International Journal of Research in Management

Mohit Mangal
Janardan Rai Nagar
Rajasthan Vidyapeeth
University Udaipur,
Rajasthan, India

Dr. Prerna Bhati
Janardan Rai Nagar
Rajasthan Vidyapeeth
University Udaipur,
Rajasthan, India

Transformative effects of digital marketing in the education sector: A review

Mohit Mangal and Prerna Bhati

Abstract
The advent of digital technologies has profoundly transformed the education sector, particularly through the innovative application of digital marketing strategies. This review paper investigates the transformative effects of digital marketing on education, focusing on how these strategies have revolutionized outreach, student recruitment, and institutional branding. Digital marketing techniques such as social media engagement, search engine optimization (SEO), and data-driven advertising have enhanced educational institutions' ability to connect with prospective students and foster deeper relationships with current learners.

Key findings highlight that digital marketing has enabled educational institutions to better understand and respond to the needs and preferences of their target audiences, leading to more effective recruitment and engagement strategies. The paper also identifies best practices and emerging trends in digital marketing within the education sector, offering actionable insights for educators and marketers.

In conclusion, the review emphasizes the importance of embracing digital marketing innovations to enhance educational outreach and achieve strategic goals. By adapting to technological advancements and leveraging data-driven insights, educational institutions can significantly improve their marketing effectiveness and competitive positioning in a rapidly changing environment.

Keywords: Education sector, digital marketing, digital environment, students

Introduction

In recent years, the integration of digital marketing into the strategies of educational institutions has emerged as a pivotal development in the education sector. As traditional marketing approaches become increasingly supplemented by digital channels, educational institutions are leveraging various digital marketing techniques to enhance their outreach, improve engagement, and optimize recruitment processes [1]. This shift is driven by the growing digital presence of students and the necessity for educational institutions to maintain relevance in an increasingly competitive and technology-driven environment [2].

The rise of digital technology has transformed how information is disseminated and consumed. With students being the predominant users of digital platforms, it is crucial for educational institutions to ensure their offerings are accessible and engaging across online and mobile channels. Digital marketing strategies such as search engine optimization (SEO), search engine marketing (SEM), and the use of social media platforms like Facebook, Twitter, and Instagram have become integral tools for institutions aiming to connect with prospective students. These strategies enable institutions to deliver targeted messaging, engage with potential learners, and create a dynamic online presence [3].

Social media platforms, in particular, have revolutionized engagement practices, providing a space for real-time interaction and community building [4]. Given that young people increasingly turn to these platforms for information and social interaction, educational institutions are using social media to foster relationships, share updates, and gather feedback. This shift is not only enhancing communication but also expanding the reach of institutional marketing efforts [5].

The growth of online learning and the expanding international reach of educational institutions reflect broader socioeconomic changes and technological advancements. Online courses are now a staple in the educational landscape, with millions of students participating globally.

Corresponding Author:
Mohit Mangal
Janardan Rai Nagar
Rajasthan Vidyapeeth
University Udaipur,
Rajasthan, India

Furthermore, collaborations between academic institutions and secondary schools are addressing high school dropout rates and offering alternative pathways for students with diverse interests [6].

As educational institutions adapt to these changes, digital marketing is proving to be a critical component of their strategy. This review aims to explore the transformative effects of digital marketing on the education sector, examining how these strategies are reshaping outreach, engagement, and institutional branding. By understanding the impact of digital marketing, institutions can better navigate the evolving educational landscape and enhance their effectiveness in connecting with and serving their target audiences [7].

The term "digital marketing" refers to the process of advertising a business, item, or brand across many digital channels, mainly the Internet [10]. It encompasses a variety of channels, including influencer marketing (IM), push notifications (PUSH), websites, online portals, email marketing, social media marketing (SMM), online reputation management (ORM), content marketing (CM), push notifications (PUSH), and more.

SEO
A website's exposure in pertinent search engine results pages (SERPs) is improved by search engine optimization, or SEO. Leading search engines in the industry include Google, Yahoo, Bing, and Baidu. Because SEO increases a website's readability and SERP rankings, it plays a critical role in influencing consumer decisions. SEO is used by businesses like Microsoft, Amazon, and Apple as part of their marketing plans [10]. SEO, in contrast to Search Engine Marketing (SEM), is a free and natural strategy. There are two primary categories of SEO: on-page SEO, which concentrates on improving the content of websites, and off-page SEO, which uses strategies like social bookmarking and backlink building.

Marketing via search engines (SEM)
In contrast to SEO, search engine marketing (SEM) focuses on paid advertising on search engine results pages (SERPs) to promote a business, brand, product, or service. Finding the most searched terms linked to your business is made easier with the use of tools like Keyword Planner. One way to improve a website's SERP visibility is to bid against competitors for these highly trafficked keywords [11]. Text and picture ads are frequently used in SEM as promotional forms. Pay-per-click (PPC) and "AdWords" advertising campaigns from Google are well-known instances of SEM tactics.

Promotion via social media
93% of marketers see social media as an essential part of their overall advertising strategy, according to Social Media Examiner. 86% of marketers claim that social media has improved brand visibility, and 78% claim that it has increased traffic. Social media marketing has several benefits, such as producing prospective leads, growing fan bases, increasing sales, and opening up new joint venture options. The most widely used social media networks are highlighted by the survey: 76% of people use Instagram, while 94% of users are on Facebook. TikTok (10%), Snapchat (10%), Pinterest (25%), YouTube (53%), Twitter (53%), and Messenger bots (25%), are other noteworthy platforms. Even though marketers use a variety of platforms, Facebook and Instagram continue to be the most popular ones [12].

Website
A website is the center of attention for digital marketing because it is the primary tool for promoting any kind of good, service, or brand. Make sure your website is visually beautiful, loads quickly, has a wealth of useful content, and is simple to use in order to draw in your target audience. The World Wide Web began in August 1991 when Tim Berners-Lee launched the first website. Hypertext on the Web makes possible the linking of content and resources through Uniform Resource Locators (URLs). Since then, there has been a dramatic increase in the amount of information shared and accessed on the Internet worldwide [13]. Content management systems (CMS) make website development and administration easier, like WordPress, Joomla, and Drupal. Search engines and other online tools are becoming more and more important to internet users when making selections.

Promotional Emails
Sending promotional emails to a specific audience with the intention of boosting sales is known as email marketing. Email campaigns can assist potential clients in moving through the sales process by utilizing marketing automation. Following an online transaction involving a product, service, or brand, a customer can receive an email containing exclusive offers or discount coupons. This strategy encourages the consumer to weigh their options and contemplate making a purchase. The purchase is finalized once the customer has considered their options and made a decision. Positive comments and greater brand loyalty can result from high levels of consumer satisfaction [14].

Virtual learning environments
Prospective students can access a wealth of information from a variety of online education portals, publications, and search engines in India, including College Dunia, Career360, Shiksha, College Dekho, Minglebox, GetMyUni, HT Campus, MBA Universe, and College Search. These educational platforms are widely available, which generates rivalry as well as opportunity. These websites offer as thorough entry points to admissions data, giving prospective students and their families the ability to evaluate schools side by side, peruse reviews, and find call-to-action buttons [15].

The portals are comprehensive and contain a plethora of information about the schools, such as course offers, costs, scholarships, admission guidelines, notifications about entrance exams, placement records, faculty biographies, photo galleries, rankings, honors, continuing education, and dorm information. Students can utilize these search engines with an emphasis on education to narrow down their college and major options. These sites make long-term, substantial investments in search engine optimization techniques and content marketing in order to attain high organic search engine rankings.

Retargeting
A digital marketing tactic called retargeting aims to convert website visitors who haven't completed a purchase yet. In order to re-engage with potential customers and increase sales, it entails displaying customized advertisements for goods, services, and promotions on social media and third-party websites. This method, which is also referred to as

interest-based or demographics-based marketing, uses sophisticated algorithms and programmatic advertising to evaluate a variety of data sources [16].

With retargeting, digital marketers may follow up with customized adverts by using cookies and JavaScript to track users while they surf the internet. Conversion rates can be increased and consumer reengagement can be greatly enhanced by using this tactic. Retargeting relies heavily on metrics and analytics to fine-tune ad placements and enhance overall campaign performance.

Mobile marketing
With the help of innovative platforms like Signal, Telegram, and WhatsApp Business, mobile marketing has emerged as a dominant trend in digital marketing. It's a very efficient way to communicate with clients directly via SMS, MMS, and mobile apps, among other mobile media.

Fundamentally, mobile marketing is using clever mobile campaigns to disseminate viral product messaging to consumers. With nearly everyone owning a smartphone with internet connection these days, mobile marketing makes product promotion and sales easier. Furthermore, advertisers can position their advertising on streaming services like TikTok, Netflix, Amazon Prime, HotStar, InShorts, and HotStar, which reach a large audience interested in on-demand entertainment.

The application of digital marketing in academic institutions
Digital marketing is the process of advertising a business or brand via several digital channels. Although the list of digital channels is not all-inclusive, it includes channels like social networking sites, email, and cell phones. These channels serve to strengthen the company's overall brand visibility in addition to helping it promote to its target market.

The increasing usage of digital media and the Internet is changing the educational system dramatically. Since the majority of students have access to the internet, educational institutions are adjusting by utilizing more online and mobile platforms to reach a wider student population.

Why is Digital marketing the best means to impress students?
Several factors make digital marketing the most effective way to reach today's students. Here are some of the key reasons:
1. More time is spent online by students than on television or other media.
2. Online searches by potential students for training and educational programs are already underway.
3. Online display advertising works much better than traditional kinds of advertising.
4. The websites and online presence of schools and colleges are becoming important considerations for parents and guardians when making judgments.
5. A lot of students have also begun to evaluate a school or institution based only on its internet presence.
6. The most popular medium for application and admissions inquiries these days is the internet.
7. For college admissions, out-of-state students and expats largely rely on the internet.
8. Nowadays, parents and students believe that the internet is the most practical way to complete the admissions procedure.

Educational digital marketing
Institutions of higher learning are increasingly favoring digital marketing when it comes to student recruiting. They employ a methodical, planned approach to guarantee efficacy. It is essential to keep an eye out for any deviations from the plan's implementation in order to stay focused on drawing in new students. First and foremost, schools need to be very clear about who their target audience is.

The goal of higher education establishments is to draw in students, especially experienced ones who are considering their alternatives for further education and employment. Digital marketing is an effective means of producing and disseminating pertinent content to these people. It makes it possible to create material that immediately draws in potential students and makes it easier to communicate with the target audience online.

When creating digital marketing strategies, educational institutions need to keep in mind that every student is different and has different needs. If they want to effectively meet the unique tastes and needs of every potential student, they might have to establish a variety of channels for communication and interaction.

Schools need to be aware that the majority of internet users hardly ever browse past the first three pages of search engine results. These organizations must make sure their website is in the top three pages by using the appropriate keywords and phrases in order to be visible. They ought to concentrate on making their content as engaging and relevant as possible for potential students [17].

Social media in digital marketing
The help of digital marketing, schools can use social media to their advantage and publish photos and videos with a global audience. Social media is a useful tool for educational institutions since it has a big impact on students' decisions. Social media is used by about 99% of students, therefore educational institutions can take use of this to reach their target demographic [18].

E-learning and e-education insights
Leading the charge in the digital revolution is the education sector. Today, a lot of schools provide possibilities for distant learning, which is a big move toward more contemporary teaching methods. Even if some of these programs are low-tech, they serve as a strong basis for improvements in the future. Schools and other educational institutions are becoming more and more connected by video over high-speed networks like the National Broadband Network (NBN) and other education and research networks, which improves access and collaboration.

Both the worldwide One Laptop per Child Initiative and national laptop programs have contributed to the growth of e-books. The expansion of e-learning is also being propelled by digital innovations. Administrative chores are becoming more efficient and infrastructure expenses are decreasing thanks to operational cloud computing. Furthermore, mobile technologies are being utilized more and more to support learning in healthcare and educational environments.

Advantages of digital marketing for educational institutions
1. **Cost-effective:** A more affordable option to conventional techniques is provided by internet marketing. Email, RSS feeds, social networking, and

mobile marketing all demand little financial outlay. As a result, educational institutions can maximize their benefits by reaching a bigger audience while spending less.

2. **Instant Feedback:** Digital marketing tools make it possible to communicate quickly and easily by enabling instant messaging and feedback via blogs, social media, and SMS.

3. **Measurable:** Different technologies evaluate the efficacy of digital marketing. With permission-based, highly focused marketing, educational institutions may easily manage and assess campaign success with the help of vital data.

4. **Accessible Tools:** Digital marketing techniques and platforms yield impressive outcomes. Employing platforms like Facebook, Google, Twitter, and SMS marketing guarantees a wide-ranging but focused audience.

5. **High Conversion Rates:** Educational institutions can effortlessly target the right audience thanks to the individualized nature of email and SMS.

Conclusion
Since the education sector is depending more and more on internet advertising to reach its target audience, marketers need to pay attention to this area. Online research is frequently where prospective students begin their quest for instructor information. If an institution's website is optimized, updated, and includes multimedia information in addition to reviews from professionals and current and past students, they are more likely to visit it again. Young people spend their free time on social media, which is a powerful marketing tool for obtaining user data and tailoring offers and communications to suit client demands.

Influencer marketing uses well-known people in a certain field to sway public perception. These social media influencers affect their followers' educational decisions by endorsing products or, sometimes, educational establishments. They are paid for the endorsements they provide, which encourages favourable electronic word-of-mouth as well. In the end, this strategy can improve the public and commercial perception of an organization.

References
1. Firmansyah B. Literature review: The use of digital marketing in the promotion of educational institutions. International Conference of Bunga Bangsa. 2024 Feb;2(1):907-15.
2. Baltezarevic V. The role of digital marketing in the education sector. International Science and Art Research. 2023;6(6).
3. Ajina AS. The perceived value of social media marketing: An empirical study of online word-of-mouth in Saudi Arabian context. Entrepreneurship and Sustainability Issues. 2019;6(3):1512.
4. Audrezet A, De Kerviler G, Moulard JG. Authenticity under threat: When social media influencers need to go beyond self-presentation. Journal of Business Research. 2020;117:557-69.
5. Baltes LP. Content marketing - the fundamental tool of digital marketing. Bulletin of the Transilvania University of Brasov. Series V: Economic Sciences. 2015;111-8.
6. Bonilla Quijada MDR, Perea Muñoz E, Corrons A, Olmo-Arriaga JL. Engaging students through social media. Findings for the top five universities in the world. Journal of Marketing for Higher Education. 2022;32(2):197-214.
7. Camilleri M. Higher education marketing communications in the digital era. In: Strategic marketing of Higher Education in Africa. Routledge; 2020. p. 77-95.
8. Labausa FS, Pinca JM, Cruda NE. Investigating digital marketing strategies in influencing student enrollment decisions in tertiary education. Canadian Journal of Business and Information Studies. 2023;119-33.
9. Perera CH, Nayak R, Nguyen LTV. The impact of social media marketing and brand credibility on higher education institutes' brand equity in emerging countries. Journal of Marketing Communications. 2023;29(8):770-95.
10. de Guzman MFD, Villalobos RN, Cariño VR, Ganaden AR. East African Scholars Journal of Education, Humanities and Literature. 2023.
11. Kaushal V, Ali N. University reputation, brand attachment and brand personality as antecedents of student loyalty: A study in higher education context. Corporate Reputation Review. 2019. DOI: 10.1057/s41299-019-00084-y
12. Sagynbekova S, Ince E, Ogunmokun OA, Olaoke RO, Ukeje UE. Social media communication and higher education brand equity: The mediating role of eWOM. Journal of Public Affairs. 2020. DOI: 10.1002/pa.2112
13. Shu M, Scott N. Influence of social media on Chinese students' choice of an overseas study destination: An information adoption model perspective. Journal of Travel & Tourism Marketing. 2014;31(2):286-302. DOI: 10.1080/10548408.2014.873318
14. Sharabati AA, Alhileh MM, Abusaimeh H. Effect of service quality on graduates' satisfaction. Quality Assurance in Education. 2019;27(3):320-37. DOI: 10.1108/qae-04-2018-0035
15. Tajvidi M, Richard MO, Wang Y, Hajli N. Brand co-creation through social commerce information sharing: The role of social media. Journal of Business Research. 2018. DOI: 10.1016/j.jbusres.2018.06.008
16. Zhang CB, Li Y. How social media usage influences B2B customer loyalty: Roles of trust and purchase risk. Journal of Business & Industrial Marketing. 2019. DOI: 10.1108/jbim-07-2018-0211
17. Zhang X, Zhou S, Yu Y, Cheng Y, de Pablos PO, Lytras MD. Improving students' attitudes about corporate social responsibility via "Apps": a perspective integrating elaboration likelihood model and social media capabilities. Studies in Higher Education. 2019;1-18. DOI: 10.1080/03075079.2019.1698531
18. Tam L, Kim JN. Social media analytics: how they support company public relations. Journal of Business Strategy. 2018. DOI: 10.1108/jbs-06-2017-0078