

## **A Systematic Review of Digital Marketing Strategies in Higher Education Institutions**

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### **Abstract**

The purpose of this study in this literature review is to observe digital promotion strategies used in higher education. In this instance, effective advertising and marketing enables the gathering of facts to be more roughly understood by focused students and their parents, which can further guide advertising and other strategies. In this paper we have shown the advertisement on the basis of each generation, because most of the advertisement we do not make based on an audience that what kind of generation see it. Based primarily on literature evaluation, the researchers known the subsequent topics: digitization and digital marketing and traditional methods of advertising, public media as a digital marketing approach, data technology as an advertising strategy, Online knowledge at some level in commerce, Internet group and digital advertising, options, and destiny study instruction, and implications. Finally, virtual advertising has supplanted traditional advertising. These elements make up the virtual advertising and marketing skills gap. Internet advertising is becoming more and more massive. Digital advertising has evolved into an Internet marketing platform for small commercial enterprise owners, even when not lacking the budget to inform production and Internet improvements. Digital Marketers are becoming more interested in social media advertising. Because of the potential profit to market proportion provided by social media marketing to new trends marketers, it is projected that social advertising spend will continue to increase in the being to come.

**Keywords:** Digital Marketing, Higher Education, Social Media, Content Marketing, Student Engagement, Educational Branding

## **1. Introduction**

In the modern era of technology, every business has to plan a strong digital marketing strategy for organizational success when digital marketing marmalade its way into internet marketing. Businesses that succeed in the digital age typically devote significant resources to the creation of effective digital marketing plans. Over 350 million people in India use the internet, and 80% of those people use Smartphones, so there are more than 350 million internet users in India. [1]. Due to the Covid epidemic, it made a place in the business world. And it made every kind of age group (Children, Youth, Adults & Seniors) It is most significant variables consist of a number of national (cultural), socioeconomic, and demographic problems, a part of this market thus leaving the traditional market to the hilt and with this it attracted a lot of youth. There is a vast amount of information available online for students to learn about any reputable college's infrastructure, including its fees, admission requirements, educational standards, placement rates, and student reviews. The digital marketing plays vital role in present market and branding trends in higher education, and generally it is higher education which is also known as tertiary education and it provides academic degree and it provides many qualifications of higher national diploma, foundation degree and honors degree, on this I have informed the higher education policy. They accomplish this by offering policymakers at the institutional, national, and international levels research, intelligence, and analysis. Excellent, intellectual, all-around, and creative people must be developed through quality higher education. The main highlights of the new education policy are multidisciplinary universities and colleges, which fundamentally alter the current structure [2].

Through the numerous social media platforms and channels, digital marketing has made it possible for interaction with a higher level of involvement, allowing for quick engagement of target customers. Traditional marketing which is generally very slow and digital advertising is calculable, target audience conversion is swift, feedback is rapid, and adjustments are implemented immediately away. It is impossible to receive feedback on time. As lengthy as technology advances and as long as customers' expectations are met, digital marketing will become more creative and imaginative, ensuring a prosperous future for educational institutions. Various social media channels are used when disseminating information to a global target audience. [2]

Table 1 Overview of Digital Strategy Adoption

Strategy	Adoption Rate (%)
Social Media Marketing	92%
Content Marketing	85%
Search Engine Optimization	78%
Email Campaigns	74%
Influencer Collaboration	51%
CRM and Data Analytics	66%
Virtual Tours/Webinars	59%

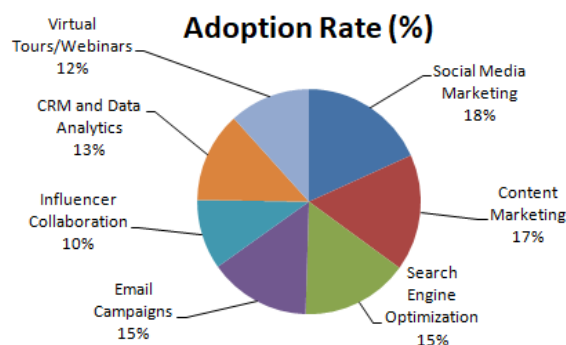


Figure 1: Digital Strategy Adoption in Higher Education (2023 Survey Data)

Some attempts were made in the 1980s to establish a digital market for the first time, but this was not possible. The digital market was marketing. Digital marketing is the new marketing method to reach more people in less time. Thus it is a developing area for developing the

technology. The first person in the world to introduce digital marketing was Guglielmo Marconi. The radio was invented in 1896. Some say that computer engineer Ray Tomlinson should be credited with the birth of digital marketing when email was first sent in 1971. We do many things like recharge, ticket booking, bill payment, online shopping, and online transaction through internet. The reason for business digital marketing is the trend of users towards the Internet. According to market statistics, 80-90% of buyers do online research before buying someone's product. (El Saleh, 2019)

### 1.1 Digital marketing and Types of Media

**Owned Media** - Owned media refers to digital marketing channels a business controls.

- **Email Marketing:** It is a strategy used by firms to communicate with their audiences. Email is regularly used to promote events,(Sabbagh, 2021) promotions, and other information while directing customers to a business' website.
- **Search Engine Optimization (SEO):** In order to enhance the digit of whole (Patil Swati et al., 2013) visitors to your website, you must optimize it to "position" higher in explore engine outcome pages.
- **Social Media Channels:** social media marketing means the website that markets (Holland, 2015) itself on its social media channels like as social networks, blogs and Facebook, Twitter, Pinterest, and the globe other platforms.

1. **Paid Media** - Paid media is marketing that generates earned media and boosts visitors to owned media properties.

- **Display Advertising:** Native advertising is commercials that are featured on a platform along with unpaid content and are mostly content-driven. Even though Facebook and Instagram ads are often sometimes referred to as "native" social media advertising, Buzz Feed sponsored posts are great illustrations. It means producing and promoting content assets with the aim of increasing acquiring customers, generating leads and traffic. Online brochures, look books, E-Books whitepapers, Blog postings and Graphical information and are a few of the channels that can be used in your content promotion plan.

- **Pay-Per-Click (PPC):** Publishers receive payment for article clicks through (Kapoor et al., 2016) popular Pay-per-click (PPC) model like GAW (Google Ad Words), which pay for prominent positions on Google's SER pages at a "per click" cost.
- **Affiliate Marketing:** This Marketing is a form of decision-making method (V et al., 2018) marketing where you are rewarded to promote other popular goods and services on your website.

**Marketing Automation:** This Marketin is software that helps you mechanize daily promotion tasks. various marketing teams can computerize repetitive processes that they would or else as social media post scheduling, like Email newsletters, lead nurturing workflows, contact list

This study explores the strategic role of digital marketing in higher education, focusing on its impact on institutional image, recruitment effectiveness, and specific tools like social media platforms, SEO, and data analytics. It proposes a comprehensive digital marketing strategy to enhance institutional visibility and competitiveness, thereby promoting educational services. The review includes the introduction of digital media and higher education. Secondary Education and Senior Secondary Education is excluded, print media and television media are also excluded from our study.

## LITERATURE REVIEW

### Digital Marketing

Afrina Yasmin et al (2015) In the digital age, marketers face new difficulties and opportunities. Digital marketing involves marketers promoting products or services using electronic media to attract clients and enable interaction with businesses through digital channels. (Yasmin et al., 2015).

Neil A. Morgan (2015) The element of promotion practice and the academic core of the discipline of strategic promotion is the impression of marketing plan(Morgan et al., 2019). They evaluate the state of marketing strategy research using a novel understanding of the construct's domain as a lens.

We build gives researchers the chance to create novel theories, establish their clearly relevant applications, and advance practice. Due to the fact that lots of these cannot be effectively addressed using the present secondary data that is currently made available to the public, researchers must be more innovative and interdisciplinary in their research designs, taking into account cutting-edge new technologies for data collection and analysis. As a result, in order to evaluate these study approaches, recite editors, editors and reviewers will need to be additional flexible, interdisciplinary, and knowledgeable.

Ali Akeel et al (2020) Further investigation will be done to determine whether digital promotion may radically impact set up development, appreciation, buyer constancy, and customer dealings. The only similar study we could locate was the link connecting communal media and modernization in establish, which shows that social media has a favorable impact on advance in establish businesses. This idea has not before been studied(Akeel & Gubhaju, 2020).

### **Digital Marketing Strategies**

Dr. Vijaya Gondane, et. al.,(2021) discussed how the importance of Digital Marketing techniques has grown each year and how they are now a crucial component of all marketing and sales plans. The secret to an organization's success in reaching its target audience is Digital Marketing. The marketing and sales industries saw a significant transition in the contemporary digital era.(Gondane & Pawar, 2021)

Suresh et. al. Affiliate marketing, in which a publisher promotes a business on their website and then pays an partner a fee each time a customer or visitor makes a procure, is covered in relation to the internet marketing approach. The terms "affiliate marketing" and "performance marketing" are interchangeable. (V et al., 2018).

P.K. Kannan et. al. (2017) created and detailed a framework for research in digital marketing that highlights the touchpoints in both the promotion method and the process of developing promotion strategies where digital technologies are having and will have a huge impact. We ultimately incorporate these highlighted problems and create a learning for upcoming research in digital marketing in order to analyze the challenges from the point of view of the company.(Kannan, 2017).

Charles Gibson (2018) discussed A thorough assessment of digital marketing techniques is required in light of the popularity of businesses incorporating technology into their marketing plans. The current study offered individuals, researchers digital marketing, businesses, organizations, and tactics to help them become more visible to their target market.

Vivica I. Kraak,(2020) discussed about Young people are exposed to highly processed beverages and foods that are high in sugar, fat, sugar, and salt (HFSS) through the widespread use of digital marketing, which has a severe impact on their health and diet.(Kraak et al., 2020).

Bång Andreas (2014) discussed about the marketing strategy is essential for a company to be competitive in the highly competitive B2B industry. Three components that are said to be essential to a marketing plan are relationships, branding, and profit/performance. There is a shortage of study in the context of the manufacturing industry on Internet and Digital Marketing strategies.

Christopher P. Holland (2015) discussed the mobile technology is altering how sports fans consume content both generally and specifically at live events. (Holland, 2015). numerous strategic opportunities and challenges are created by these shifts. A number of frameworks and concepts are open in this case study, including the sports event-driven marketing, star marketing, ecosystem model and regional and international variations in sports viewing for particular sports.

Raghavendra Gs (2017) discussed about the internet has greatly increased by the using. The internet is an unlocked door to digital marketing for any product business. Digital marketing includes social media as well.(Raghavendra & Sudhakara, n.d.).

Vijaya Jain (2016) discussed about Digital marketing is one of the best tools for spreading political awareness, motivating voters, and endorsing political candidates. Online is a terrific venue for mobilising a voter group that is normally interested in traditional politics because young people are the majority of its users.(Jain, n.d.).

Juan José López García(2019) discussed about Digital marketing has grown to be a crucial component of campaigns that draw in and keep online visitors. The primary objectives of this study are to identify the methods by which users can be attracted and kept via digital marketing.(López García et al., 2019).

According to P. Sathya claims (2020) argued that Digital marketing is a common kind of electronic communication used by marketers to advertise products and services to the market. Customer communication with the invention is made promising by digital media, which is the major objective of digital advertising.(Prajapati, 2020) The focus of this editorial is on how important digital marketing is for both consumers and businesses. On the basis of a company's revenues, we carefully examine the results of digital marketing.

### **Higher Education**

The paper's goal is to examine present marketing and branding trends in HE (higher education) and to talk about several common marketing strategies used in a modern university's marketing plan.(Hung, 2021). The study's foundations include an examination of relevant theoretical literature, prior research; EU documents on the digital marketing strategies and marketing in higher education, of a sample of randomly selected higher education institutions.(Stukalina, 2019).

Yatin Jog et all (2015) Digital marketing enhances traditional marketing functions through new online technology. It has a wide collection of applications across industries, but in the modern world of proliferation, social media and digital media have become extremely trendy and play vital roles in the decision-making of young people looking to pursue higher education.(Jog et al., 2015).

Abu Bashar et all (2012) discussed about a marketing strategy without including social networks is almost impossible. Today's marketing mix places a large emphasis on social media, especially in the promotion mix. It is a social tool for communication that is two-way. (Bashar et al., 2012). Men, women, senior users, rich users, and children and teenagers can all sign up for social networking sites. The instrument can be accessed through a number of social networking sites, Bebo, Orkut, including Facebook, LinkedIn, Twitter, Hi5, etc.

Holland (2011) The use of internet technologies and web-based applications is steadily growing, and in the current environment, technology is more focused on connecting people



than it is on connecting clients. 70% of businesses actively use social media as a result of its popularity(Williams & Page, 2011).

#### Target Audience

Kaylene C. Williams et al (2010) discussed about The times in which each of these generations was born and raised as well as the traits, ways of life, and attitudes of each generation are used to define and describe them.

M. Lewison(2007) argued that As schools and universities increasingly adopt marketing orientations, it is necessary to examine the relative benefits of mass marketing vs target marketing. (Lewison & Hawes, 2007). Buyer types are potential pupils who are concerned with eminence, value, or wealth, according to researchers.

According to Brian A. Vonder S (2006). For a “genuine” view on the school, prospective students want to speak with current students. The same is true for using parents of current students or alumni who are now parents as a source of knowledge(Vander Schee, 2006). Parents of prospective students can connect with those who have just made a decision or who have a common interest.

### **NEED AND RELEVANCE OF STUDY**

- ▶ The marketing system is moving rapidly towards digital. Now to make similar changes in business operations the new age needs to understand the marketing system of the company.
- ▶ This study will also allow the reader to grasp the significance of having an online presence because it is drawing in today's young generation more and more and is positively impacting our economy.
- ▶ And will also help to understand the importance of digital marketing.

### **RESEARCH GAPS**

- ▶ Digital marketing is measurable, target audience conversion is quick, feedback is timely, and improvements are made immediately, whereas traditional marketing is notoriously slow. It's impossible to get a timely response.

- ▶ There is diminutive research available on the factors influencing parental perception of a future student by digital marketing.
- ▶ The existing literature is also reduced amount of worked on the advantages and disadvantages of digital communication in private universities

### **OBJECTIVE OF THE STUDY**

1. To analyze the impact of digital marketing on image building and branding of institutions of higher education.
2. To analyze the impact of digital marketing in improving the admissions in institutions of higher education.
3. To identify the tools and techniques of Digital Marketing specific to institutions of higher education.
4. To propose digital marketing strategy for institutions of higher education.

We represent in this study an efficient digital environment that aims, first of all, to analyze and determine the promotion of higher educational services and services by higher education institutions.

### **SCOPE OF THE STUDY**

- The purpose of this study is to understand the factor responsible of identified, understand analyze & encapsulate the factor responsible for the branding in marketing for the institute of higher education.
- The population for this study would comprise higher education institutions; students enrolled there, prospective students, and their parents. The target sample would only include information gathered by any institution's digital team.
- This study will cover the data and to analysis future time period from 2020 to 2023.
- Further, the study also involves an analysis of the perspective of students along with their parents on the role of digital marketing strategy in higher education in India.
- In this study, the grounded theory is selected to be applied on the derived data

In this study which uses the education industry as a case study, is to examine how digitalization may have an effect and consequently influence decision-making among a certain target population. In order for commercial enterprises to successfully reach their target audience, digital

marketing is a vital mantra. It is always difficult since it is continuously being modernized. Today, digital marketing has sparked a significant change in the marketing industry. It has surpassed traditional marketing

Table 2 Comparative Literature Review (2019–2025)

S.N .	Focus Area	Author Name	Year	Methodology	Findings	Limitations
1	AI Integration in Digital Marketing	Kumar & Shah	2025	Mixed Methods	AI tools like chatbots and predictive analytics boost enrollment funnel accuracy	Early-stage adoption; long-term impact unclear
2	Multichannel Strategy in EU HEIs	Müller et al.	2024	Cross-case Analysis	Cross-platform synergy (email, SEO, webinars) improves brand recall	Geographically limited to European HEIs
3	A scoping review of experimental' evidence on face-to-face components of blended learning in HE	Julie B. et al.	2023	Blended learning, higher education	Identifies limitations in blended learning research and argues for better characterization of face-to-face	Poor characterization of face-to-face interactions.

					interactions	
4	Working from Home for Academics in Higher Education	Wahed Ali	2023	Online/Virtual learning Learning platforms	WFH ensures uninterrupted learning; requires strong IT infrastructure	Dependence on strong IT infrastructure
5	Integration of Sustainability in Small Business Digital Marketing	Nasim R. et al.	2023	Digital Marketing	Identifies six factors for integrating sustainability in digital marketing	Limited exploration of sustainability integration factors.
6	Entrepreneurship Education towards Entrepreneurial Competence	Heliona M. et al.	2023	Entrepreneurship education university	Calls for enhanced teacher competency through training	Inadequate teacher training for digital pedagogy.
7	Digital marketing impact and start-up growth framework	Belma R. et al.	2023	Digital marketing, Start-up challenges	Descriptive framework on start-up growth via digital marketing	Descriptive framework is a drawback
8	Survive the business in the pandemic era	Rima R. et al.	2022	Digital Marketing, financial	Math anxiety affects financial	Overlooked impact of math

	through Digital Marketing			literacy	literacy; love of numbers is key	anxiety on financial literacy.
9	Sustainability in Higher Education during the COVID-19 Pandemic	Joseph C. et al.	2022	Higher education, corona virus	Emphasizes need for rigorous research on sustainability practices	Lack of rigorous research on sustainability practices.
10	Integrating social media as cooperative learning tool in higher education	Hamadi, M. et al.	2022	Social media, Higher education	Calls for research into SM use and alternative learning methods	Limited research on SM use and alternative methods.
11	Literature Review on Digital Marketing Strategies during the COVID-19 Crisis	Alreany C. et al.	2022	COVID-19, digital marketing, business	Digital marketing skills gap; tactile experience still preferred	Skills gap; tactile learning preferred.
12	CRM and Personalization	Davis et al.	2022	Quantitative	Data-driven strategies increase enrollment and retention	Underuse of datadriven strategies.

13	Study on analysis of digital marketing	Dr. Tejas B. et al.	2021	Digital marketing, internet	DM offers integrated management and coordination beyond ads	Narrow view of digital marketing as only advertising.
14	Higher education in business: a model for international students' choice	Nguyen T et al.	2021	Higher Education, Decision-making	Student motivation and planning influence decision-making	Limited focus on motivation and planning factors.
15	Role of Digital Marketing in Public Higher Education Organizations	Nektarios S. et al.	2021	Digital Marketing, Higher Education	Proposes steps for digital marketing adoption in public institutions	Lack of clear adoption roadmap for public institutions.
16	Impact of Social Media Marketing on Brand Loyalty	Trang V. et al.	2021	Social media marketing, Smartphones	Entertainment is key to brand loyalty on social media	Overlooked role of entertainment in brand loyalty.
17	Digital marketing and COVID-19's effect on business performance	Gusti A. et al.	2021	Digital marketing Business	COVID-19 impact requires further study	Limited timeframe

18	Impact of Digital Marketing Strategies on Education Sector in Nagpur	Dr. Vijaya G. et al.	2021	Online marketing campaign	Online tools analyze education behavior through campaigns	Limited use of online tools for behavioral insights.
19	Social Media Engagement	Smith & Johnson	2021	Survey-based	Facebook and Instagram are primary platforms for brand building	Focused mainly on North American institutions
20	Email and Automation Tools	Patel et al.	2021	Experimental	Personalized email campaigns lead to better open and click-through rates	Focused only on postgraduate programs
21	Digital Marketing and its effects on Start-up business	Ali Akeel et al.	2020	Digital marketing, start-up business	Digital marketing builds trust, brand awareness, and commitment	Underexplored role of DM in trust and commitment.
22	Digital Food Marketing to Young People	Emma B. et al.	2020	Public Health Challenge	Calls for data transparency from food marketers	Lack of data transparency in food marketing.

23	Digital marketing to young people: Impact on future generations' diets	Vivica I. et al.	2020	Healthy and sustainable diets	Hazardous products impact through digital marketing	Hazardous product promotion overlooked.
24	Correlation between digital marketing techniques and HE promotion	Mr. Ajay K. et al.	2020	Digital Marketing Technique, Higher Education	Students' behavior shift requires HEI digital upgrades	Slow digital adaptation by HEIs.
25	Role of Digital Marketing in Promoting Private Universities during COVID-19	Diana Prihadini et al.	2020	Digital marketing private universities	Advises alternative methodology for future research	Reliance on limited research methodologies.
26	Impact of New Education Policy 2020 on Higher Education	Ajay Kurien et al.	2020	New Education Policy , Higher Education	NEP allows continuous reform via monitoring tools	Limited evaluation of NEP monitoring tools.
27	Digital Strategy Challenges in HEIs	Rahman & Choudhary	2020	Survey + Interview	Budget constraints and lack of staff training hinder strategic	Regional sample; lacks global perspective



					execution	
28	SEO in Higher Education	Anderson	2020	Case Study	SEO increases visibility and drives organic student inquiries	Lacks cross-institutional comparison
29	Content Marketing in University Branding	Lee & Kim	2019	Mixed methods	Consistent storytelling via blogs and video boosts institutional identity	Limited sample of Asian institution

## CONCLUSION

The purpose of this review was to look at the study of digital marketing strategies over the years, in this we have studied how digital marketing is working and how it is bringing higher education forward to the public as it is nowadays. If the youth is more and more active on social media, then there is no better way than digital marketing to encourage the youth of today by expanding higher education.

The surveyed literature is related to digital marketing, higher education and the application of Digital marketing in higher education to increase the impact of brand across the target audience. The online environment's ability to serve as an effective setting for promote the educational services offered by higher education institutions is determined by the policy governing the delivery of those services by those institutions in that medium. To promote higher education services with a significant goal, we must look at and contrast two individuals in the context of how to make educational services accessible to the general public. In doing this, we sought to understand the distinctive ways in which each person views student and parent advertising and ultimately, how to blend these two viewpoints to advance marketing.

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