

# **DIGITAL MARKETING IN NEPAL**

Case: LAB University of Applied Sciences

## Abstract

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Type of publication <b>Digital Marketing in Nepal</b> Case: LAB University of Applied Sciences		
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Abstract <p>The purpose of this thesis is to explore the different areas of digital marketing in Nepal and the challenges and opportunities that LAB University of Applied Sciences may face if it wants to promote its services to Nepalese applicants through digital marketing channels. Students of many different nationalities study at LAB University of Applied Sciences. Students are from Nepal, Vietnam, China, Bangladesh and many other countries from Africa and Europe. Nepal is a developing country where over 30 million people live, and where many students are seeking an international degree. Due to a huge number of internet users in Nepal digital marketing is a suitable and fast technique to promote LAB University of Applied Sciences.</p> <p>This thesis applies a qualitative research method. The data are collected from different sources. This thesis will provide a brief idea about digital marketing, SOSTAC, digital communication tools, education and digital marketing in Nepal, education of LAB University of Applied Sciences with SWOT analysis.</p>		
Key Words digital marketing, SOSTAC, social media marketing, LAB University of Applied Sciences, digital communication tools		

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## 1 INTRODUCTION

Digital marketing is the marketing of the goods or the services which a firm or the organization produced through the means of the internet, phone calls or even through advertising, search engine marketing, social media marketing. In the modern world, many entrepreneurs are using digital tools to reach more customers in a short period. Overall digital marketing is the platform where a company can grow faster (Chaffey, 2020.)

This thesis is focused on digital marketing and how LAB University of Applied Sciences can promote its services to Nepalese students.

### 1.1 Research Background

This Internet has covered almost every part of the world and has been used for commercial or digital advertising. The Internet has given rise to online platforms like Amazon, eBay, Alibaba and social media like Facebook, Instagram, Twitter. Online digital marketing has also started overtaking the traditional marketing style. Digital marketing has provided a free, fast, secure way of marketing to the people due to which many people are attracted to it.

The rise of digital marketing in recent years is very much related to the development of smartphones. The growth in cell phone usage since the introduction of the iPhone in 2007 has made marketers all over the world look at mobile as a key area of focus. The “iPhone revolution” allowed people to stay connected and move around with a digital device in their hands; they started to communicate through WhatsApp, buy goods through Amazon, plan their trips with airline apps, read books on Kindle, etc. This created an opportunity for companies to move their digital marketing activities in a new direction (Lovell, 2017.)

### 1.2 Thesis Objectives, Research Questions, and Limitations

The main objective of the thesis is to study different kinds of digital marketing techniques, digital marketing in Nepal and to provide guidelines for LAB University of Applied Sciences to promote it in Nepal by using digital channels.

The following questions and sub-questions have played a vital role to complete this research:

How can LAB University of Applied Sciences use digital marketing channels to reach a maximum number of potential applicants in Nepal?

Sub questions:

1. What is digital marketing?
2. What are the digital marketing channels?
3. What is the SOSTAC digital marketing framework?
4. Are there potential applicants in Nepal?
5. What are the main digital marketing channels in Nepal?
6. How should LAB University of Applied Sciences use digital marketing channels in Nepal?

Digital Marketing is a broad topic. That is why it is impossible to cover all its parts in one study. So, the report has mainly focused on digital marketing and how LAB University of Applied Sciences should use it in Nepal to get a maximum number of Nepali students.

### 1.3 Theoretical Framework

The theoretical framework is the structure that holds and supports a theory or research study. This research will begin with the introduction which covers all the parts about this thesis and why it is for. Then it is followed by the theoretical part which explains about the digital marketing, digital marketing channels. After that, the condition of Nepali education and its digital marketing channels is being followed by the case study of the Lahti University of Applied Science. SWOT analysis of LAB University of Applied Science is done to find its current situation. The data are collected by using both primary and secondary data method. Primary data are used in the empirical part and on the theoretical part secondary data which are collected by using books, e-resources, reports. The following figure shows how the SWOT analysis work.



Figure 1. SWOT analysis (Shewan, 2020)

SWOT analysis is a tool to analyze an organization's position in a specific situation. This tool is used in chapter 5 to point out the strengths, weaknesses, opportunities, and threats of LAB University of Applied Sciences. S and W refer to strengths and weaknesses. Strengths are the resources a company has. Weaknesses, on the other hand, are things a company is lacking. O and T refer to opportunities and threats. It is mainly referring to the external resource which the company benefited or not.

#### 1.4 Thesis Structure

This chapter shows the structure of the report, which has eight chapters.



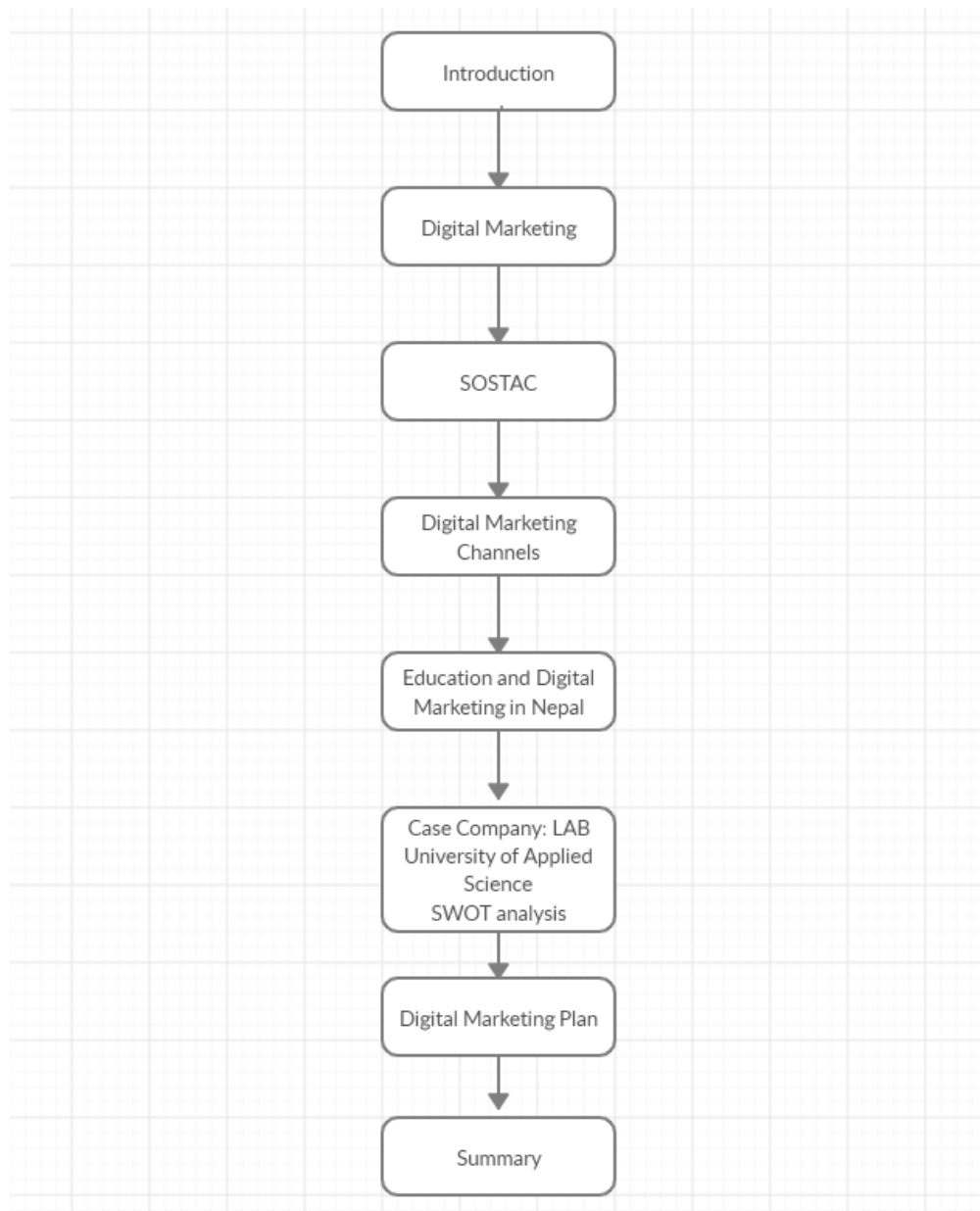


Figure 2: Thesis Structure

Chapter 1: In this chapter, the background of the thesis, objective, research questions and limitations which is followed by the theoretical framework and research methodology is described.

Chapter 2: This part is all about what is digital marketing. Digital marketing is being described by taking the reference from Chaffey and Smith and eight-core digital marketing activities are also being presented.

Chapter 3: SOSTAC stands for situation analysis, objectives, strategy, tactics, actions, and control. In this chapter, a brief detail about SOSTAC describes.

Chapter 4: This chapter describes the digital marketing channels like online PR, online partnerships, search marketing, interactive ads, opt-in e-mail, and social media marketing. The key factor of online partnership, link building, affiliated Marketing, and online sponsorship is also presented. The figures in this chapter show the stage involved in producing the search engine listing, online PR and popular networks site of the world in 2019.

Chapter 5: This part gives an idea with the figure about the education system and duration in Nepal, expenditure made by the Nepal government in education. Also, digital marketing in Nepal is described in this chapter.

Chapter 6: In this chapter, the case company LAB University of Applied Science is described. This chapter shows brief degree programs that are taught here. LAB digital marketing tools and recommendation for LAB is also presented in this section.

Chapter 7: Digital Marketing plan for the case company is being presented.

Chapter 8: This chapter consists of a summary of the thesis with the table which gives answers to the sub-questions.

## 2 DIGITAL MARKETING

### 2.1 Digital Marketing Definition

Digital marketing encompasses all marketing efforts that use an electronic device or the internet. Businesses leverage digital channels such as search engines, social media, email, websites to connect with their customers (Chaffey, 2020.)

Digital marketing is the marketing of the product and services which a company of firm produces through digital technique it is done through web sites, opt-emails, mobile apps, online ads. Digital marketing is such area where the customer is involved in, shows interest, deals with the product and service and gives feedback for the improvement of the business (Chaffey & Smith,2017.)

Smart Insight has defined the eight-core digital marketing activities which online marketers have to plan and manage to make online marketing competitive and maximizes the return on investment.



Figure 3: Eight key digital marketing activities (Chaffey, 2019)

## 2.2 SOSTAC Digital Marketing Framework

SOSTAC framework is developed by Paul Smith in the 1990s. It contains a general marketing strategy which is an extension of SWOT analysis. The following figure represents the SOSTAC.

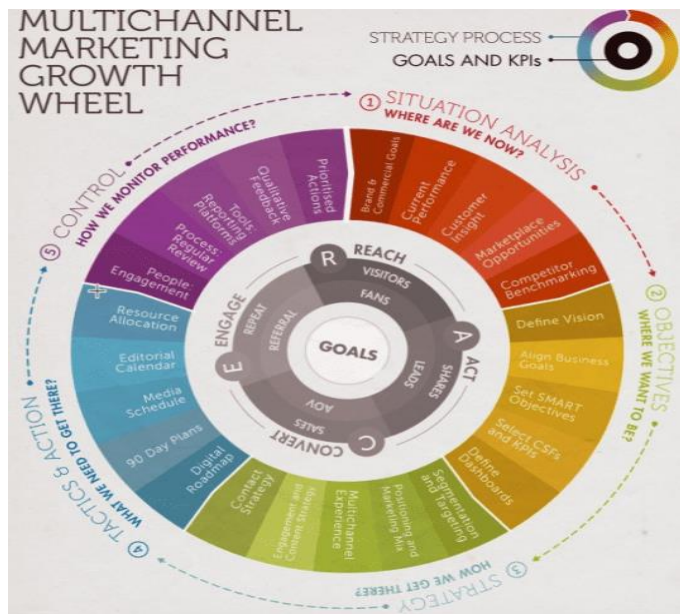


Figure 4: A genetic framework for e-marketing planning (Chaffey and Paul, 2020)

SOSTAC is an acronym that stands for Situation analysis, objective, strategy, tactics, action, and control.

### 2.2.1 Situation Analysis

Analysing the environment to get an idea about customer insight (who, why and how), markets trend, competitor analysis, and internal capabilities and resources. It is also an analysis of the company position (Chaffey & Smith, 2017, p. 21).

### 2.2.2 Objective

The objective is the process of deciding the target of the company to retain customers and to meet their wants to satisfy them. The objective of a company can be clearer by 5S's objectives (Chaffey & Smith, 2017, p. 24).

Sell - customer acquisition and retention targets.

Serve - customer satisfaction targets.

Sizzle - Wow factor (added value)

Speak - engaging customers

Save - quantified efficiency gains.

### 2.2.3 Strategy

Strategy means how the company should plan to fulfil the objective which has been set. In other words, once the objective is placed and making the pathway or plan to reach the goal is a strategy (Chaffey & Smith, 2017, p. 42).

### 2.2.4 Tactics

Tactics are the detail of the strategy. It covers the specific tools of the digital mix that a company plans to reach its objective or goal. One can use the following tactics to reach its objectives.

- Search engine optimization: By improving the content and web site design improve the visibility in the search engine due to which company can give a tough competition to its competitors.
- Affiliate marketing: Affiliate marketing is the process of promoting brands with the help of different bloggers, companies, publishers.
- Email marketing: Email marketing is the process of sending a brand message or commercial message to the public (Swan, 2019.)

### 2.2.5 Action and Control

It is the process of implementing the tactics by dividing the work who does what, where, when and how. It is the most important part because it determines the success of the campaign. Control is focused on monitoring the plan by using different web analytics, survey and customer feedback (Chaffey and Smith, 2017.)

## 2.3 Digital Communication Tools

This chapter includes online communication techniques for e-commerce like search marketing, online PR, online partnership, interactive ads, Opt-in e-mail, and social media marketing.

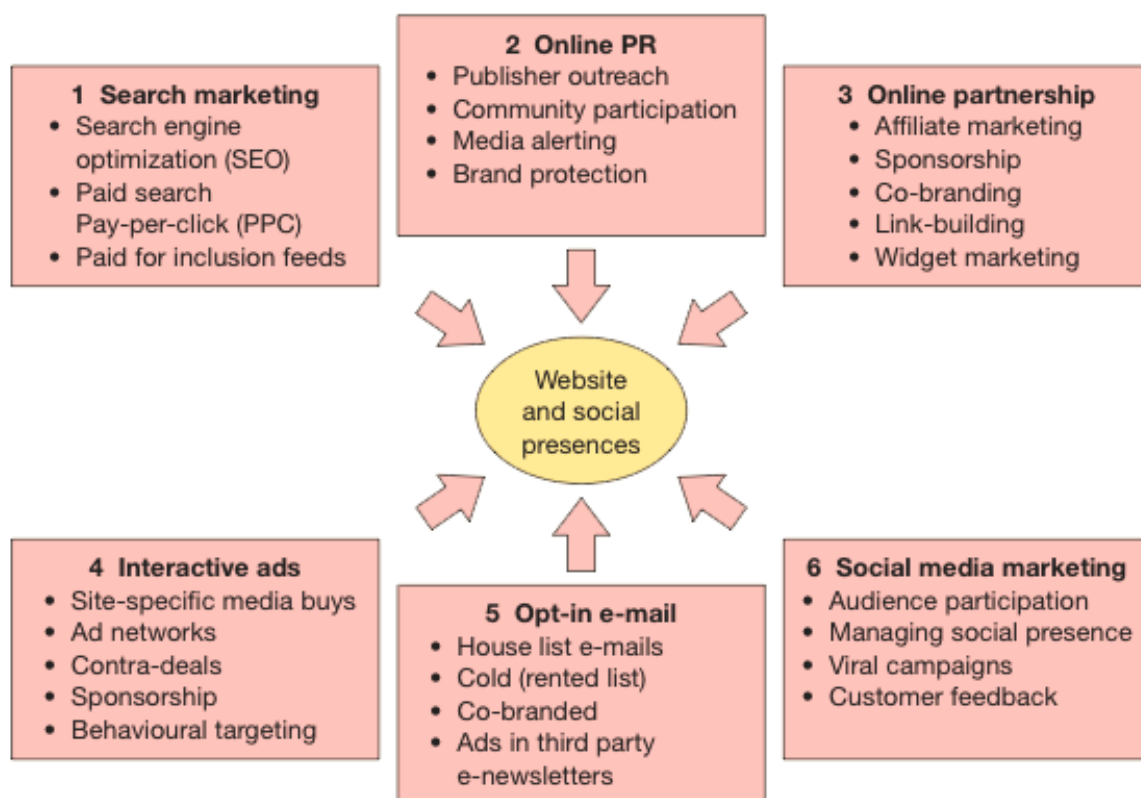


Figure 5: Online Communication Techniques for e-commerce (Smart Insights, 2015)

### 2.3.1 Search Engine Marketing

Search engine marketing is internet marketing which encourages click-through to a website from search engine sites like Google, Yahoo, MSN. Search engine optimization (SEO) and pay-per-click (PPC) are major techniques that help to improve website performance and get notices in the search engines (WordStream, 2020.)

Search engine optimization (SEO)

Search engine optimization is the process of increasing the traffic on the website by increasing the rank higher. In another word, the page which appears on the top will get more visitors which can be converted into customers. SEO can be in different forms like image search, video search, news search and so on (Chaffey & Smith, 2017, p. 269).

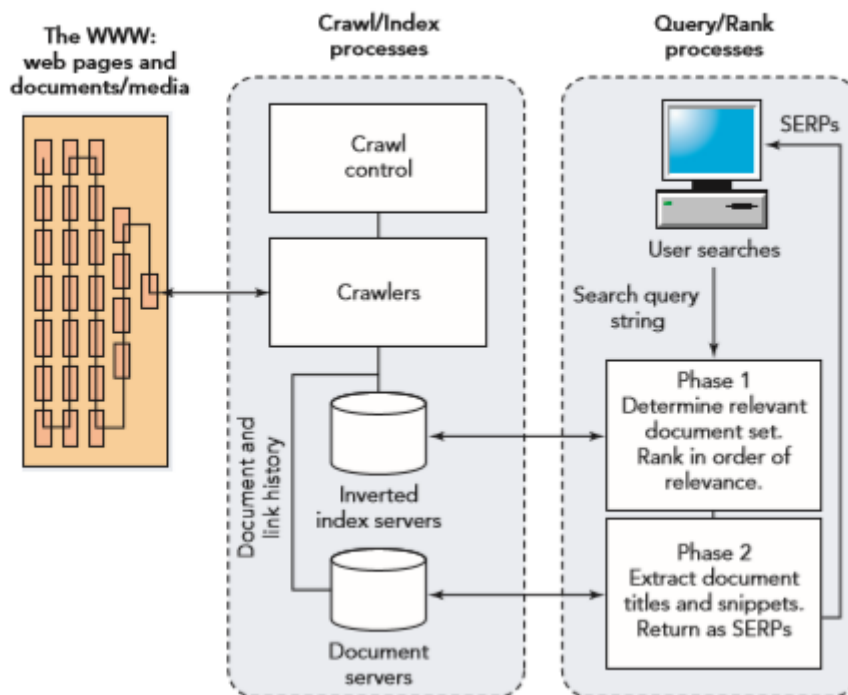


Figure 6: The stage involved in producing the search engine listing (Chaffey & Smith, 2017, p. 371)

- **Crawling**

Crawling is operated by the robots(bots) which help to find the relevant pages for indexing and assess whether they have changed.

- **Indexing**

An index helps search engine to find the most relevant pages which are search by the user with the word.

- **Ranking**

When the pages are produced which have a similar word in the query which are not sorted in terms of relevance. The ranking of the document to assess the most relevant set of the document occurs in a search engine query entered. Relevant documents will be retrieved from a runtime version of the index at a data centre, then rank for each document will be computed, based on many ranking factors.

- **Query request and results serving**

The search engine accepts the searcher's query. The location of the searcher is passed through an IP address to the data centre for processing. Ranking occurs,

and a relevant list of documents will appear which will be displayed on the searcher screen.

- Pay Per click

It is the type of online advertising in which the advertiser pays to a publisher when the ad is clicked.

### 2.3.2 Online PR

Online public relation is the process of communicating between the public and the company to create and manage the public image of the company.

Online PR can be more define with the following picture:

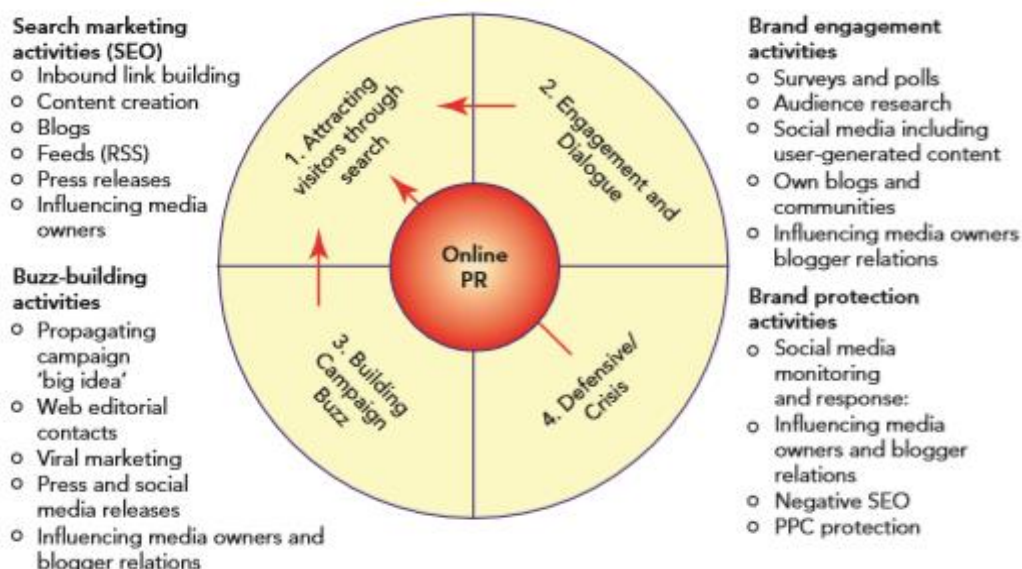


Figure 7: Online PR options (Chaffey & Smith, 2017, p. 410)

### 2.3.3 Online Partnership

The online partnership is the contract between two or more parties to develop their marketing plan to reach their goal. According to the Chaffe and Smith, there are three key types of online partnership they are Link building, Affiliated marketing, and online sponsorship. Link building is the process of using the link of the third-party site to the company site to bring the maximum visitor to the company site to increase the rank of the website. Affiliated marketing is commission-based marketing in which a refereeing site is paid for sale, leads or visitors whereas online sponsorship is the link between two parties to create brand awareness (Chaffey & Smith, 2017, pp. 417-424.)



### 2.3.4 Opt-in Email Marketing

Opt-in email marketing is an effective type of marketing in which the user permits a marketing company to send them different types of the newsletter, advertisement or promotions regarding their product or service. It is required to make email opt-in otherwise it will be illegal (Chaffey & Smith, 2017, p. 425)

### 2.3.5 Social Media Marketing

Social media is the terms given to the internet or mobile-based channels which allows user to share opinions which encourage them for participation and engagement (SmartInsights, 2020). Social media marketing is done to meet the marketing objective of the company like protecting and expanding the brand. Social media marketing helps in monitoring and facilitating customers by giving them a direct chance of interaction, participation and sharing their ideas and views.

These following are the main types of social platforms:

- Social networks: Facebook, Instagram, LinkedIn, Twitter, Snapchat.
- Social publishing and news: Newspapers, magazine articles.
- Social commenting in blogs: Company blogs.
- Social niche communities: the communities and forums which are independent of the main networks.
- Social customer service: Sites like getting Satisfaction which helps in customer support.
- Social knowledge: Yahoo! Answers, Quora, Wikipedia.
- Social bookmarking: Delicious
- Social streaming: Pinterest, video, and podcasting.
- Social search: Google+
- Social commerce: reviews and ratings.

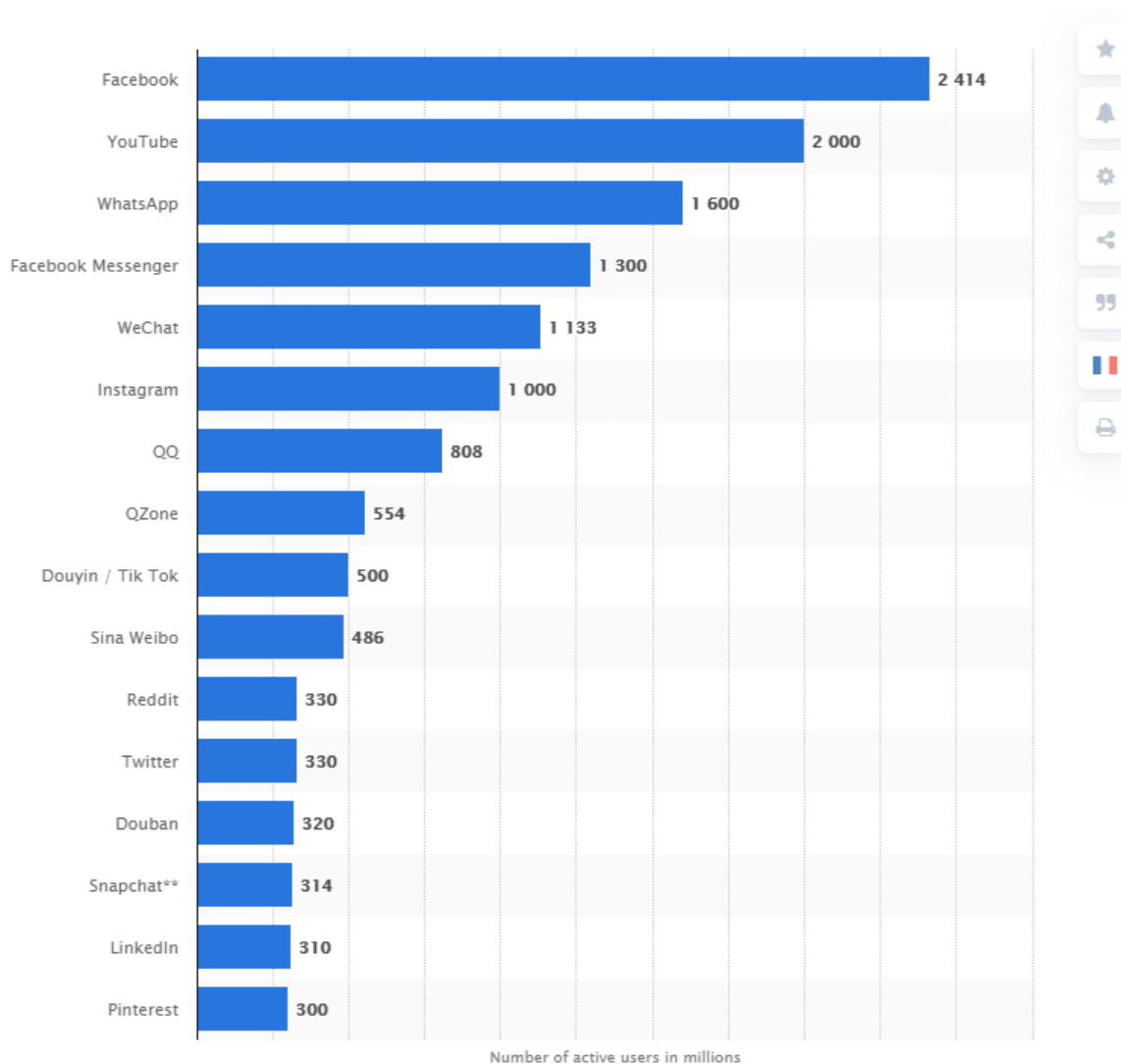


Figure 8: Popular networks sites in world 2019 (Statista, 2020)

This figure reveals that social media marketing is one of the easiest ways to promote the business in a short period with less amount of money invest in the marketing sector. Millions of people log in to their social media app or site every day due to this marketing in social media is easier than the other marketing platform.

### 3 EDUCATION IN NEPAL

The Federal Democratic Republic Country of Nepal (Nepal) is a landlocked country in South Asia where 125 ethnic groups and 123 languages are spoken. It is mainly a Himalayan country that shares the border between two economic giants of the world China and India. Nepal is a developing country and ranked one of the least developed countries in the world by the UN Human Development Index. The main reason for this is political instability and fragmentation between caste. Nepal has started believing education is only a short and fast way to bring change in the country. So, the Nepal government has and will be spending a pretty good amount of money on the education system in Nepal. Nepal has got its education system which can be explained by the following figure:

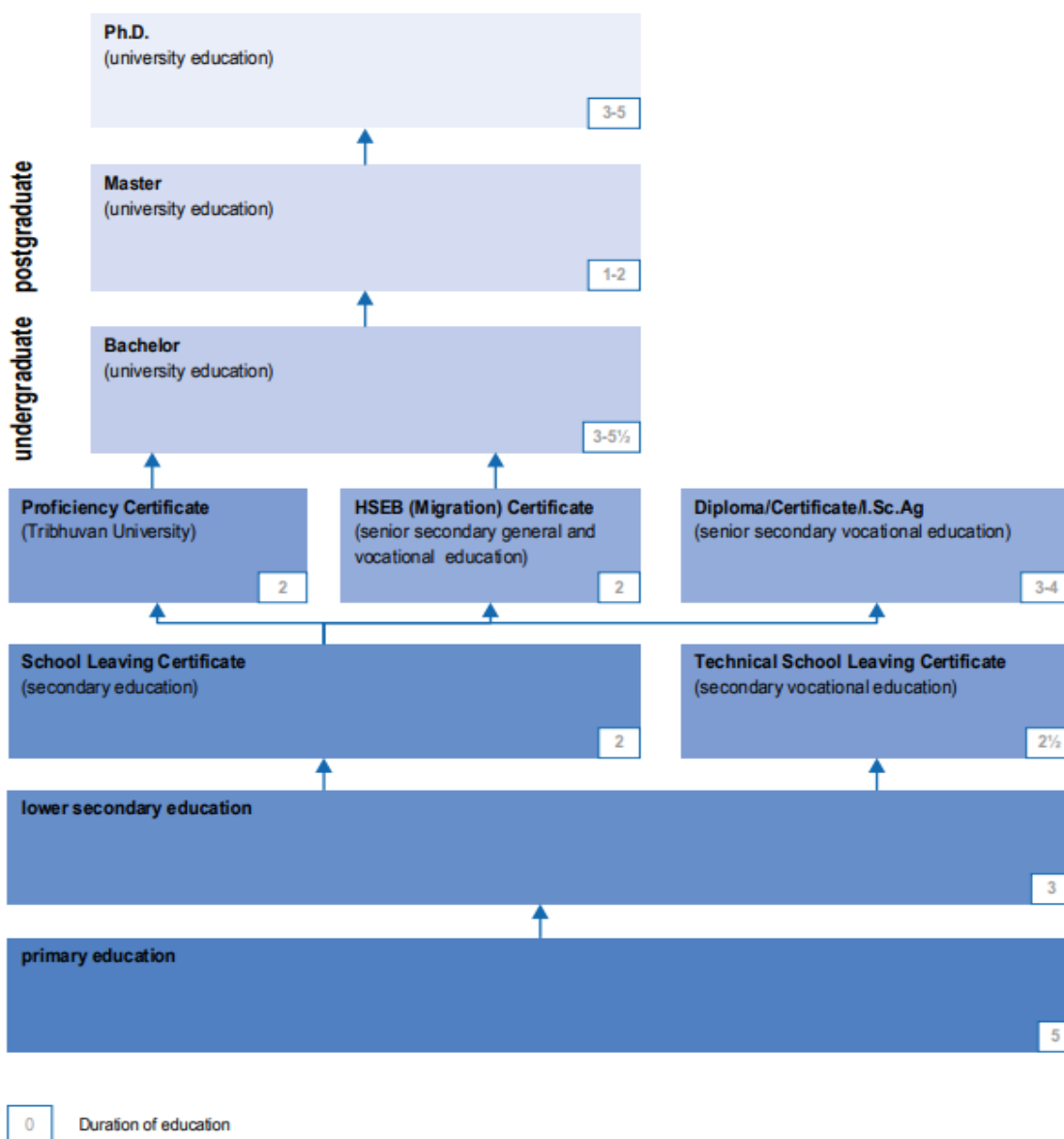


Figure 9: Education system and duration in Nepal (Nuffic, 2018)

This figure represents the whole education system and the duration of education in Nepal. The student must spend 5 and 3 years in primary and lower secondary education respectively. Then after 2 years of education in secondary school, they will get the School Living Certificate after passing the exam. Two years of education at the higher secondary level will make them able to join a bachelor's degree which education duration is 3 to 5 years. Duration of master's degree and Ph.D. 1 to 2 and 2 to 3 years respectively. Nepal government is trying to increase the literacy rate by investing its capital in the education sector.

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
<b>Government expenditure on education</b>										
as % of GDP	4.66	3.63	3.84	3.76	3.47	3.99	3.7	4.44	5.1	...
as % of total government expenditure	19.87	16.03	17.98	17.44	17.57	18.29	16.99	19.13	15.75	...
<b>Government expenditure per student (in PPP\$)</b>										
Primary education	288.97	204.58	222.4	236.75	246.35	304	310.59	...	...	...
Secondary education	216.66	203.78	225.47	221.21	212.49	261.42	262.68	...	...	...
Tertiary education	909.03	608.74	616.94	...	489.24	622.78	607.2	...	...	...

Figure 10: Expenditure made by Nepal Government in Education (UNESCO, 2018).

This figure shows expenditure made by the Nepal Government to increase the literacy rate. This stat says that the government is giving high priority to education because they are investing more than 15% of their expenditure.

Due to unemployment and lack of quality education in Nepal, many students dream for an international degree which led to outbound mobility.

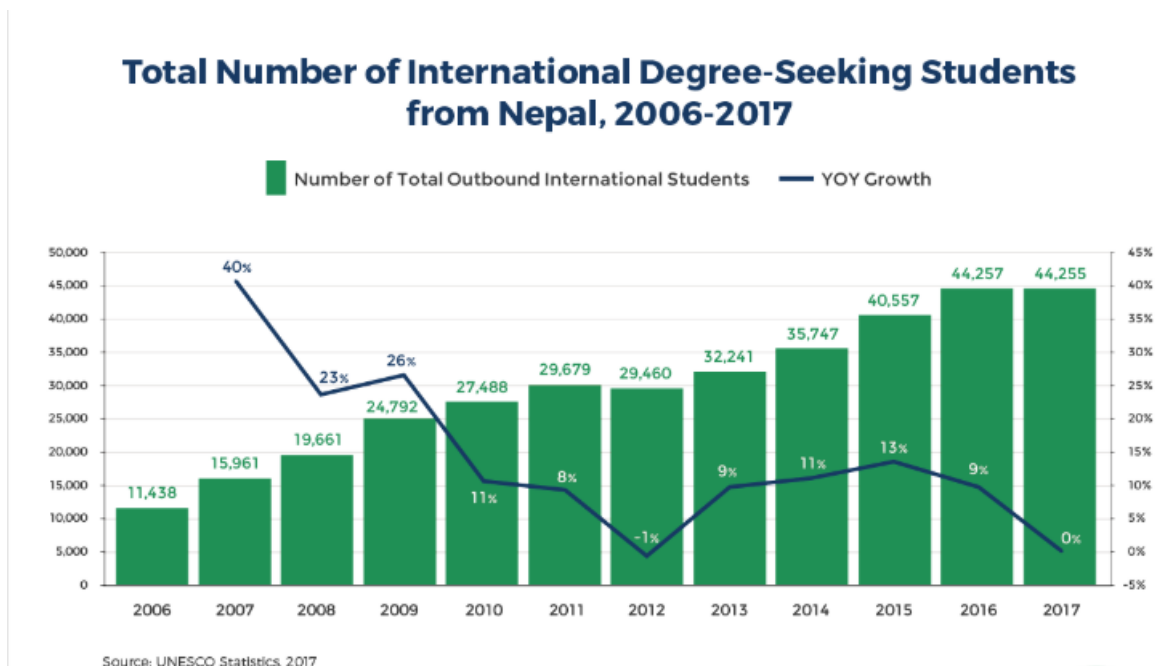


Figure 11: The mobility of Nepalese students to obtain international degrees (WENR, 2018)

This figure shows that the number of Nepali students who are seeking an international degree has been boomed and reached 44,255 in 2017. In 2016 the mobility rate of Nepal was 12.3 percent which is way more than India and China 0.9 and 1.9 respectively. It is found that Nepali students prefer Australia, India, U.S.A, Japan, and the United Kingdom more for the degree programs.

#### Digital Marketing in Nepal:

As was already mentioned, Nepal is a developing country. The infrastructure for the digitalization is being built. Surprisingly there are about 38 million phone subscribers in Nepal which can be clearer with the following figure:

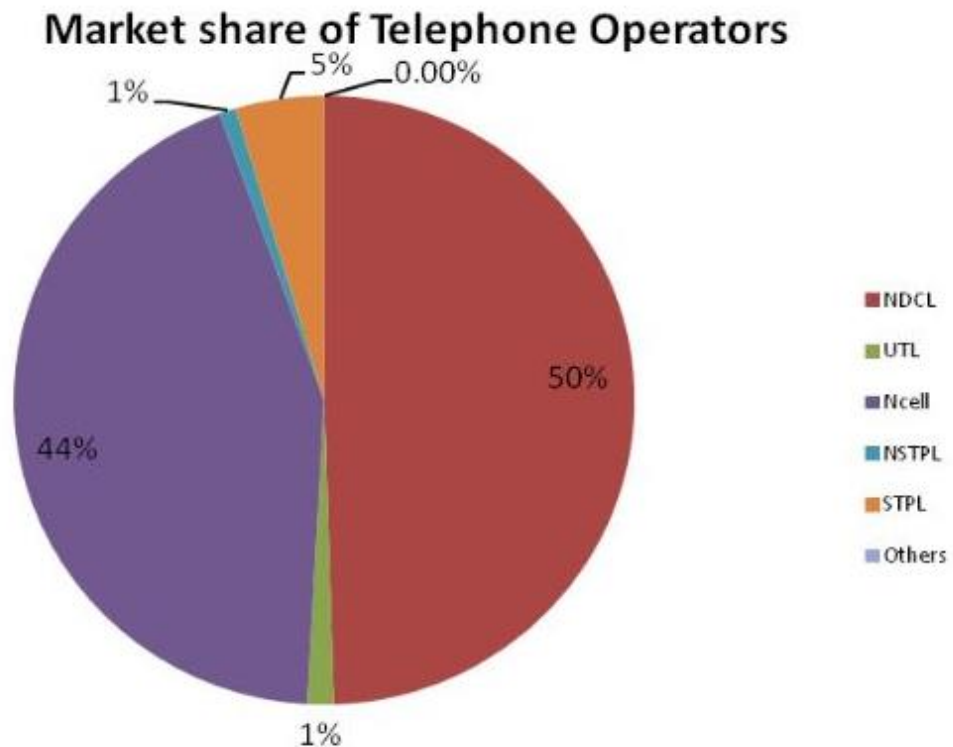


Figure 12: Market share of Telephone Operators (Nepal Telecom, 2018)

The figure shows the market share of telecom operators in Nepal. Nepal Telecom led the race with 18.94 million phone subscribers which are followed by Ncell and Smart Telecom with 16.7 and 1.76 million subscribers respectively.

Nepal does have digital marketing platforms like search engine marketing, social media marketing, email marketing, and other platforms. But social media has become an effective way of promoting products and services. The digital marketing business in Nepal is increasing at a healthy rate due to the increase in people using digital devices. Facebook, YouTube, Instagram, Viber, Twitter are the most famous social media used by Nepali. There are about 8.7 million Facebook users in Nepal (Stats, 2020). There are about 9.8 million active Facebook and Instagram users in Nepal. With affordable and easy internet service 16.67 million or 63% of Nepal's total population now has access to the internet (Nepal Telecommunications Authority's Management Information System MIS). Big brands have started to use digital marketing tools in Nepal, for example, Morgan Auto Works (MAW) has been using Facebook for the social media marketing for brands like Yamaha, Skoda, JCB, Jeep. Digital marketers in Nepal also have started to use influencer marketing (using high profile people, celebrities). It has helped to build brand awareness among consumers.

#### 4 CASE COMPANY: LAB UNIVERSITY OF APPLIED SCIENCES

LAB University of Applied Sciences is a multidisciplinary institution of higher education. The Lahti University of Applied Science and Saimaa University of Applied Sciences merged in 2019 and became LAB University of Applied Science. LAB officially started its operation on the 1<sup>st</sup> of January 2020. LAB is one of the most popular universities of applied sciences where over 8500 students are part of it and it is the sixth-largest university of applied sciences in Finland (LAB, 2020.)

LAB support internationalism because there are over 850 foreign degree students (LAB, 2020) and 330 exchange students. LAB has about 300 partner universities around the world with whom they offer exchange programs (LAB, 2020.)

LAB in Lahti has over 20-degree programs with over 40 specialization lines. Lahti University of Applied Sciences operates in Business and Hospitality management, design and communication, social and health care, technology and engineering. Three Bachelor's degrees and Two Master's Degree are taught in English as well as the student can also choose other courses by negotiating with the teachers.

Following are the Degree Programmes in English and Finnish which LAB in Lahti offers:

Studies in English. (LAB,2020.)

Bachelor's Degree Programmes:

- Degree program in Business Information Technology
- Degree program in Nursing
- Degree program in International Business

Master's Degree Programmes:

- Degree programs in Environment Technology
- Degree programs in International Business Management.

Studies in Finnish:

Faculty of Business and Hospitality Management Studies:

- Business Management
- Business Logistics

- Business Information Technology

#### Faculty of Technology:

- Information Technology
- Environment Technology
- Mechanical and Production Engineering
- Materials and Production Engineering

#### Faculty of Design:

- Experience and Service Design
- Industrial and Brand Design
- Interior Architecture and Furniture Design
- Visual Communication

#### Faculty of Social and Health Care:

- Physiotherapy
- Social Service
- Nursing Registered and Public Health nurse

#### Master's Degree:

- Developing and Management of Social and Health care
- International Business Management.

The bachelor's degree carries 210-240 credits which will last 3.5 years to 4 years and master's degree carries 60-90 credits which will last 1.5 to 2 years (LAB,2020.)

#### 4.1 SWOT analysis of LAB

SWOT is the tools that are used by the marketing team or the management team to get a better view of the firm or the organization. SWOT is a short form of Strengths, Weakness, Opportunities, and threats. SWOT analysis will help in the utilization of the resource



smartly to get maximum profit. Here is the swot analysis of LAB University of Applied Sciences.

#### 4.1.1 Strengths

LAB University of Applied Sciences can be seen on the very first page of google when the university of applied science is searched which will increase the number of visitors on the page. LAB connects its users through various kinds of media like Facebook, Instagram, YouTube, Twitter, LinkedIn, Snapchat. LAB believes in unity in diversity that is why there are more than 850 international and 330 exchange students. LAB has got 300 international universities partners from which exchange program is run (LAB, 2020.). Courses are taught in English and Finnish language. LAB offers studies in technology, business, social and science, hospitality, hospitality and tourism, design, art, and visual communication. LAB offers both theory and practical education.

#### 4.1.2 Weaknesses

LAB University of Applied Sciences has a smaller number of followers on its social site in comparison to other universities. Less use of paid advertising on social media is one of the major weaknesses of the LAB because paid advertising on social media helpful way to engage with more customers in less time. Dependability on technology brings weakness in LAB digital marketing. LAB University of Applied Sciences is mainly focused on its web page, Facebook and Instagram page because there is a country like China that does not use Google and Facebook. So, LAB needs to focus on other site or media which the student or customer use them.

#### 4.1.3 Opportunities

As it is seen on the very first page of google search engine LAB University of Applied Sciences has a chance of getting a greater number of visitors on the web page. LAB University of Applied Sciences web page consists of all the information for students who are looking forward to joining. The number of posts related to events or any kind of program which is conducted or is going to be held on social sites has increased the number of people involving the events. LAB University of Applied Sciences has got all the social digital marketing sites like Facebook, Instagram, YouTube, LinkedIn, Snapchat which will make students and the campus itself interact with each other in different countries.

LAB University of Applied Sciences is one of the great venues for international students who are looking for studying abroad. Students can enjoy a multicultural environment

because of students from all over the world study here. Courses are taught in both English and Finnish language so, the student can choose their preferred language. LAB helps the student to build their career and has about 300 international partners around the world which give a chance of free mobility to the student as well as to the teachers. Students can enjoy simulation-based learning which helps students in the development of working life and education.

#### 4.1.4 Threats

LAB University of Applied Sciences is a multicultural school where students from a different country study. So, to reach target student LAB should make different kinds of posts on their sites because a single post cannot or will not be like by the students or customers because they come from a different culture and different parts of the world. LAB should update its social site frequently to provide more information about the education system in LAB than their competitors does. LAB should analysis its competitors' digital marketing and should know what kind of threats we are getting from it and should act accordingly. Language is one of the threats from LAB. LAB should make a post on the social site on the native language of the customer where the number of target students is more which will make students more friendly with LAB. Competitors are one of the main threats for LAB because many universities of applied science have a huge gap between them and LAB on several followers on social sites, which reaching more target audience than LAB.

#### 4.2 LAB Digital Marketing Tools

LAB has followed the step of the digital world and has been able to make a mark to ensure its presence. LAB has a good looking, well managed and user-friendly website. LAB University of Applied Sciences is found on the very first page of Google Search Engine (Keyword: University of applied Science Finland). There are more than 716 and 752 followers on Facebook and Instagram of LAB respectively. The Facebook and Instagram pages are well managed, and the wall is updated with the post both on Finnish and English languages. LAB uses other channels like Snapchat, YouTube, LinkedIn, and Twitter also. (appendix)

#### 4.3 Recommendations for LAB

Digital Marketing is the key factor for a company to grow. It is done through the online world so; a company can reach many of its targeted customers in less time and less money. LAB should be more focused on its digital marketing to reach the maximum

number of students who are planning for abroad study. So, here are some recommendations for LAB:

- LAB University of Applied Sciences should be more focused on search engine optimization against keyword like the university of applied science Finland, education in Finland.
- Social media is being used more by Asian students. That is why LAB should create different types of content and should frequently update on its social media sites.
- LAB should share its events through live streaming so, many people can see it.
- LAB should promote its sports event also because sports are the proper way of connecting students.
- LAB should help students for visa processing because visa processing is complex, and it is time-consuming than another country. This is one of the main reasons why more students choose another country than Finland.
- The Alumni network plays a vital role in marketing. LAB University of Applied Sciences should also focus on its graduate students.

## 5 DIGITAL MARKETING PLAN FOR LAB UNIVERSITY OF APPLIED SCIENCES

LAB needs to form a digital marketing plan by using the SOSTAC planning model.

- Situation Analysis: Situation analysis provides an overview of the organization. LAB need to know who they are, what they do and how they reach its student. They should know their digital customer, know about their competitor. How to compete with them on the factor like the product, price, service they provide. LAB should have a brief knowledge about their digital channels whether they are successful to reach the target customer or not.
- Objectives: It is the stage where a company decides where it wants to be. It can be more explained by the 5'S objective sell, serve, speak, save, sizzle. LAB needs to sell its services by using the internet. LAB needs to be more active on its digital marketing channel to reach new and existing customers. LAB should pay more focus on its website and social customer service because it is the place where the customer first pays attention. So, they should know how good they are in customer service. LAB needs to tell more about services and facility which it provides to the customer. LAB should stay in connection with its target group and make them aware of their situation and upcoming projects. A digital marketing channel is the best way to reach the maximum number of customers in a short period with less money being used so, LAB should focus on it. LAB needs to clarify why LAB is on the digital channel, what are its objective to be on it. So, the visitor will be clear about it and could use the LAB site again and again and tell about it to their friends also.
- Strategy: LAB should have a proper plan to reach their objective. They should know which kinds of audience they are targeting at and how to reach them.
- Tactics: It is planning a detailed strategy. It includes marketing mix, content plan, contract plan. LAB needs to focus on the 7ps of the marketing mix product, price, place, promotion, people, process and partnerships. SEO, Affiliate marketing, email marketing should also be treated equally.

- Action: LAB should have a proper vision of what they are doing, where they are doing, who and why they are doing.
- Control: LAB should have control of its work by monitoring its work by using web analytics, survey and customer feedback.

#### Digital Marketing Plan for LAB in Nepal:

LAB University of Applied Science must make a digital marketing plan to run a digital marketing program in Nepal to reach its target group of students. By analysing the SWOT analysis technique, they should determine their digital marketing. After the analysis of SOWT, the authorities must determine whether the digital marketing activities will achieve their goals which have been set in business goals or not. After defining the marketing goals the LAB University of Applied Sciences must define the marketing strategies which are applicable in Nepal. Social media is the best marketing strategies to reach a maximum number of the target group in Nepal because the number of social media users is high than any other means.

On the other side, the LAB should work with a professional digital marketing team of Nepal who can design digital marketing campaigns perfectly because they have more knowledge and understanding of the local public and marketing system. Since social media site is more used by the Nepali people LAB should focus on sites like Facebook, Instagram. SEO is also an important part that needs to cover by LAB for marketing in Nepal. LAB should keep answering the questions made by the students on Facebook. They should also create a blog that promotes the education system of LAB and guide the student for admission and visa processing as well. The educational seminar should be conducted at least once a year because the student gets the chance to know the LAB and ask the question physically.

## 6 SUMMARY

Digital marketing is the only way to reach more and more target groups in a short period and low investment. It helps to promote brand and service among the target group faster than any other marketing source. LAB is an educational organization where many international students are part of it.

Since Asia is one of the biggest target markets of LAB, Nepal is also a potential target market of the university. To expand the market in Nepal universities should use different kinds of digital marketing channels especially social media. There is a lot of opportunities for the LAB to increase the market with the help of digital marketing. While forming the digital marketing plan LAB the University of Applied Science should be focused on the internal and external factors that influence the decision in digital marketing.

To find out the opportunities and challenges LAB should thoroughly analyse its SWOT report. To increase its market on Nepal LAB should invest in promotional activities like an advertisement, seminar, should have a direct connection with the target group through the site like Facebook, Instagram, SEO, school web site and other social media channels. Overall, the research report shows that while using the digital marketing channels, LAB University of Applied Sciences can increase the market in Nepal and any other country.

### Thesis Summary

<b>Question</b>	<b>Short Answer</b>
<i>What is digital marketing?</i>	Marketing through online like the web page, opt-in email, online ads
<i>What are the digital marketing channels?</i>	Search engine marketing, Online PR, Online Partnership, Opt-in email, Social media marketing
<i>What is the SOSTAC digital marketing framework?</i>	SOSTAC is an acronym that stands for Situation analysis, objective, strategy, tactics, action, and control.
<i>Are there potential applicants?</i>	Yes, there are many potential applicants in Nepal because the number of students seeking an international degree is high.

<i>What are the main digital marketing channels in Nepal?</i>	Social Media Marketing.
<i>How the LAB should use digital marketing channels in Nepal?</i>	Focus on Social Media Marketing because of the high number of social app users.

### Recommendation for further study:

Digital marketing is a wide subject so, it is difficult to summarize all the parts of it on one report. I want to recommend studying customer perception of digital marketing. Does customer trust enough to digital marketing sources to make a connection with the organization? Do they use digital sources to fulfill their needs and demands? Target customer in the digital world is a wide topic. That is why different research on target customers is needed to reach the maximum target customer.

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## APPENDICES

## Digital Tools of LAB:

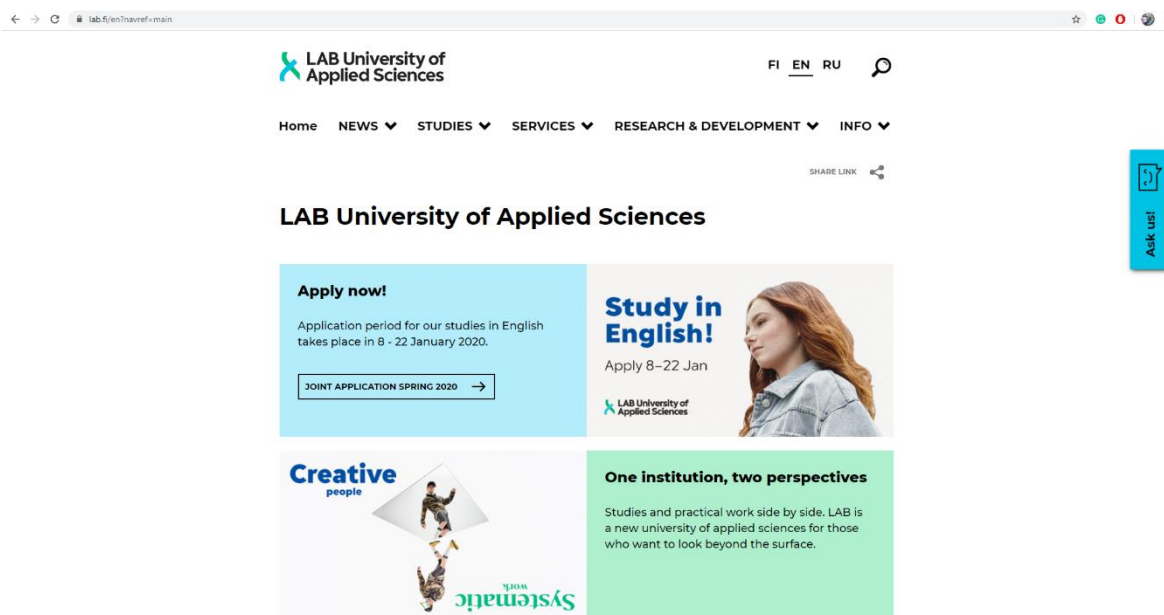


Figure 13: LAB web page (LAB, 2020).

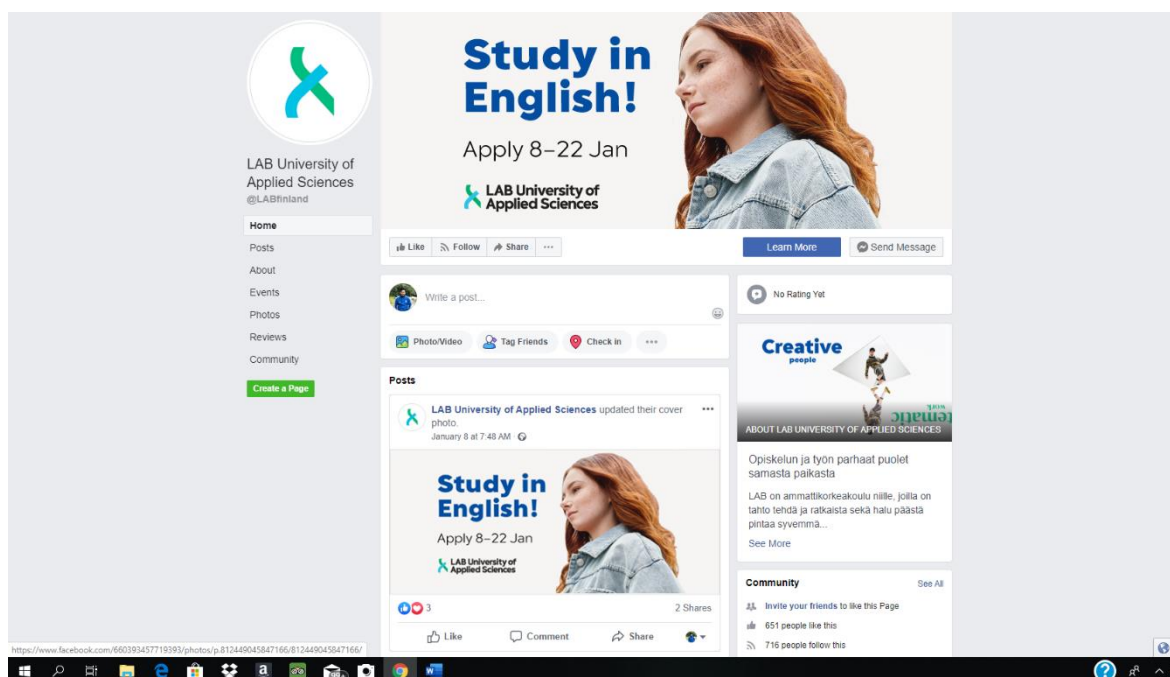


Figure 14: LAB Facebook page (LAB, 2020)

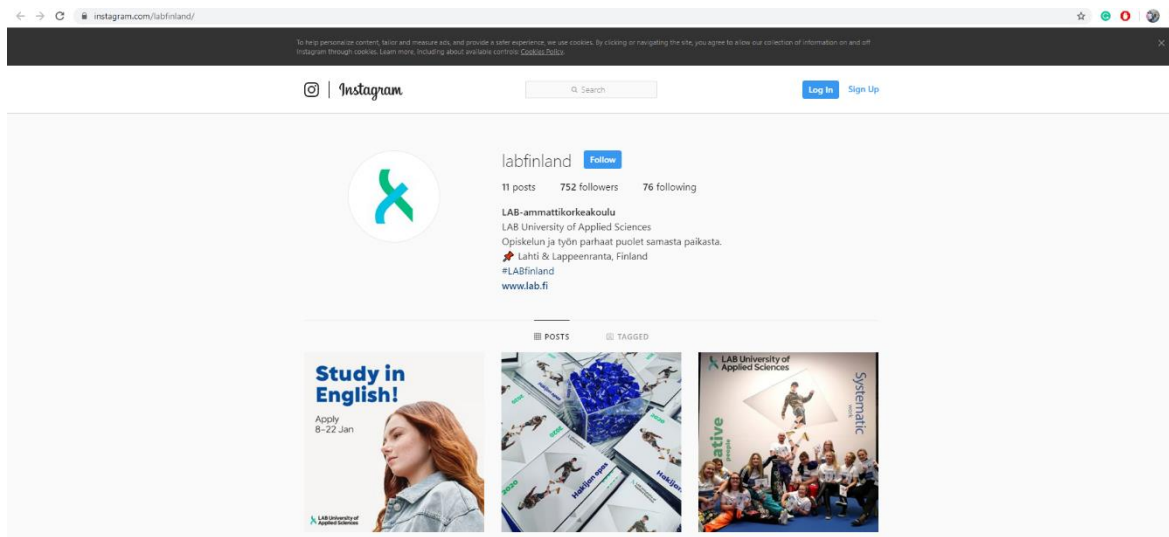


Figure 15: LAB Instagram page (LAB, 2020)

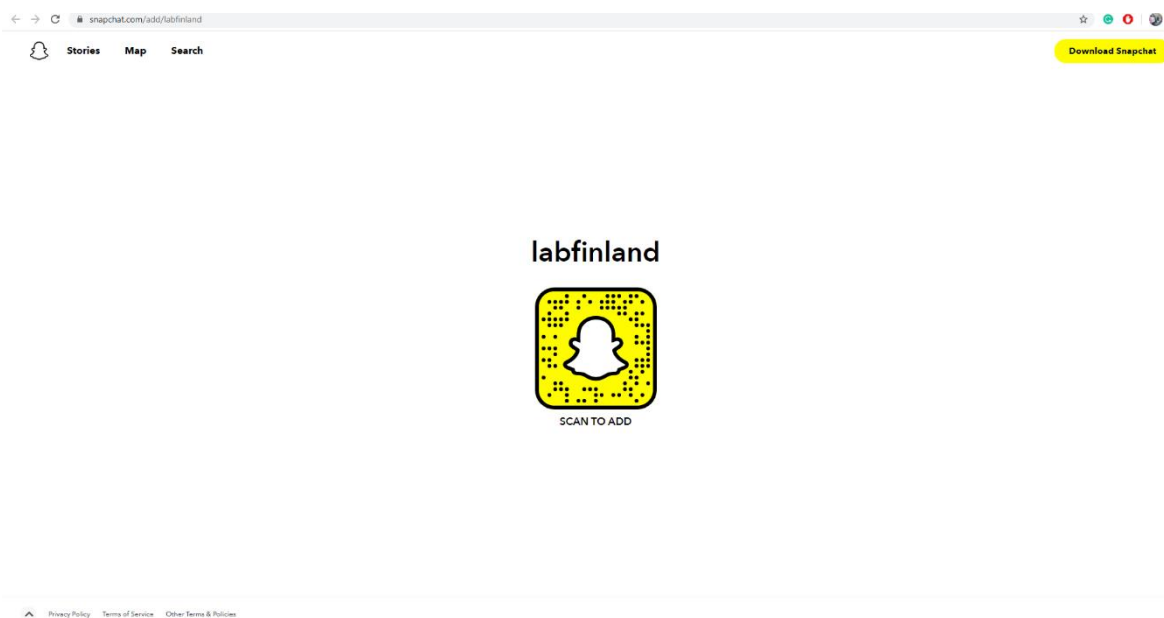


Figure 16: LAB Snapchat page (LAB, 2020)

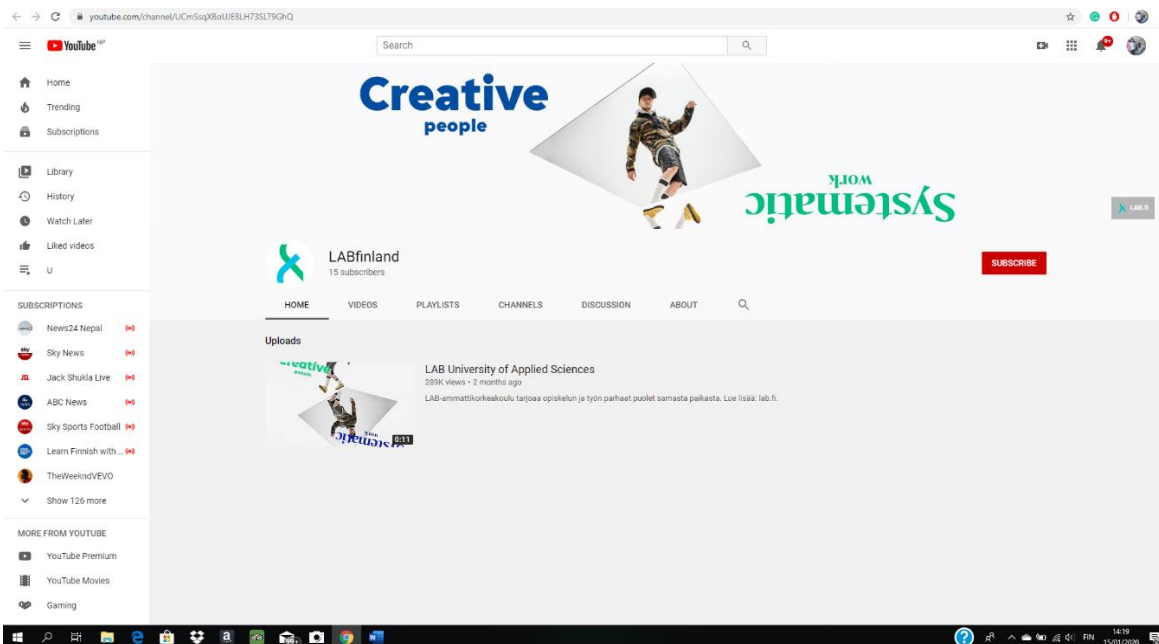


Figure 17: LAB YouTube page (LAB, 2020)

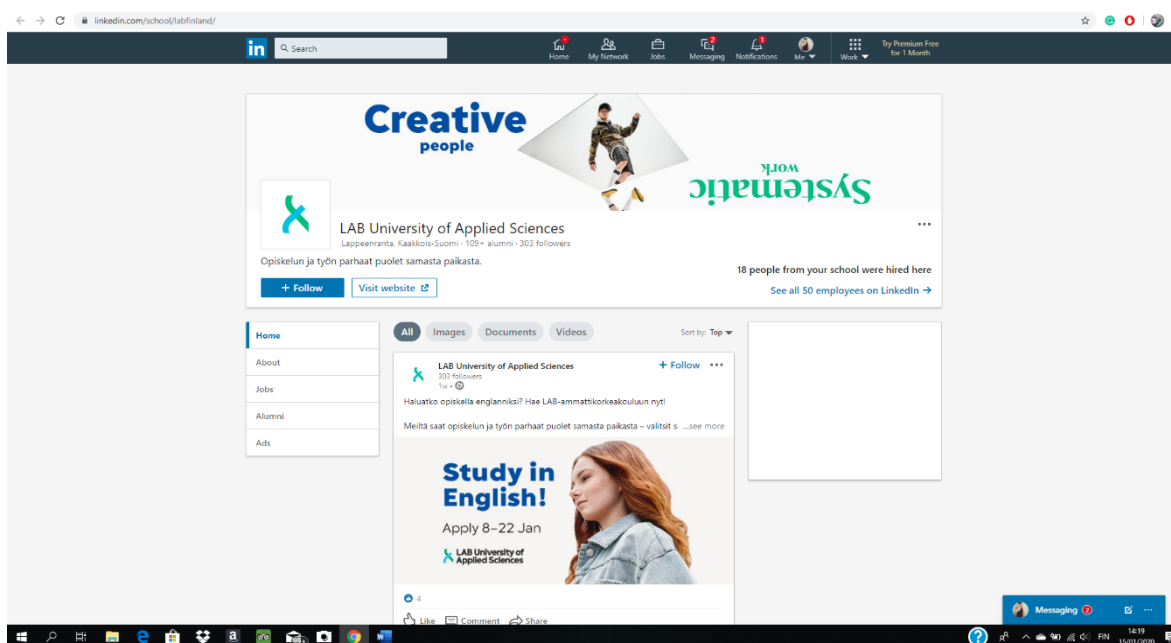


Figure 18: LAB LinkedIn page (LAB, 2020)

The image is a screenshot of a web browser displaying the Twitter profile page for LAB Finland (@LABfinland). The browser's address bar shows the URL 'twitter.com/labfinland'. The page features a large header banner with the LAB University of Applied Sciences logo on the left, the text 'Study in English!' in large blue font in the center, and 'Apply 8-22 Jan' below it. On the right side of the banner, there is a login/sign-up overlay with the following elements: 'Have an account?' header, a text input field for 'Phone, email, or username', a 'Password' input field, a checked checkbox for 'Remember me - Forgot password?', a blue 'Log in' button, and a 'New to Twitter?' section with a 'Sign up' button. Below the banner, the profile information for LABfinland is visible, including the bio 'LAB-ammattikorkeakoulu | LAB University of Applied Sciences', location 'Lahti & Lappeenranta', website 'lab.fi', and join date 'Joined June 2019'. The main content area shows a tweet from LABfinland dated Jan 7, with a video thumbnail of a person in a camouflage jacket. To the right of the tweet is a promotional card for Twitter's new features with 'Log in' and 'Sign up' buttons. At the bottom right, a notification states 'Screenshot saved' and 'The screenshot was added to your OneDrive'. The Windows taskbar is visible at the very bottom of the screen.

Figure 19: LAB Twitter page (LAB, 2020)