

## MARKETING STRATEGIES ADOPTED BY PRIVATE COACHING INSTITUTES IN NAGPUR CITY: A REVIEW

**Pooja R Tayade**

Department of Business Management,  
Rashtrasant Tukadoji Maharaj Nagpur  
University, Nagpur (MS), India  
Email : [poojawanare@gmail.com](mailto:poojawanare@gmail.com)

**Ajit Arvind Shringarpure**

Late. NPW Arts, Commerce & Science  
College, Andhalgaon 441914, Maharashtra,  
India

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### **Abstract :**

*Indian education system has adopted the aspect of private coaching institutes that have become a necessary factor in Indian education especially in Tier II cities such as Nagpur where competition in terms of scores of schools, medical and engineering admission, and government employment is competitive on a yearly basis. In order to capture and maintain students in this competitive market, the private coaching institutes employ a combination of traditional marketing communications like word-of-mouth, print media, and the local advertisements and digital marketing, including social media advertisement, online demonstration classes and learning applications. The present review paper provides an overview of the recent literature on marketing strategies that are adopted by private coaching and private tutoring companies in India and other potential markets like India and then applies them in the set-up of Nagpur city. It is in a format based on the expanded 7Ps of the marketing mix (product, price, place, promotion, people, process and physical evidence) and also explains the post COVID changes to hybrid and online-based models. According to the review, digital and social media marketing have become the key to the creation of awareness and lead generation, and institutional reputation, quality of faculty, and peer referral remain powerful tools in the ultimate enrollment decision. The paper suggests important proposals to guide coaching managers in Nagpur to formulate integrated, student centric and data based marketing strategies.*

### **Introduction :**

Coaching institutes and tutoring services in India are no longer a small locality based teaching institution but a huge educational service sector. Increasing competition in the exams like JEE, NEET, UPSC, banking and state level tests has generated the constant need of the external help in exam preparation outside schools and colleges. In Nagpur (a city of tier II), parents regard coaching as a means of ensuring improved academic performance and future career opportunities of their children. This has seen various local and national brands have coaching centers in the city, therefore, saturating the local market and making it very competitive. Marketing strategy in this case can be a strategic device that could assist an institute to differentiate itself, share value and turn enquiries into admissions.



Recent estimates indicate that the India private tutoring market had escalated to approximately USD 4.1 billion in 2024, and is projected to rise to an approximate of USD 7.8 billion in 2033 with the compound annual growth rate of approximately 7.5 percent. According to other sector specific Analysis, even greater growth is exhibited as competitive exam coaching and online EdTech platforms are looked at as a single entity, which shows the potential of this sector in the long-term. The COVID 19 pandemic compelled coaching institutes to rush to online delivery which increased their adoption of online marketing tools (*social media campaigns, webinars, and search engine advertising*). With the physical classes resumed, many institutes have remained with the blended or hybrid models, and have still maintained their digital marketing habits, establishing a new phygital coaching environment in such cities as Nagpur.

The paper is a review of literature available on the marketing strategies applied by the private coaching institute, the private schools having coaching features and EdTech platforms, and applies the findings to get implications applicable to the private coaching institute in Nagpur city.

### **The objectives are :**

1. To establish major marketing activities of private coaching institute and private tutoring providers.
2. To investigate the use of traditional and digital marketing tools in the post COVID period.
3. To talk about the ways of modifying and implementing these strategies in the case of private coaching institutes in Nagpur city.

### **Conceptual background :**

#### **1. Coaching schools and individual training and tutoring in India :**

There is a lot of variety in the type of services incorporated in private tutoring, including coaching in school subjects, coaching in competitive exams, language training, and skill-based courses, which are offered in both offline and online platforms. Coaching colleges have been included in the list of aspirational big dream in middle class families in India, particularly in terms of IIT JEE and NEET tests. Such institutes have high expenditure in branding, celebrity faculty, success stories and result oriented communication to appeal to students in the various regions. In tier II cities, the local coaching brands are competing against national chain brands and with low cost neighbourhood tutors which creates a high demand in differentiated marketing strategies.

#### **2. Services marketing and marketing mix :**

The coaching institutes are service organizations in which the core product is an educational service, which is intangible and produced and consumed simultaneously, and greatly relies on human interaction. As such, the longer services marketing mix, commonly referred to as the **7ps** (*product, price, place, promotion, people, process, and physical evidence*) is an effective tool that can be used to study their marketing strategies. According to studies



conducted on the private schools and higher institutions of education in India and other emerging markets, reputation, quality of teaching staff, location, infrastructure and communication style have all played a role in the decision making of students. The necessity to establish long term relationships, trust and perceived value is also a concern of social marketing and educational marketing approaches, as opposed to short term enrollment numbers only.

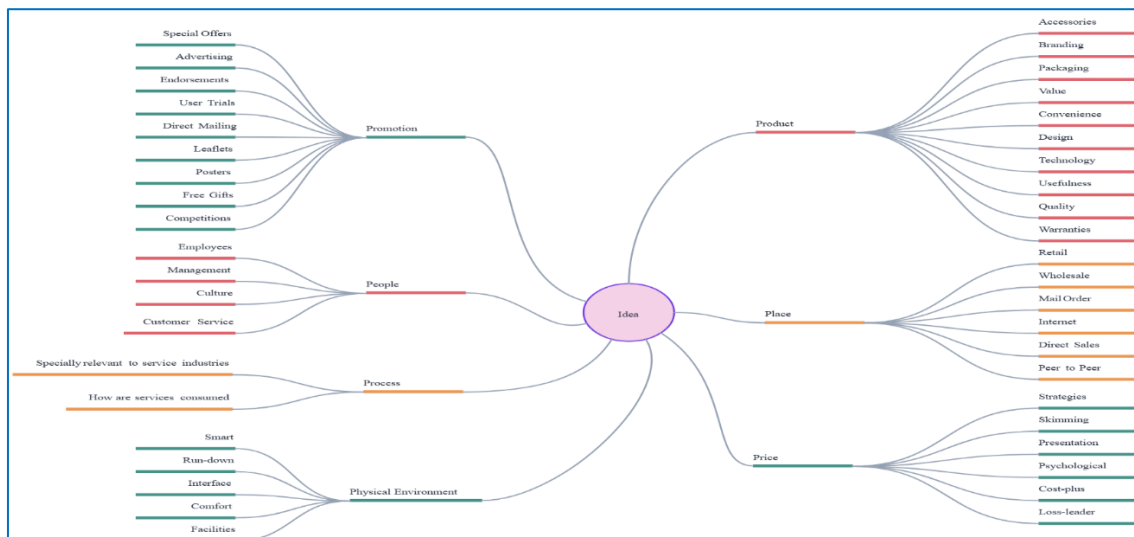
### 3. Digital transformation and EdTech :

The booming EdTech platforms and online learning software have had a powerful impact on the Indian market of the private tutoring and coaching business. The models of online coaching provide recorded lecture, live doubt solving, adaptive test and AI based performance tracking, which are aggressively marketed online. In the context of COVID 19, most of the conventional coaching institutions have embraced video conferencing and learning management systems as well as mobile applications to keep teaching and to stay in touch with students. This digitalization made the visibility over the Internet, the involvement of the customer in social media, and the search-engine performance more significant to any educational provider, including coaching institutions in such cities as Nagpur.

### Methodology of the review :

The current paper is written in the format of a narrative review, which prioritizes the research published over the past five to six years and is devoted to the investigation of such topics as private tutoring, coaching institutions, educational marketing, and online learning in India and similar emerging markets. Peer reviewed journal articles, sector reports and reliable market analyses were taken into consideration. The main search terms were: coaching institutes marketing India, private tutoring market, educational marketing strategies, EdTech business models India and digital marketing in education. As the number of empirical studies on Nagpur city in particular is extremely scarce, the experience of larger Indian and South Asian scales is elucidated to be applied to Nagpur.

### Review of marketing strategies (7Ps perspective) :



### **1. Product strategies :**

Under the head of coaching institute, product package, curriculum design, teaching methods, study materials, test series, counseling as well as value added services like doubt solving and mentoring. The studies done on the private schools and coaching institutes reveal that parents and students accord great value to the alignment of curriculum to exams, periodic testing schedules and result pedagogy. According to EdTech research, it is essential that the content is offered in flexible formats in the forms of video lectures, modular courses, and custom learning paths. Most individual coaching companies distinguish their product by providing combined products (school plus coaching), introductory batches on the lower classes, and specialized courses on repeaters or working aspirants.

Coaching institutes in Nagpur city, which provide holistic packages comprising of printed material, frequent exams and mentorship, can put this across as an excellent value proposition in their marketing messages. Product differentiation can also be made with the help of highlighting some pedagogical peculiarities, e.g., small batch sizes, teaching two languages, remedial courses or AI-assisted performance analysis.

### **2. Price strategies :**

Price is a very important consideration in middle class families in tier II cities as the money spent on coaching is usually a significant family expense. Research on the subject of tutoring privately and attending a privately run school indicates that parents will compare the prices of various schools and seek a compromise between quality and cost. Most coaching companies have tiered pricing, scholarships, first-mover discounts, installments, and referral programs to enable them to make their programs more appealing.

In the case of Nagpur coaching institutes, they can create transparent communication of fee structure, clear description of what each package entails, visible scholarship policy to develop trust and decrease anxiety in relation to prices among parents. Revenue can also be enhanced through data driven pricing in which fees are set according to the demand, the amount of a batch, and the competitive benchmarking, and remain sensitive to local levels of affordability.

### **3. Place (distribution) strategies :**

Place in services marketing is with respect to physical location and channel of delivery. In the case of coaching institutes, location that is convenient to the schools, colleges or transport center has been a huge virtue. Online and hybrid models have however increased the idea of place by enabling institutes to access students outside their immediate neighborhood through live streaming and recorded classes. According to EdTech studies, mobile friendly platforms and apps are especially noteworthy when targeting the students in small cities and towns.

The Nagpur coaching institutes can adopt the multi channel delivery model in which the main batches are conducted in the physical centers, whereas the secondary content, problem solving and test analysis are conducted online. This combination model enables institutes to cater to local learners who like traditional learning and those who are far and therefore offer



classes via distance learning, increasing their market share.

#### **4. Promotion strategies :**

The marketing strategy of coaching institutes is the most manifested aspect called promotion. It consists of both online and offline communication activities.

#### **Conventional instruments that are still significant in Indian cities are :**

Advertisements in new papers, particularly local language dailies, on announcements of exam results and notices of admission.

1. Exterior advertisement like hoardings, wall posters and banners around schools and busy intersections.
2. The use of leaflets, pamphlets and brochures at the homes, school gates and education fairs.
3. Result oriented publicity, in which the images and ranks of top performers are highly featured.
4. Research of coaching classes indicates that these conventional promotional models assist in creating awareness as well as indicate credibility, particularly on parents with a passive involvement in digital media.

#### **Simultaneously, digital promotion has taken over the center stage. Key tools include :**

1. Marketing on social media using Facebook, Instagram, YouTube, and WhatsApp to post the success stories, the demo lectures, student testimonials, and update on the events.
2. Search engine marketing (SEM) and search engine optimization (SEO) to make the institute come in the first or second position when students type in search engines the words JEE coaching in Nagpur or something close.
3. Web based seminars, free workshops, and counseling sessions (lead magnets) were to gather questions and turn them into sales.
4. Email and SMS campaigns to remind the prospects of the admission deadline, scholarship tests, and new batches.

It is demonstrated in the research on business models in EdTech in India that regular content marketing and influencer relations (e.g., cooperation with popular teachers on YouTube) can result in a substantial decrease in the price per student in the case of acquisition. In the case of Nagpur coaching institutes, the promotional mix between the traditional channels, through which the parents and local communities are reached, and the digital ones, through which tech savvy students may be reached, seems to work well.

#### **5. People strategies :**

In the education services, individuals, in most cases the faculty and front line counseling staff, occupy the center stage of service quality and marketing performance. Parents and students tend to select a coaching institute on the basis of reputation, experience and mode of teaching of particular teachers. The educational marketing studies indicate that well-trained,



understanding, and attentive employees contribute to the positive word-of-mouth and increased student satisfaction.

Faculty profiles, qualifications, years of experience, and past student outcomes are the main boast in the promotions of coaching institutes both in print and online media. More so, the counseling staff also contribute significantly in turning inquiries and phone calls that are typically made by walking in or making phone calls into admissions by persuading the individuals and directing them in a personal way. In the case of institutes in Nagpur, faculty development, training of counselors in communication skills and student centered culture could be a great marketing tool that supplements external advertising.

## **6. Process strategies :**

Process is the sequence of activities in which the service is provided such as inquiry handling, inquiry admission, scheduling of classes, feedback collection, and grievance redressal. Clear and effective operations minimize doubts among the students and parents and may produce a seamless experience that can help generate positive word of mouth. According to EdTech research, it is possible to note the usefulness of digital means in automating certain elements of the process, which include online registration, fee payment gateways, attendance tracking, and performance dashboards.

**Such strategies that are related in marketing and are key to the process, may be :**

1. Clear and cordial protocol of responding to enquiries, fast response to calls and messages.
2. Organised counseling group sessions providing course structure, outcomes and support mechanisms.
3. Regular feedback, e.g. student surveys and parent teacher meetings.
4. Sharing test scores, attendance and progress reports using simple digital systems.

## **7. Physical evidence tactics :**

Since education services are immaterial, a tangible measure, in terms of the infrastructure, the classroom setting, the study materials and the image, assists potential customers to evaluate quality. Some studies conducted on the field of the evolution of the private schools and the coaching institutes indicate that the current classroom, the comfortable seating, the proper lighting, the safety organization, and the cleanliness of the premises are all the factors that are rated by parents as the quality of the institution. Professional image building is also supported by the branding aspects including a logo, color scheme, and consistent signages. Coaching institute in Nagpur can fortify their physical evidence by ensuring that reception areas are organized, certificates and awards are displayed, achievement of students are displayed in notice boards and professionally designed brochures are used. In the case of hybrid or online elements, the design quality of the web, mobile application, and digital study material also constitutes a portion of the physical evidence that the students apply to assess the institute.



P	Description in Coaching Context	Typical Strategies in Nagpur City (Examples)
Product	Educational service package: courses, pedagogy, materials, tests, mentoring.	Integrated JEE/NEET batches, foundation courses, printed notes, regular test series, mentoring and doubt-solving sessions.
Price	Fees and all monetary/non-monetary sacrifices perceived by parents and students.	Tiered fee plans, early-bird discounts, scholarships, installment options, referral benefits for existing students.
Place	Physical location plus delivery channels (offline, online, hybrid).	Centres near schools/colleges and bus routes, parallel online classrooms, recorded lectures through web/app for distant students.
Promotion	Communication tools used to create awareness and persuade enrollment.	Newspaper result ads, hoardings, pamphlets; Instagram and Facebook posts, WhatsApp messages, YouTube demo classes, education fairs.
People	Faculty, counselors, front-office and support staff who interact with students.	Star faculty branding, experience and qualification display, trained counselors for walk-ins and calls, responsive admin staff.
Process	Steps by which inquiries are converted and services are delivered.	Standard inquiry scripts, structured counseling, online admission forms, automated fee receipts, regular feedback and parent meetings.
Physical Evidence	Tangible cues that signal quality of the institute.	Clean classrooms, branded signboards, visible safety measures, professional brochures, updated website and mobile app interface.

### Post COVID changes in marketing strategies :

The COVID 19 pandemic affected the coaching industry the world around and India was not different. Lockdowns have made physical coaching centers shut down and institutes rush to use online teaching tools. A good number of institutes in the tier II cities, which had strived to rely on just word of mouth and local advertising, realized the need to have a digital presence, which includes a working site, Facebook pages and simple learning tools. According to the studies conducted on online EdTech business models, during the post COVID period, the effective providers joined the quality of content and a robust digital marketing strategy with targeted advertising, search engine campaigns, and customer relationship management systems. Conservative coaching colleges that easily embraced online delivery and online marketing had the potential to keep students and even increase their target markets. Conversely, those institutes that embraced technology at a slow pace experienced a drop in enrolment.

In the case of the coaching institutes in Nagpur, the key post COVID marketing changes could be summarized as follows :



1. Definitive switching to the hybrid models, in which the physical classroom instruction is accompanied by the online doubt solving, video-taped lectures and online tests.
2. There should be an improved use of social media and messaging platforms to regularly communicate with current students and contact new prospects.
3. Increased attention on health, safety and hygiene in the physical centers as the value delivery to parents.
4. Constant necessity to invest in the digital skills of teachers and staff in order to make sure that the promoted advantages of online or hybrid learning are provided in reality.

### **Consequences on the individual coaching institutes at Nagpur city :**

#### **1. Combined online and offline advertising :**

The analysis reveals that both traditional and web marketing are not enough in the coaching environment. Parents can still react intensively to the local newspapers and outdoor hoardings and face to face counseling and students can get informed through social media, YouTube and peer recommendations. The coaching institutes in Nagpur should therefore implement an integrated marketing communication strategy whereby both sets of tools are synchronized such that the messages are consistent effective in all the channels. As an example, an announcement of the results can be made immediately in the local newspaper and at the same time on Instagram and in WhatsApp broadcast and on the site of the institute.

#### **2. Focus on value and outcomes :**

The outcome that is seen by the parents and students are the final factors used to evaluate the coaching institutes based on the academic performance, which includes exam scores, ranks, and selection rates, but also includes the less measurable factors regarding confidence, discipline, and general development. The marketing messages are then supposed to convey not only with the infrastructure and fees, but also in terms of value based on the teaching quality, mentoring and support systems. Credibility can be enhanced by using the information concerning previous outcomes, student evaluation, and intentions to further education provided in the candid and open key.

#### **3. Data driven and student centric approaches :**

The review indicates that the learning institutes which consistently gather and examine information on inquiries, conversions, student satisfaction, and learning results will be able to develop more efficient marketing campaigns. To illustrate, it can be beneficial to monitor the digital campaigns that produce more leads, or what referral source is giving high performance students to improve promotional budgets. The conversion rates can also be enhanced by adopting customer relationship management systems or plain databases to store lead information, follow up schedules as well as communication history. Meanwhile, a student centric approach based on listening to the preferences of students in terms of the batches timings, the medium of language and learning tools can create a positive word of mouth that is one of the most influential marketing tools in the educational sphere.

#### **4. Developing long term brand equity :**



Lastly, literature suggests that coaching institutes cannot achieve sustainable success by simply relying on short term promotion which is aggressive. Trust and brand equity are achieved through factors like ethical marketing, realistic promise, open-minded refund policy and the way the information regarding the students is handled. In the case of institutes in Nagpur, the term of being considered as reliable, student friendly and academic strong institute can result in multi year relationships where younger siblings also enroll in the same institute.

### **Conclusion :**

The Nagpur city has private coaching institutes that are dynamically and competitively situated in an educational setting where the aspect of traditional and digital marketing is required. The literature reviewed indicates that effective institutes employ the entire 7Ps of the marketing mix to create their products, market their product values, and establish long term relationships with students and parents. The impact of digital transformation and the COVID 19 experience is that hybrid delivery models and online marketing are inevitable even on the locally based players. In the future, Nagpur coaching institutes that will invest in combined promotion, good faculty, effective processes, and information-based decisions will work better in terms of enrollments and student satisfaction. Further empirical studies can be done in the future that uses empirical measurement to determine the effect of various marketing instruments on the choice of students in Nagpur and compare the results between various coaching institutes.

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