed on mobile marketing and advertising tactics as a result of this shift. Businesses make sure that their messages effectively reach the increasing number of mobile internet users by optimising their digital marketing campaigns for mobile devices. It's crucial to remember that these conclusions are based on data that was available as of September 2021, and that the environment of digital marketing is continually changing. It is advised to consult recent publications and research in order to stay current

with the most recent statistics and trends surrounding the effect of internet users on digital marketing in India.

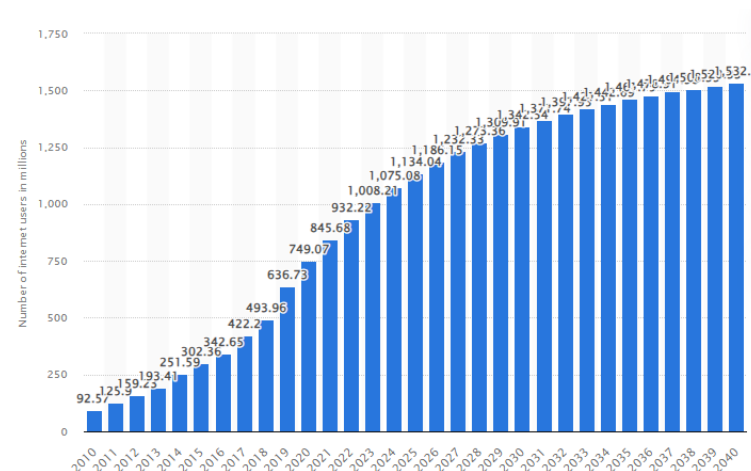


Fig 1: Number of internet users in India from 2015 to 2022 (in millions)

The number of internet users in India from 2015 to 2022 is shown in this figure. 331.77 million people in India used the internet in 2017. In 2022, this number is expected to increase to 511.89 million users of the internet. India is currently the second-largest online market in the world despite its unrealized potential. The majority of internet users in India use their mobile phones to access the internet, taking advantage of the less expensive alternatives to costly landline connections that demand desktop PCs and equipment. India had 320.57 million mobile phone internet users as of 2016, and predictions indicate that country would have 492.68 million by 2022.

The most well-known type of marketing is traditional marketing. Promotion of goods or services is accomplished through traditional marketing. (Situmorang et al., 2019) The method of marketing goods and services to consumers using digital means is known as digital marketing, on the other hand. Digital marketing is created using a variety of factors. Electronic devices are used in every sort of operation. The following are the key components:

Author	Title	Digital Marketing Communication	Finding
(Lockett, 2018)	Online Marketing Strategies for Increasing Sales Revenues of Small Retail Businesses	Online Advertising	This case study examines small retail leaders in California's online marketing strategies, focusing on social media platforms, challenges, content, and follow-up strategies. The study highlights potential for increased revenue, competitiveness, and improved

			communication.
(Sabba gh, 2021)	Email Marketing: The most Important Advantages and Disadvantages	Email Marketing	Email marketing in e-commerce offers benefits and challenges, enabling high-quality electronic messages, increased sales, and efficient customer targeting.
(Paquette, 2013)	Social Media as a Marketing Tool: A Literature Review	Social Media	Social media marketing allows retailers to reach a wider audience, providing a personal channel for user-centered networking and interaction. Businesses must adapt their communication strategies to effectively use social media in line with their business plan.
(J & Varma, 2020)	A Study on the Importance of Blog in Digital Marketing	Blog	Digital marketing is a growing trend, with Business Blogging being a crucial strategy. This strategy can increase leads by 67%, increase ROI by 13 times, and generate 97% more website links. Companies are now embracing business blogging as it is crucial for SEO.
(Suresh et al., 2018)	A study on impact of an affiliate marketing in e-business for consumers' perspective	Affiliate Marketing	Affiliated marketing is an online marketing technique where publishers promote businesses through advertisements on their websites, earning rewards for sales generated. It integrates with advertisers, publishers, and consumers, with advertisers selling products and publishers promoting them.
(Patil Swati et al., 2013)	Search Engine Optimization: A Study	Search Engine Optimization (SEO)	As the web's popularity rises, search engines prioritize top-ranked pages, making SEO a crucial task for website development. However, black hat SEO techniques can mislead search engines and increase page ranking higher than deserved. This paper discusses search engine page rank algorithms, SEO techniques, and black hat SEO

		techniques.
(Kapoor et al., 2016)	Pay Per Click- An innovative Advertising tool	Pay Per Click (PPC) Instead of "earning" those hits organically, this strategy uses search engine advertising to drive traffic to a website. Both marketers and searchers benefit from pay per click. Given the lower prices and higher interaction with goods and services, it is the most effective way for a business to market.

To reach and interact with your target audience, a variety of digital marketing channels and tactics can be used. Here are a few typical:

Search Engine Optimization (SEO): SEO enhances website visibility, organic search rankings, and relevance to users by optimizing structure, content, and technical aspects. SEM involves paid search engine advertising, primarily PPC, with Google Ads being a popular platform for displaying ads on search engine results pages.

Social Media Marketing: Social media platforms enable engagement, brand awareness, traffic, and leads through organic content, paid campaigns, and influencer partnerships.

Blog Marketing: Content marketing involves creating and sharing valuable, relevant, and informative content to attract and engage target audience, establishing thought leadership, and nurturing relationships.

Email Marketing: Email marketing targets subscribers, sends targeted messages, nurtures leads, sends newsletters, promotes offers, and maintains audience contact through personalization and segmentation. **Influencer Marketing:** Influencer marketing involves collaborating with influential individuals to tap into their audience and promote products or services.

Affiliate Marketing: Affiliate marketing is a performance-based model where affiliates earn commissions for driving traffic or sales to your website through unique links.

Display Advertising: Display advertising boosts brand visibility, traffic, and awareness on websites, apps, and social media platforms.

Video Marketing: Video marketing promotes brands, products, or services through engaging content on social media, websites, and YouTube platforms.

Mobile Marketing: Mobile marketing targets and engages users through optimized websites, apps, SMS, and location-based strategies.

Depending on goals, audience, budget, and resources, digital marketing strategies frequently integrate numerous media to efficiently reach and engage target audiences. The field of digital marketing is

highly diverse. It follows that when someone mentions digital marketing, they're also likely to be discussing technology, social media, current events, business, advertising, and the online community as a whole. (Buhl-Wiggers et al., 2023) The development of this technology is a tangible example of the phenomena where customer behaviour has changed recently. (Morgan et al., 2019) The demands and desires of consumers should be met more swiftly and practically. It's like an epidemic, and modern civilizations are starting to notice it as a new trend.



Fig 2: digital marketing tools

Finding out how students use digital media and, more especially, what role the media plays in the decision-making process of choosing a university, is a crucial aspect of this research work. In this study, large academic institutions in India that are actively managing institutional digital marketing media are being examined.

2. Objectives

The purpose of this study is to examine the value of strong visual material in digital marketing as well as the financial advantages it offers educational institutions. It aims to examine how visual design, a fundamental component of content strategy, may improve user engagement and brand recognition. The study also looks at how digital marketing tools, especially social media, enhance the educational process and promote knowledge sharing. This study aims to determine the best use of graphic design tools in digital marketing to improve academic performance and fortify educational institutions' brand image by analysing previous studies and incorporating fresh perspectives.

3. Proposed Methodology & Methods

Combining graphic visualization and digital marketing can be a potent strategy for enhancing a professional institution's brand image. Here are some examples of how graphic visualization can be used in digital marketing campaigns to improve brand perception:

Logo and Visual Identity: For brand differentiation and identification, a strong visual identity is essential. The core of your institution's brand is developing an eye-catching and memorable logo. It ought to be consistent with the institution's goals, character, and values. Additionally, brand aspects that maintain coherence across numerous digital platforms, such as colour schemes, typography, and visual style guidelines, can be designed using graphic visualisation.

Website Design: For professional institutions to build credibility and interact with their audience, a well-designed website is crucial. It is possible to design a user-friendly and aesthetically beautiful website interface using graphic visualization. Images, symbols, infographics, and videos are visual components that can be carefully used to convey the institution's important themes, highlight accomplishments, and provide a visually appealing user experience.

Social Media Graphics: Social networking sites give you the chance to establish more personal connections with your target market. To produce aesthetically appealing social media graphics, such as cover images, profile photographs, post designs, and infographics, graphic visualization can be used. These images can be used to deliver informative content, reflect the institution's brand personality, and increase followers' interest and engagement.

Visual Content Creation: Visual content, including pictures and films, may be a powerful method to describe your institution's mission and highlight its services. To produce eye-catching graphics that complement the visual identity of your brand, use graphic visualisation. This can be done by making videos that emphasise the institution's resources, academic staff, and student experiences, or by posting visually appealing photos that encapsulate the institution's core principles and accomplishments.

Infographics and Data Visualization: Infographics are useful tools for presenting complicated data and information in a visually appealing and understandable way. You can produce visually beautiful infographics that convey facts, research findings, or instructional material relevant to the area of study at your university by employing graphic visualization techniques. This can assist establish your institution as a leader in the field and improve its standing.

Digital Advertisements: For the creation of effective digital advertisements, graphic visualisation is essential. Attention-grabbing images can improve the appeal of your ads and boost click-through rates, whether they are display ads, social media ads, or search engine ads. Create visually striking visuals that support your brand and successfully communicate your institution's unique value offer.

Visual Brand Storytelling: Using visual storytelling to emotionally engage your audience and make a lasting impact may be quite effective. You can create visually captivating tales that highlight the journey, successes, and effect of your institution by using graphic visualisation approaches. This can be accomplished through interactive visual narrative formats, image galleries, or movies that appeal to and engage your target audience.

Visual communication using visuals to convey information or messages as effectively as feasible is known as graphic design. Text is seen as an image in graphic design since it is created through the abstraction of sounds. Graphic design encompasses all aptitudes in the fields of typography,

illustration, photography, image processing, and layout. In digital marketing, graphic design functions as brand design, product and package design, and visual communication.

The brand design could assist businesses in developing pictures that are unified across diverse commercial endeavours and convey communicative meanings for varied product services. You must continue to pay attention to the product and packaging design. You don't have salespeople who are able to communicate with all potential customers. It's time for your packaging to communicate to potential customers when they browse and compare your products. Your message's or content's reading appeal will rise with the use of visual communication. Through your company's communication tools, such as brochures, partners, websites, or business cards, people frequently give the first impression of your organization. Prospective customers' reactions will depend on the graphic design's quality.

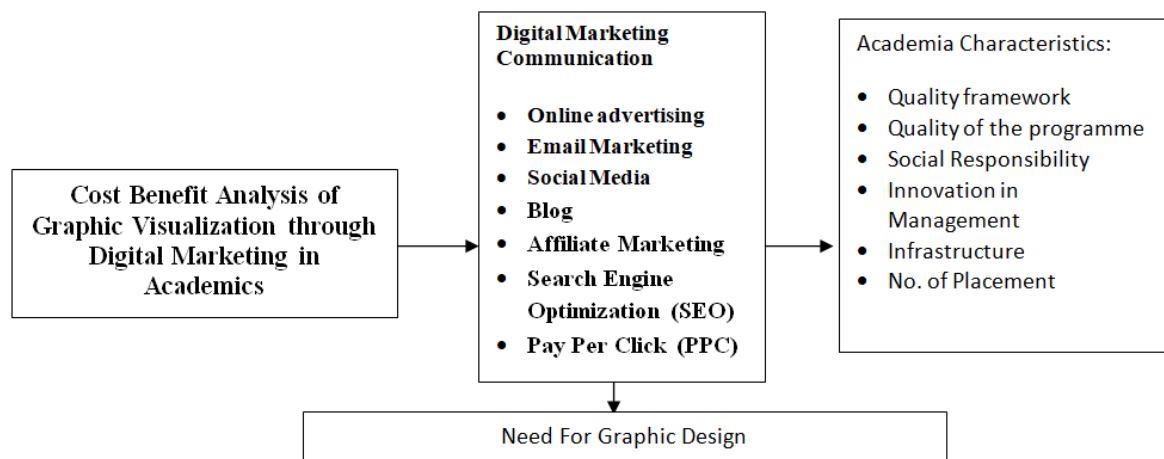


Table 1. Work Flow

The literature review approach used in this essay is a qualitative descriptive analytical design. A reference theory that is applicable to the situation being studied should be sought out while doing a literature review. Research that has already been published in the pertinent international publications served as the foundation for this essay. Secondary data from publications, the internet, and earlier research reports were used to complete this study. (Akeel & Gubhaju, 2020) The objective when conducting qualitative descriptive research is to provide a thorough summary of certain events that people or groups of people have experienced. According to some experts, there is no such category for qualitative design. Unfortunately, this has made other researchers feel as though they must defend their research technique by giving it "epistemological credibility," especially those who are new to the methodologies of qualitative research. As a result, numerous research investigations have been classified as phenomenology, grounded theory, or ethnography even if they did not adhere to the standards of these qualitative methodologies. Of all the qualitative research methods, qualitative descriptive studies have the least "theoretical" content. Furthermore, when compared to other qualitative methodologies, qualitative descriptive investigations are the least constrained by an established theoretical or philosophical commitment. Examples of distinct methodological frameworks that developed from certain academic traditions include phenomenology, grounded theory, and ethnographies. Comparatively, naturalistic inquiry, which claims a dedication to studying something

in its natural state to the extent that is feasible within the framework of the research arena, tends to be drawn from for qualitative descriptive investigations. As a result, there is no pre-selection of the study factors, no manipulation of the variables, and no prior commitment to any one theoretical understanding of a given phenomenon. Despite being distinct from the other qualitative research designs, qualitative descriptive studies could share some characteristics with them. In other words, a qualitative descriptive study may have undertones of a grounded theory because it continuously compared the data. A qualitative descriptive study does not, however, qualify as a grounded theory because it does not develop a theory based on the data that were collected.

4. Results

The associations between design and marketing are challenging in their own rights due to the different approaches of design and marketing. In this section it is being considered, how better integration can be reached as depicted by table 2

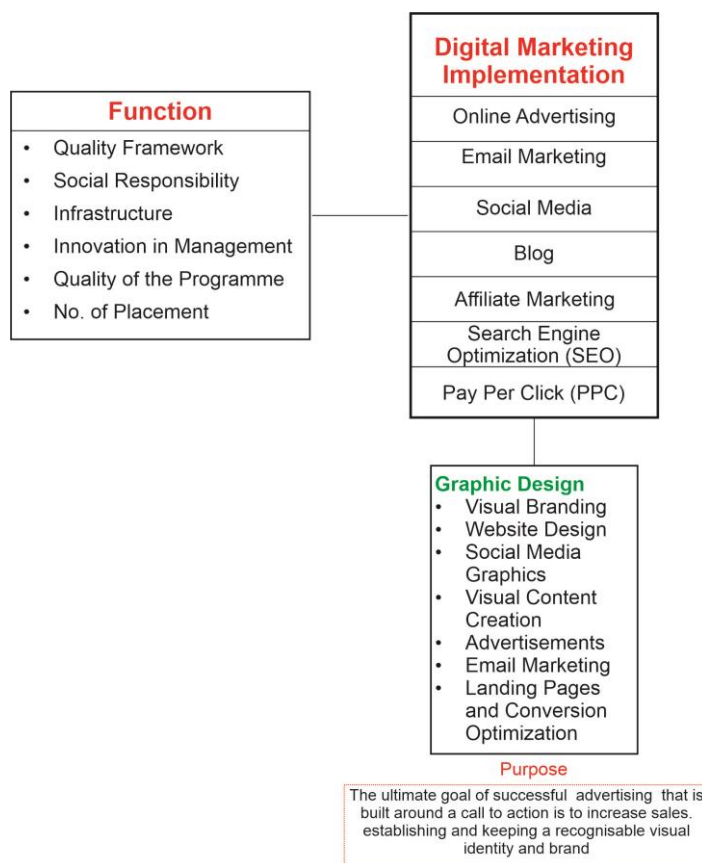


TABLE 2. FUNCTIONS OF MARKETING AND DESIGN

In digital marketing, graphic design is essential. Here are some ways graphic design supports online advertising:

Visual Branding: Graphic design aids in establishing and reinforcing a brand's visual identity across various digital channels. A recognizable brand identity is created by design components including logos, colour schemes, typography, and visual styles that connect with the target market.

Website design: Creating aesthetically appealing and user-friendly websites requires the use of graphic design. To create a great user experience, designers focus on the layout, navigation, and general aesthetics, which increases engagement and conversions.

Social media graphics: Producing interesting and shareable material on social media platforms requires effective graphic design. For social media posts, graphics, photos, and infographics can help draw attention, communicate ideas, and encourage user involvement.

Advertisement: In order to create engaging and persuasive digital commercials, graphic design is essential. Static banner ads, animated display ads, or social media ads—all require well-designed images to capture the audience's attention and effectively convey the advertising message.

Email marketing: The creation of aesthetically pleasing and polished email newsletters and marketing campaigns relies heavily on graphic design. Templates, graphics, and call-to-action buttons are design components that help increase the email's visual impact and engagement rates.

Landing Pages and Conversion Optimization: Graphic design helps produce aesthetically appealing
Visual Content Creation: Graphic design is essential for creating various types of visual content, including images, illustrations, infographics, and videos. Compelling visuals help convey information, tell stories, and engage the audience, improving the effectiveness of digital marketing efforts.

In general, graphic design improves the professionalism, visual appeal, and efficiency of digital marketing efforts of professional institutes. It aids in making brands stand out, delivering messages clearly, and engaging with their target market, ultimately resulting in improved results and attaining marketing goals for education institute.

5. Discussion

Improved information and knowledge that goes into decisions and designs is one of the benefits of improved integration. First, there is the question of contradictory realities. An analytical approach to marketing has a long history (Lockett, 2018). A plan is developed after information is gathered, evaluated, and usually verbally and analytically documented. On the other side, design prepares the ground for a visual representation of the problem space. Additionally, markets and consumers can be portrayed visually through mood boards, use cases, and images of customers who are unhappy with the available solutions. This gives the marketing decision more reality and offers more potential alternatives that can be kept in mind at a given moment. A group of decision-makers will also communicate better since they can identify issues and provide solutions rather than only describing them. This may indicate that a superior choice will be made. The focus of this stimulus is on how visual marketing techniques influence their decision to purchase academic products. On digital marketing, the visual elements are referred to as graphic design. (Li, 2021) People may quickly recall and recognise the visual designs that are used in any digital marketing medium, including websites and social media.

Students have become more pragmatic as a result of technology's effects, and it has also enhanced the quality of the items provided. Demand for digital marketing is rising. A strategy for distributing these offers should also be created. Sleek but practical As a result, graphic design components are significant features that can be used in digital marketing. (Ameen et al., 2015) Additionally, it

improves people's perceptions about the institute, which has an impact on the institute's cost. Target Audience will be able to make the best course choice fast with the proper stimulation of appealing designs in digital offers through online media such as social media and websites. Therefore, it is obvious that graphic design in digital marketing has an impact on the sales of any educational institution. It also possesses a brand image. In this work it has been tried to implement the best way to use the different digital marketing tools for promotion and execution of all academic activities in an institution.

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