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Investigating Digital Marketing Strategies in Influencing Student Enrollment Decisions in Tertiary Education

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ABSTRACT

Digital marketing has been recognized as a crucial aspect of attracting students for enrollment. Therefore, the aim of this research is to examine the influence of digital marketing strategies on student enrollment decisions, and to identify the most effective digital marketing strategy for driving student enrollment in tertiary education. This research utilized a descriptive quantitative research approach with stratified random sampling technique, and employed a modified survey questionnaire as the primary method of data collection. The data obtained from the survey questionnaire were analyzed and interpreted using a Four-point Likert scale, which measures interval data. The findings of the study revealed that utilizing “university webinar platforms” significantly influences the student enrollment decisions in tertiary education. Moreover, it was also revealed that utilizing “social media presence and retargeting campaigns”, and “mobile friendly website and educational apps” increases the awareness of students on the university programs and services being offered by learning institutions. As a result, these digital marketing strategies increase the students’ interest in university programs influencing significantly their enrollment decisions. It came to light that there is a statistically significant relationship between digital marketing strategies, namely, social media presence and retargeting campaigns ($r=.963$, $p=.008$), mobile-friendly website and educational apps ($r=.821$, $p=.089$), video content strategy ($r=.820$, $p=.089$), SEO-enhanced content on web pages ($r=.810$, $p=.097$), and university webinar platforms ($r=.760$, $p=.136$) on the student enrollment decisions in tertiary education.

Keywords: Digital marketing, Student enrollment decisions, Student recruitment, and Learning institutions.

INTRODUCTION:

In the modern era of business and technology, the success of organizations relies heavily on a competent digital marketing strategy. The American Marketing Association, (2021) emphasized the importance of investing in digital marketing strategies for companies to thrive in the digital age. By reaching out to clients through various digital channels, organizations can generate more revenue and achieve higher conversion rates. While traditional marketing still holds value in UniversePG | www.universepg.com

the education sector, digital marketing undoubtedly represents the future of marketing. The COVID-19 pandemic has further highlighted the urgency for universities to adopt digital marketing to promote their institutions and services, instead of relying solely on traditional marketing tactics. Universities and colleges must establish an online presence to effectively market their programs to the right audience in a professional manner.

According to Satya, (2022) universities can attract more students by employing efficient digital marketing methods. However, educational institutions should first understand the benefits of digital marketing before allocating resources and time to it. Further research can explore the implications of digital marketing strategies for the higher education institutions. Jha, (2023) affirmed that digitalization has completely transformed the education sector, as a large portion of the population now uses the internet, revolutionizing the way schooling is conducted. Consequently, higher learning institutions and colleges must leverage the internet and media extensively to reach a growing number of the students. Digital marketing is widely recognized as the most effective means for educational institutions to engage with potential students. Its elements are increasingly prevalent in the field of international education, aiming to improve operational methods. Hence, institutions are encouraged to adopt and integrate these mechanisms into their organizational frameworks. Embracing online strategies has proven to be an effective avenue for student recruitment, making digital marketing the primary tool for proactively excelling in competitive environments (Fierro *et al.*, 2017).

Digital marketing has a global reach and extends its influence beyond national boundaries. It is a rapidly growing industry, expanding at an annual rate of 25 to 30 percent. In addition Bohara *et al.* (2022) emphasized the growing reliance of higher education institutions on digital marketing as a means to attract students. Institutions of higher learning must adopt a systematic approach and effectively implement well-designed strategies. With the advancement of technology, digital marketing has become a crucial tool for universities to establish connections and engage with potential students. Social media advertising, email marketing, & search engine optimization have become prevalent strategies employed by the universities to promote their programs and entice students. Consequently, the objective of this study is to address the existing gap in marketing literature by examining the impact of digital marketing strategies on student enrollment decisions in tertiary education within the selected universities located in the University Belt, Manila. The findings of this study will provide the valuable insights to universities for improving their

digital marketing strategies and increasing enrollment in tertiary education programs.

Review of Literature

Digital Marketing

Seybert, (2022) affirmed that digital marketing tactics can have a positive impact on the recruitment of first-generation college students. In addition, colleges and universities are using digital marketing as part of the district-wide marketing efforts to increase enrollment. To stay engaged and relevant, the universities are increasingly utilizing the current digital marketing methods. Students spend more time on their gadgets to combat the tedium induced by social alienation at home, such as keeping up with friends and trends on social media, binge-watching favorite shows, streaming music, and surfing the internet. Colleges are increasing their profile as educational resources and building more personal ties with individuals wishing to enter higher education through each of these digital interactions. Furthermore, the COVID-19 pandemic has accelerated the need for colleges and universities to adopt digital marketing strategies. With the shift to remote learning and virtual events, digital marketing has become even more important for reaching prospective students. A survey conducted by Master-son, (2022) found that 68% of college and university admissions offices plan to increase their investment in digital marketing in response to the pandemic. It was also found that digital marketing campaigns, such as email marketing and social media advertising, can be an effective platform in the attracting students and increasing enrollment in tertiary education.

Social Media Presence and Retargeting Campaigns

Notermans, (2023) affirmed that the idea behind the retargeting is the straightforward, which repeatedly reminds visitors about the products and services they previously expressed interest in. In the context of higher education, retargeting is employed to maintain a strong presence in the minds of potential students. Through retargeting ads, your higher education institution serves as a reminder to individuals who have visited your website. Well-known universities and colleges allocate large sums of the money for online advertising. As a result, smaller educational institutions with limited marketing budgets face significant challenges in competing against these industry giants.

However, there exists a digital marketing approach that enables higher education establishments to achieve significant results without the need for excessive marketing expenses. Social media is becoming increasingly vital in the realm of higher education. This area is constantly changing and evolving (Roeback, 2020), offering ample opportunities to incorporate social media platforms and the tools into student learning (Witherow, 2020). It is advisable for professors to explore ways to integrate these platforms into their coursework and student interactions, if they have not already done so, in order to stay abreast of the continually expanding digital landscape and promote 21st-century learning.

Mobile-Friendly Website and Educational Apps

According to Caylor, (2021) the field of education should capitalize on technology and digital marketing by providing courses that are accessible through mobile devices. With the help of information and communication technologies, online students now have the flexibility to learn from virtually anywhere and at any time. These technologies empower students to learn while on the move. Consequently, creating learning materials specifically designed for students on the go promotes advanced-level learning through interactive strategies (Vazquez-Cano, 2014). Li and Li, (2021) conducted a survey of undergraduate students to explore their use of university websites, as well as the factors that influence their decision to enroll. The results show that mobile-friendly websites are positively associated with students' likelihood of considering a university, applying for admission, and enrolling. Furthermore, the authors find that the quality of the website design and ease of use (Al-Emran *et al.*, 2020), availability of information (John, 2023) are important factors that influence students' enrollment decisions.

Video Content Strategy

According to Trevelyan, (2022) video marketing and advertising have become increasingly effective in recent years as a means of connecting with a specific target audience. This strategy has been widely adopted across various industries. With intense competition in the market, merely having an online presence is no longer sufficient for the higher education institutions. They must make every effort to ensure that their brand and message are effectively marketed. Videos, in

particular, have a higher likelihood of being shared and engaged with on social media compared to other forms of content. Furthermore, videos have the potential to showcase the unique aspects of an educational institution, provide information about the programs students are interested in, and offer prospective applicants an inside look at campus life. Moreover, video marketing proves to be cost-effective, making it an ideal choice for institutions concerned about their budgetary constraints. The study of Kim *et al.* (2021) found that video content strategy positively influences brand attitude and electronic word-of-mouth (eWOM) intention. It was concluded that video content can be an effective tool for universities in enhancing their brand image and generating positive word-of-mouth among prospective students. Bohara *et al.* (2022) recommended that universities should focus on creating informative and entertaining video content that highlights their unique strengths and appeals to the interests and values of the prospective students. Similarly, Khechine and Mzoughi, (2021) examined the impact of social media and video marketing on university choice. The study found that social media and video marketing have a positive impact on university choice, with university image and reputation mediating this relationship. Ghannam and Al-Ariss, (2020) identified several key factors that influence the effectiveness of video marketing, which include the quality and the relevance of the content, the use of emotional appeals and storytelling techniques, the length and format of the video, and the distribution channels used to reach prospective students.

SEO-Enhanced Content on Web Pages

According to Shahzad *et al.* (2020) search engines are recognized as the valuable marketing tools, & professionals have acknowledged their importance in the achieving exceptional results in terms of enhancing business or website visibility in a short span of time. In the modern era, increasing visibility is crucial for surpassing competitors (Almukhtar *et al.*, 2021). Consequently, there is a growing realization that individuals can search for the similar images online using current or new images, significantly expanding the reach of digital marketing. By incorporating relevant keywords in image and video titles, providing alt text in image descriptions and employing other tactics,

advertisers can help the potential customers find their content. Additionally Sopa, (2023) noted that websites appearing higher or more frequently in search results receive greater traffic from search engine users. Implementing search engine optimization (SEO) techniques in web page content allows targeting various types of searches, including image searches, local searches, video searches, academic searches, news searches, and industry vertical searches. The study of (Alsmadi and Quteshat, 2021; Kim and Kim, 2019; Baek *et al.*, 2018) found a positive relationship between SEO and student enrollment, suggesting that universities that invest in SEO are the more likely to attract prospective students.

Thus, while there is some evidence to suggest that SEO can have a positive impact on student enrollment, the relationship appears to be the complex and may depend on a variety of the factors. Universities should consider the incorporating SEO into their broader marketing strategy, but should also focus on other factors that influence student enrollment, such as brand reputation, program offerings, and campus culture.

University Webinar Platforms

Kılıç and Kılıç, (2020) examined the relationship of university webinars and student enrollment of Turkish universities. The study found a positive relationship between webinar attendance and enrollment, suggesting that webinars can be an effective tool for universities in attracting and retaining students. It was evident that university webinar platforms can have a positive impact on the student enrollment. Similarly (Mason *et al.*, 2016; Lee *et al.*, 2020) confirmed that there is a statistically significant relationship between webinars & the student recruitment or enrollment. Universities utilize webinars to assist students throughout the application process and provide information on what to expect after submitting their applications. One significant advantage of webinars is the ability to accommodate a large number of students, allowing for a consolidated and informative session where numerous new students can participate together.

Students' Enrollment Decisions

According to Hudson, (2021) digital marketing plays a vital role in influencing student enrollment decisions. In the today's competitive market, higher education UniversePG | www.universepg.com

institutions rely on targeted digital marketing strategies to discover, engage, recruit, and retain students. The research conducted by Bohara *et al.* (2022) confirmed a statistically significant relationship between digital marketing and student enrollment decisions. As a result, it is crucial for higher education institutions to implement a range of digital marketing approaches to enhance enrollment and student recruitment. These strategies may include establishing a strong social media presence, employing retargeting campaigns, developing mobile-friendly websites and educational apps, implementing a video content strategy, optimizing web pages with search engine optimization (SEO) techniques, and utilizing university webinar platforms. Kusumawati, (2019) reported that a majority of the colleges and educational institutions are incorporating digital marketing to connect with students and reach potential applicants. The increasing emphasis on the digital marketing efforts by higher education providers highlights its effectiveness in the creating awareness among students about programs and services offered by universities. Moreover, digital marketing facilitates the dissemination of information to students, given the dependence of the current generation on technology.

Su and Liao, (2020) and Chen *et al.* (2021) affirmed that awareness of university programs and services had a positive effect on the student enrollment. It was highlighted that the awareness of university programs and services can have a positive impact on student enrollment. Universities should focus on effectively communicating information about their programs and services to prospective students through various channels to influence the student enrollment decisions. Therefore, effective customer relationship management at a collaborative level is closely tied to social media marketing. Users are well-informed about the different social media platforms utilized by higher education institutions and are likely to recommend these platforms to others. This word-of-mouth promotion by users encourages more individuals to follow the institution's various social media networks.

Chen *et al.* (2020) stated that student interest in the programs such as healthcare, technology, and business administration had a positive impact on enrollment at the undergraduate level. In addition, it was concluded that student interest in specific academic programs is

considered as a significant predictor of the enrollment decisions at the graduate level. Universities can benefit from promoting their programs and highlighting the unique features that would interest potential students. By understanding the factors that influence students' interest in academic programs, universities can tailor their recruitment strategies to attract and enroll more students. In utilizing digital marketing, several factors should also be considered such as university reputation (Kim & Lee, 2020), access to the online learning opportunities (Zheng & Wang, 2022), digitization of the enrollment procedure (Aqib *et al.*, 2022) and convenience and reliability of university websites (Pandit & Patil, 2022). Hence, it is crucial to design campaigns that specifically aim to engage prospective students from their school days. By initiating early engagement, you can establish the substantial brand awareness among potential students, effectively positioning your academic brand within this demographic well before they begin preparing for college education.

Research Questions

This study is an attempt to examine the influence of digital marketing strategies on student enrollment decisions in tertiary education. Specifically, it aims to answer the following questions:

- 1) What is the demographic profile of the respondents in terms of?
 - a. Age; b. Gender
- 2) What is the influence of various digital marketing strategies that are being utilized by educational institutions on the student enrollment decisions in tertiary education?
 - a. Social Media Presence and Retargeting Campaigns
 - b. Mobile-Friendly Website and Educational Apps
 - c. Video Content Strategy
 - d. SEO-Enhanced Content on Web Pages
 - e. University Webinar Platforms
- 3) Is there a significant relationship between digital marketing strategies employed by universities and student enrollment decisions in tertiary education?

METHODOLOGY:

Research Design

This study employed a descriptive quantitative research approach and the utilized a stratified random

sampling method. The objective of quantitative research design is to systematically and empirically explore specific phenomena through the statistical, numerical, or computational techniques. As described by Kruger, (2003) this research method follows a systematic approach to the investigation and transform gathered data into numerical format. Conducting statistical analysis is crucial for attaining a comprehensive understanding and detailed insights into the variables being examined. The aim of this research design is to identify the noteworthy factors or variables that might be present within the study.

Respondents of the Study

The respondents of this study were Four Hundred (400) students who are currently enrolled in tertiary education programs in the 10 selected universities in University Belt, Manila City. The 10 selected universities are chosen based on the most recent and latest data available coming directly from the Commission on Higher Education (CHED) regarding the total student's enrollment in tertiary education programs of the top 10 universities in the First District of Manila where the University Belt is located with the highest enrollment rates from the academic year 2021-2022. Since the study aims to examine the relationship between digital marketing strategies and students' enrollment decisions, therefore the most appropriate group of the respondents would be students who are currently enrolled in tertiary education programs from selected universities in the University Belt, Manila, namely Adamson University, Technological University of the Philippines-Manila, Pamantasan ng Lungsod ng Maynila, De La Salle University-Manila, De La Salle-College of Saint Benilde, Eulogio "Amang" Rodriguez Institute of Science and Technology, Far Eastern University, National University, University of Santo Tomas, & Polytechnic University of the Philippines. The forty (40) respondents from each institution should have the most relevant, recent information and experience regarding the digital marketing strategies used by the universities and their enrollment decisions.

Research Instrument

A survey questionnaire was the primary research instrument used in this study. The questionnaire was designed to collect data about the students' demographic information, exposure to the digital marketing

strategies, and factors influencing enrollment decisions in tertiary education. The questionnaire was tested for validity and the reliability to ensure the accuracy and consistency of the data collected. These research instruments provided a comprehensive approach to gathering data about the influence of digital marketing strategies on student enrollment decisions. The data collected from these instruments was analyzed using appropriate statistical techniques to draw conclusions about the impact of digital marketing strategies on student enrollment decisions in tertiary education.

Procedure

This study involved the development of a survey questionnaire consisting of a structured set of questions. The questionnaire served as a tool for collecting data and obtaining answers to the research questions. The questions were organized into different categories based on the subject matter, and a pilot testing phase was conducted where a sample questionnaire was provided to selected participants. The researcher then

assessed whether the questionnaire effectively addressed the research problems. Once any issues with the survey questionnaire were resolved, the data collection instruments were ready for implementation on a larger scale. In this study, the researcher analyzed interrelationships between the coded data & various categories to derive interpretations & draw conclusions.

Reliability and Validity Analysis

The outcomes of the questionnaire's reliability and validity analysis are the presented in **Table 1**. The Cronbach's α coefficient obtained a value of 0.93, surpassing the threshold of 0.70. An α coefficient value of 0.93 is regarded as "Excellent," indicating that the questionnaire for variable 1, 'Digital Marketing Strategies,' successfully met the reliability criteria. This suggests that there is a significant correlation among the items. Furthermore, the statistical analysis conducted confirmed that all the variable item configurations of the questionnaire fulfilled the validity requirements of the study.

Table 1: Reliability and Validity Analysis - Variable 1.

ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Rows	35.316	9	3.924	14.32117	4.6E-18	1.92341
Columns	11.936	24	0.49733	1.81509	0.01411	1.56791
Error	59.184	216	0.274			
Total	106.436	249				
Cronbach Alpha	0.93017					

The findings from the analysis of reliability and validity of the questionnaire are displayed in **Table 2**. The calculated Cronbach's α coefficient yielded a value of 0.99, exceeding the minimum threshold of 0.70. A Cronbach's α coefficient of 0.99 is considered as "Excellent," indicating that the questionnaire for vari-

able 2, 'Students' Enrollment Decision,' successfully fulfilled the reliability criteria. This suggests a significant correlation among the items. Furthermore, the statistical analysis conducted confirmed that all the variable item configurations of the questionnaire satisfied the validity requirements of the study.

Table 2: Reliability and Validity Analysis - Variable 2.

ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Rows	246.115	9	27.346	80.08266	2.5E-114	1.888254
Columns	49.955	124	0.402865	1.179782	0.097254	1.233212
Error	381.085	1116	0.341474			
Total	677.155	1249				
Cronbach Alpha	0.98751					

RESULTS AND DISCUSSION:

Table 3 shows the demographic profile of the respondents in terms of gender and age. Two hundred twenty- UniversePG | www.universepg.com

three (56%) of the respondents are female, then one hundred seventy-seven (44%) of respondents are male. It shows that the majority of respondents are female.

Table 3: Demographic Profile of the Respondents.

Variable	Frequency	Percentage
Gender		
Female	223	56%
Male	177	44%
Age		
19-20 years old	78	19%
21-22 years old	156	39%
23-24 years old	166	42%

The age of seventy-eight (19%) of the respondents ranges from 19-20 years old, followed by one hundred fifty-six (39%) of the respondents' age ranges 21-22 years old. Then, one hundred sixty-six (42%) have an age that ranges 23-24 years old. It shows that the majority of the respondents are in the age bracket of 23-24 years old.

Digital Marketing Strategies

Table 4: Social Media Presence and Retargeting Campaigns.

Contributing Factors	Mean	Remarks
Positive image on social media.	3.84	Great Extent
Social Media posts are interesting.	3.49	Great Extent
Campaigns re-appearing on social media timeline.	3.38	Great Extent
Posting engaging advertisements that could drive up comments, likes, and shares	3.66	Great Extent
Active on social media platforms (Facebook, Twitter, Instagram).	3.66	Great Extent
Total Average Mean	3.60	Great Extent

Table 4 illustrates the contributing factors of social media presence and retargeting campaigns. Evidently, out of all the contributing factors, item no. 1 (Positive image on social media) got the highest weighted mean of '3.84' interpreted as 'Great Extent'. Positive social media presence is one of the elements influencing enrollment choices, which means if a university has a positive image on all social media platforms; it is easy for the enrollee to make a decision right away because they perceive that the university has an outstanding reputation. A positive social media presence is the crucial component of every institution's strategy since it fosters the uniqueness and demonstrates how a

university is viewed by the general public (Sengupta & Vaish, 2023). Effa, (2020) and the Schlesinger *et al.* (2021) stated that the presence of an exceptional image of a university in social media influences enrollment decisions, which creates faith and student satisfaction. However, a university must maintain its good social media image, ability to meet students' needs, and help prospective the students choose the right program decision. Some empirical researchers found that nourishing a good image on social media platforms can boost enrollment and the retain university students (Ildamaria & Andrz, 2019; Pinar *et al.*, 2020; Froudi *et al.*, 2020; Saha, 2022).

Table 5: Mobile-Friendly Website and Educational Apps.

Contributing Factors	Mean	Remarks
Easy to navigate website	3.73	Great Extent
Website can be viewed on mobile phones	3.78	Great Extent
Appealing design of the university website	3.44	Great Extent
Helpful Information on Educational Apps	3.53	Great Extent
Complete information about the university.	3.75	Great Extent
Total Average Mean	3.64	Great Extent

Table 5 shows the contributing factors of mobile-friendly websites and the educational apps. The data revealed that items 1, 2, 4, and 5 got the highest remarks of 'Great Extent.' However, item 2 (Website can be viewed on mobile phones) got the highest weighted mean of '3.78' interpreted as 'Great Extent.'

A website is a tool of information that serves as a guideline for a student to evaluate an institution regarding its facilities, services, and reputation. As digitalization has already emerged, people now have access to the internet. In the study of Heard, (2021) it was found that 95% of students have smartphones, and 58.83% of

website traffic arises from their phones. Thus, 92.3% of internet users burst the web using mobile phones (Howarth, 2023), which means that the students can browse websites easily using data or internet connection on their cellular phones. For this reason Sarwar, (2021) stated that utilizing a mobile-friendly website

is a significant tool in creating online visibility for its users. Hence, the university website has online access across all digital channels, which is necessary in the attracting the potential students, and increasing the improving the university enrollment (Ahmad, 2020).

Table 6: Video Content Strategy.

Contributing Factors	Mean	Remarks
Gives information about the university history.	3.47	Great Extent
Emphasizes the main programs and services of the university.	3.55	Great Extent
Information about the offered programs.	3.62	Great Extent
Shows how fun and exciting are a student in the university.	3.47	Great Extent
Shows a glimpse of the other activities and successful events of the university.	3.52	Great Extent
Total Average Mean	3.53	Great Extent

Table 6 indicates the contributing factors of video content strategy. The table clearly reveals that item 3 (Information about the offered programs) got the highest weighted mean of ‘3.62’ interpreted as ‘Great Extent.’ The information about the programs offered by the universities as part of their video content strategy allows prospective students to view what they can expect from the university and choose the right program for themselves. Chaudhry, (2023) mentioned that creating information about the offered programs is

certainly important when reaching prospective students to enroll in a university. This is necessary when a student is faced with micro decision-making (Othman et al., 2019). Gora, (2022) explained that students that are now going to college are more concerned about their career path and it is necessary to input all possible professions in the information about the offered programs since it is one of the factors affecting student enrollment decisions.

Table 7: SEO-Enhanced Content on Web Pages.

Contributing Factors	Mean	Remarks
Improves search engine performance.	3.52	Great Extent
Consolidates students interactive experiences	3.48	Great Extent
Effective keywords in promoting the university.	3.54	Great Extent
Easy to be found when searching for universities and programs of the universities.	3.51	Great Extent
Social media contents are keeping up with the current trend.	3.71	Great Extent
Total Average Mean	3.55	Great Extent

Table 7 illustrates the contributing factors of SEO-enhanced content on web pages. It clearly reveals that item 5 (Social media contents are keeping up with the current trend) got the highest weighted mean of ‘3.71’ interpreted as ‘Great Extent.’ It proves that universities are including the trend for having persuasive content on their web pages that can get the student's attention on social media. The result is supported by the study of

Jarrett, (2021) stating that the web pages of universities in social media not only let students engage quickly and efficiently with the university, but it allows students to weigh their options and get a feel for the institution.

Table 8: University Webinar Platforms.

Contributing Factors	Mean	Remarks
The webinar events are interesting and informational.	3.71	Great Extent
It highlights the student’s ability to handle webinar events and assess the overall objective of the event.	3.56	Great Extent

The webinars are relevant and give me an opportunity to further know more about the university.	3.61	Great Extent
It offers a platform for students to meet other students and interact and share information.	3.58	Great Extent
Webinars allow students to see a different dynamic of academic life and how it aids in their maturity process and life improvement.	3.64	Great Extent
Total Average Mean	3.62	Great Extent

Table 8 shows the contributing factors of the university webinar platforms. The table reveals that item 1 (The webinar events are interesting and informational) got the highest weighted mean of ‘3.71’ interpreted as ‘Great Extent.’ It indicates that students are interested when there is a webinar event from a university that they want to know about. According to Gegenfurtner,

(2019) many students express satisfaction or enjoyment in the webinar platforms. Thus, the creation of education has been altered by the global trend of digitalization. The digital learning environment which has grown in the popularity in recent years now uses webinars as a standard tool.

Table 9: Pearson-r Correlation Social Media Presence and Retargeting Campaigns on Student Enrollment Decisions (**The correlation is significant at the 0.01 level, 2-tailed).

		Digital Marketing Strategies (Social Media Presence & Retargeting Campaigns)	Student Enrollment Decisions
Digital Marketing (Social Media Presence & Retargeting Campaigns)	Pearson Correlation	1	.963(**)
	Sig. (2-tailed)		.008
	N	400	400
Students Enrollment Decisions	Pearson Correlation	.963(**)	1
	Sig. (2-tailed)	.008	
	N	400	400

Table 9 illustrates the Pearson r test results between the digital marketing strategies (social media presence and retargeting campaigns) and student enrollment decisions, the value of r is 0.963 at 0.01 level of the significance, the computation gave a result of 0.963 interpreted as ‘Very Strong Correlation’. The relationship between variable digital marketing strategies and student enrollment decisions in terms of social media presence and retargeting campaigns is highly statistically significant (r=0.963, n=400, p=0.008). Kusumawati, (2019) mentioned that digital marketing is a prominent tool which is highly recognized these days as well as the utilization of the social media presence which are both the relevant in a decision process of choosing an institution. Result shows that the collaborative nature of both social media and the digital marketing has a significant effect in decision making and increasing the university’s enrollment. Similarly, Bohara et al. (2022) confirmed that there is a statistically significant relationship between the social media presence and campaigns as digital marketing strategy and student enrollment in tertiary education. Although both have a good relationship, it is still

undeniable that social media presence and retargeting campaigns is only a facet of digital marketing. However, in this time of age, social media plays a huge factor in the escalating admissions, cost effective in boosting social media presence, and can easily target prospective students online (Gupta, 2022). In addition, social media presence together with the use of retargeting campaigns and employment of digital marketing strategy truly influenced students to enroll in the university (Fishbein, 2022).

Table 10 presents the Pearson r test results between the digital marketing strategies (Mobile-Friendly Website and Educational Apps) and student enrollment decisions, the value of r is 0.821 at 0.089 level of significance, and computation gave a result of 0.821 interpreted as ‘Very Strong Correlation’. The relationship between variable digital marketing strategies and student enrollment decisions in terms of the mobile-friendly websites and the educational apps is highly significant (r=0.821, n=400, p=0.089).

Table 10: Pearson-r Correlation Mobile-Friendly Website and Educational Apps on the Student Enrollment Decisions.

		Digital Marketing Strategies (Mobile-Friendly Website and Educational Apps)	Student Enrollment Decisions
Digital Marketing	Pearson Correlation	1	.821
(Mobile-Friendly Website and Educational Apps)	Sig. (2-tailed)		.089
	N	400	400
Student Enrollment Decisions	Pearson Correlation	.821	1
	Sig. (2-tailed) N	.089 400	400

The studies of (Ababa et al., 2021; Demir and Akpinar, 2018) found that the correlation between mobile friendly websites and the educational apps as digital marketing strategies are significantly important in influencing student enrollment decisions. In addition, it was mentioned that utilizing mobile friendly websites

and educational apps have a positive impact in the encouraging prospective students to the enrollment in a university. The result shows that students preferred utilizing this platform as it enlightens their enrollment decision-making by providing in-depth information about the university with ease of navigation.

Table 11: Pearson-r Correlation Video Content Strategy on the Student Enrollment Decisions.

		Digital Marketing Strategies (Video Content Strategy)	Student Enrollment Decisions
Digital Marketing	Pearson Correlation	1	.820
(Video Content Strategy)	Sig. (2-tailed)		.089
	N	400	400
Student Enrollment Decisions	Pearson Correlation	.820	1
	Sig. (2-tailed) N	.089 400	400

Table 11 reveals the Pearson r test results between the digital marketing strategies (Video Content Strategy) and student enrollment decisions, the value of r is 0.820 at 0.89 level of significance, the computation gave a result of 0.820 interpreted as ‘Very Strong Correlation’. The relationship between variable digital marketing strategies and student enrollment decisions in terms of video content strategy is highly significant (r=0.820, n=400, p=0.089). The result is supported by the study of Ansari and Khan, (2020) concluding that the relationship between video content strategy and

student enrollment is highly statistically significant. Thus, it was highlighted that video content strategy plays an important role in encouraging students to enroll in an educational institution. In the addition (Makrydakakis, 2021; Ansari and Khan, 2020) stated that digital marketing along with video content strategy highly influenced prospective students to be admitted to the university as it creates significant results by which students are being magnetized by the effectiveness of its relation.

Table 12: Pearson-r Correlation SEO-Enhanced Content on Web Pages on the Student Enrollment Decisions.

		Digital Marketing Strategies (SEO-Enhanced Content On Web Pages)	Student Enrollment Decisions
Digital Marketing	Pearson Correlation	1	.810
(SEO-Enhanced Content on Web Pages)	Sig. (2-tailed)		.097
	N	400	400
Student Enrollment Decisions	Pearson Correlation	.810	1
	Sig. (2-tailed) N	.097 400	400

Table 12 shows the Pearson r test results between digital marketing strategies (SEO-enhanced content on web pages) and student enrollment decisions. The value of r is 0.810 at 0.097 level of significance. The computation gave a result of 0.949 interpreted as ‘Very Strong Correlation.’ It clearly reveals that the relationship between the variables digital marketing strategies and student's enrollment decisions are highly statistically significant, (r=0.810, n=400, p=0.097). Richtman, (2021) mentioned that while search engine

optimization (SEO) might appear daunting, implementing effective SEO techniques can actually enhance web traffic, generate more leads, and expand your brand's reach to a larger audience. By increasing visibility among the potential students, it actually improves the likelihood of converting those leads into enrollments. In essence, good SEO practices enable you to share your story with a broader audience and maximize the potential of attracting new students.

Table 13: Pearson-r Correlation University Webinar Platforms on the Student Enrollment Decisions.

		Digital Marketing Strategies (University Webinar Platforms)	Student Enrollment Decisions
Digital Marketing (University Webinar Platforms)	Pearson Correlation	1	.760
	Sig. (2-tailed)		.136
	N	400	400
Student Enrollment Decisions	Pearson Correlation	.760	1
	Sig. (2-tailed) N	.136 400	400

Table 13 shows the Pearson r test results between the digital marketing strategies (University Webinar Platforms) and student enrollment decisions. The value of r is 0.760 at 0.136 level of the significance. The computation gave a result of 0.810 interpreted as ‘Strong Positive Correlation.’ This expresses that the relationship of the variables digital marketing strategies and student's enrollment decisions when it comes to university webinar platforms are highly statistically significant (r=0.760, n=400, p=0.136).

According to Carnevale and Taylor, (2017) university webinar platforms offer the chance to connect with a wider range of the potential students regardless of their location. This expanded accessibility can result in increased enrollment by engaging individuals who may have been unable to participate in traditional on-site events. Educational institutions can utilize webinars to effectively communicate with prospective students, offering them valuable insights into program details, campus life, and the admissions process.

CONCLUSION:

Based on the research findings, it came to light that there is a statistically significant relationship between digital marketing strategies, namely, the social media presence and retargeting campaigns (r=.963, p=.008),

mobile-friendly website and educational apps (r=.821, p=.089), video content strategy (r=.820, p=.089), SEO-enhanced content on web pages (r=.810, p=.097), and university webinar platforms (r=.760, p=.136) on the student enrollment decisions in tertiary education. It is suggested that universities should maintain a positive social media presence by utilizing social media platforms and retargeting campaigns to increase students' awareness of university programs and services. Moreover, mobile-friendly websites and educational apps should be accessible and can be viewed clearly on mobile phones. For this reason, educational institutions should start prioritizing the development of mobile-friendly websites that are user-friendly and provide relevant and up-to-date information to attract and retain students. Digital marketing strategies such as social media presence and retargeting campaigns, mobile-friendly websites and educational apps, video content strategy, SEO-enhanced content on web pages, and university webinar platforms are highly significant in influencing student enrollment decisions in tertiary education. The most influential of all digital marketing strategies that universities employed in optimizing student enrollment decisions is the utilization of university webinars platforms. The results of this study found that students who had a more positive perception

of university opportunities were more likely to enroll in a certain university. Therefore, universities should focus on improving their academic programs and career services to attract more students. They also emphasized the importance of providing clear and accurate information about campus resources and social opportunities to prospective students. This highlights the importance of the university opportunities in influencing the students' enrollment decisions. Also, correctly targeting the university's digital marketing efforts to parents can help them make a valuable connection ensuring that they know where to look for when the time comes. It is envisaged that social media presence and the retargeting campaigns lead to an increased students' awareness of university programs and services. On the other hand, mobile-friendly websites and educational apps can increase the interest of students in the university programs. Thus, university webinar platform allow students to see a different dynamic of academic life and how it aids in their maturity process, which can affect the student enrollment decisions. There is a statistically significant relationship between digital marketing strategies employed by universities and the student enrollment decisions. The researchers suggest that it is important to take into the consideration more innovative digital marketing strategies to keep up with the current trends. Universities should maximize the use of the university webinar platforms and be more creative in the conducting webinars. For future research in a similar field, it is advised that other researchers select a different setting or location for their study in order to obtain precise and valid information. Additionally, it is recommended that future studies incorporate alternative variables to accurately measure the actual impact of digital marketing strategies on student enrollment decisions, using authentic data and a comprehensive survey question-naire.

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All authors declare no conflict of interest.

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