Digital Marketing Strategy in Education Management: Increasing School Visibility and Attractiveness

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ABSTRACT
The development of digital technology has opened up new opportunities in various sectors, including education. In the context of education management, digital marketing is becoming increasingly important to increase the visibility and attractiveness of schools. The aim of this research is to explore effective digital marketing strategies in increasing the visibility and attractiveness of schools. The method in this research uses a qualitative approach with case studies of several schools that have successfully implemented digital marketing strategies. Data was collected through in-depth interviews with school management staff as well as analysis of related school documents and social media. The results of this research show that an effective digital marketing strategy includes the use of social media platforms, creating interesting and relevant content, and utilizing SEO (Search Engine Optimization) techniques to increase online visibility. Apart from that, collaboration with local influencers and the education community has also proven effective in improving the school's image. The conclusion of this research is that digital marketing is a powerful tool in education management to increase the visibility and attractiveness of schools. By implementing the right strategies, schools can achieve their marketing goals and strengthen their position in the education market. A strong commitment is needed from school management to continuously update and improve their digital marketing strategy in order to remain relevant in the ever-changing digital era.

Keywords: Digital Marketing Strategy, Education Management, Increasing Visibility, School Attractiveness.
INTRODUCTION

Education is an important foundation for the development of a country. In today's digital era, digital marketing has become a very influential tool in education management (Esmaelnezhad et al., 2023). However, a problem that often arises is the lack of visibility and attractiveness of schools in the digital world (Naz et al., 2023). This is a significant problem because with low visibility, schools will have difficulty attracting the interest of prospective students and parents, as well as expanding their educational reach. Therefore, this research aims to answer this problem by exploring effective digital marketing strategies to increase school visibility and attractiveness (Simić et al., 2023). The importance of this research cannot be understated. In an era where information is easily accessible via the internet, a strong online presence can be the key to success for schools (Dai et al., 2019). High visibility will increase public awareness about the school, create trust, and expand potential market share (Kim & Lee, 2020). By addressing the issue of school visibility and attractiveness, this research is also expected to make a significant contribution to improving the overall quality of education.

The role of digital marketing strategies in modern education management is increasingly significant along with advances in information and communication technology (Boujrad & Lamlili, 2021). Through the exploitation of digital platforms such as social media, websites, and mobile applications, educational institutions can expand their reach, build strong brand awareness, and increase accessibility to educational information (Páez-Quinde et al., 2023). An effective digital marketing strategy not only enriches enrollment numbers and student engagement, but also allows educational institutions to adapt to changing trends and societal preferences in the learning context (Saura et al., 2023). One important aspect of digital marketing strategy in education management is personalization (Saura, 2021). By leveraging data collected from various digital platforms, educational institutions can identify individual preferences and design marketing strategies accordingly (Arun Kumar, 2021). This personalization includes delivering relevant content, tailored offers, and more engaging interactions with prospective students (Adeyeye et al., 2022). In doing so, educational institutions can strengthen relationships with their audiences, increase student retention, and obtain valuable feedback to improve the quality of educational services.

Not only does it aim to attract new students, digital marketing strategies also have an important role in retaining existing students (Yaiprasert & Hidayanto, 2023). By providing quality educational content, holding virtual events, and providing support services online, educational institutions can strengthen ties with students (Albantani & Arifin, 2020). Apart from that, digital marketing strategies also enable educational institutions to be more responsive to student needs, including in terms of curriculum, facilities and other supporting services (Berning, 2021). From a student's perspective, digital marketing strategies also provide benefits. With easy access to
information about educational programs, scholarships, and career opportunities, students can make more informed decisions about their future (Pemberton et al., 2022). Interaction with educational institutions via digital platforms also allows students to expand networks, collaborate with others, and access supporting resources online (Ren, 2023). However, in implementing digital marketing strategies, educational institutions need to consider the challenges and risks that may arise (Aytaç et al., 2020). Data protection and student privacy is an important aspect that must be maintained. In collecting and using student data for marketing purposes, educational institutions must ensure compliance with applicable regulations and privacy standards (Dovlatova, 2023). In addition, increasingly fierce competition in the digital marketing realm requires educational institutions to continue to innovate and develop effective strategies to remain relevant and attractive to prospective students (Gutnik, 2021).

This research will fill a gap in the literature by investigating effective digital marketing strategies in the context of educational management (Korucuk et al., 2022). Although there has been some research on digital marketing in various contexts, research that focuses specifically on education is still limited. This research will use a qualitative approach with case studies of several schools that have successfully implemented digital marketing strategies. Through this approach, it is hoped that in-depth insights will be found about the complexity and context of digital marketing in education management (Rugatiri et al., 2021). The contribution of this research will bring new understanding of digital marketing strategies that can be implemented by schools to increase their visibility and attractiveness (Magaji et al., 2021). It is hoped that the findings from this research can become a basis for developing more effective digital marketing strategies in the future. Thus, this research not only provides a better understanding of digital marketing in an educational context, but also makes a practical contribution to the development of best practices in the field.

Previous research has often focused on technical aspects of digital marketing, such as the use of social media or SEO techniques (Rashid Al Shamsi, 2020). However, this research will take a more holistic approach by considering the various factors that influence a school’s overall visibility and attractiveness. Thus, this research will provide a significant new contribution to the literature on digital marketing in educational management (“Diversity Management Applications in Higher Education Institutions,” 2023). Henceforth, the results of this research will be the basis for further development in the field of digital marketing in education. Future researchers are expected to expand this research by testing more specific digital marketing strategies or by involving broader samples from schools in various contexts (Huang, 2022). Thus, this research will not only contribute to academic knowledge, but will also have significant practical implications for education and marketing practitioners.

There are several previous research opinions. The first research according to Ikatmiasari et al., (2020), with the research title Development of Digital Marketing Strategy in the Education Industry. The results of his research stated that the
company’s position is in quadrant IV, meaning that the right strategy is to grow and develop and alternative priority strategies that have the highest weight is strengths – opportunities (SO). SO strategy, maximize its strength to seize opportunities, then the company’s strategy is to have lots of customer satisfaction testimonials displayed on website and social media and the opportunity to make products easy to find, because the dissemination of information through the internet can quickly spread and reach all consumers. The second research according to Olson et al., (2021), with the research title Business strategy and the management of digital marketing. The results of his research stated that marketing managers with insights into how businesses pursuing various strategies approach these digital marketing issues, with the ultimate goal being to assist managers in the efficient and effective implementation of their firm’s adopted strategy. The third research according to AL-AZZAM & AL-MIZEED, (2021), with the research title The Effect of Digital Marketing on Purchasing Decisions: A Case Study in Jordan. The results of his research stated that ld adopt strategies to leverage the digital world and technology, increase brand awareness through digital platforms to continue competing in today’s commercial environment.

The aim of this research was to investigate the role and impact of digital marketing strategies in the context of educational management. This research also aims to 1. Analyze the contribution of digital marketing strategies in increasing the visibility of educational institutions: This research will investigate how implementing digital marketing strategies can help educational institutions increase public awareness about their programs, facilities and achievements. Thus, this objective aims to understand how digital marketing strategies can help educational institutions attract the attention of prospective students, parents and potential partners. 2. Exploring the effectiveness of digital marketing strategies in increasing the attractiveness of educational institutions: This research will evaluate how relevant and valuable digital content can be used to strengthen the brand image of educational institutions and increase engagement with the educational community. Through this analysis, this research aims to identify the most effective digital marketing strategies in increasing the attractiveness of educational institutions.

**METHOD**

This research uses a qualitative approach with case studies of several schools that have successfully implemented digital marketing strategies to increase their visibility and attractiveness (Salinas et al., 2023). A qualitative approach was chosen because it allows researchers to gain an in-depth understanding of the phenomenon under study and see the complexity and context involved in digital marketing in educational settings (Li et al., 2023). This research selected several schools as case studies based on inclusive criteria that included their success in implementing digital marketing strategies, level of online visibility, variety of school types (e.g., public and private schools, secondary and elementary schools), as well as diverse geographic locations to gain insight wider.
Data was collected through several methods, including in-depth interviews with school management staff involved in developing and implementing digital marketing strategies, direct observation of school digital marketing practices, and analysis of school-related documents and social media (Guerrero-Velástegui et al., 2023). Interviews were conducted face-to-face or by telephone, according to respondent preference, and recorded for further analysis. Direct observations were made to understand the content published by schools on social media platforms and their online interactions with audiences. The collected data will be analyzed qualitatively using an inductive approach. The first step is interview transcription and document collection, followed by repeated readings to deeply understand the context and information revealed. After that, the findings were grouped and categorized based on themes or patterns that emerged from the data. Analysis was conducted iteratively, with ongoing discussions between researchers to ensure the validity and reliability of the findings.

This research will prioritize research ethical principles, including data confidentiality and security, informant consent, and disclosure of potential conflicts of interest. Informants will be provided with information about the purpose of the research and their right to refuse or withdraw from participation at any time during the research process (Melović et al., 2021). In addition, all research results will be presented anonymously without including the identities of the individuals or institutions involved. Reliability and Validity: To ensure the reliability of the research, certain steps will be taken, including data triangulation through the use of multiple data sources (e.g., interviews, observations, document analysis), validation of the results with respondents, as well as discussion of the findings with experts or relevant stakeholders to verify interpretations and conclusions (Rofiah & Bungin, 2021). Additionally, all methodological steps will be documented in detail to allow replication and reassessment by other researchers.

RESULTS AND DISCUSSION

Digital marketing strategies in education management are becoming increasingly relevant in an era where digital technology has changed the way we interact, search for information and make decisions (Szymanski, 2019). Education is no longer just a learning process in the classroom, but also includes efforts to build the school’s image, attract the interest of prospective students and parents, and maintain strong relationships with stakeholders. In this context, digital marketing strategies are key to increasing the visibility and attractiveness of schools. One important aspect of digital marketing strategy in education management is the use of social media. Platforms such as Facebook, Instagram, and Twitter have become the main channels for interacting with the public, including prospective students and parents (Das et al., 2020). Schools that are smart about utilizing social media can create engaging and relevant content, generate high engagement from their audiences, and build strong relationships with their communities. For example, schools can share student success stories, information about school events, or useful educational tips for
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Apart from that, Search Engine Optimization (SEO) techniques are also an integral part of an effective digital marketing strategy (Mondal, 2021). By implementing proper SEO practices, schools can increase their online visibility on search engines like Google, Bing, and Yahoo. This means that when someone searches for information about schools in their area, those schools appear in the search results and have a chance of attracting the interest of prospective students and parents. Some common SEO practices include keyword optimization, creating high-quality content, and ensuring that the school website is optimized for a good user experience. In addition to a digital marketing strategy that includes social media and SEO, collaboration with local influencers and the educational community can also be an important element of a school's digital marketing plan (Chopra & Saini, 2021). Local influencers, such as local community leaders or sports figures, have a strong influence in their communities and can help schools increase their visibility. Through collaborations with influencers, schools can expand the reach of their messages and gain access to a wider audience. Additionally, participating in community events or collaborating with other educational organizations can also help schools strengthen their position in the community and build meaningful connections with stakeholders.

However, although digital marketing strategies offer a variety of benefits for schools, it is important to remember that the right approach must be based on a deep understanding of the school's target audience and marketing goals. Each school has unique characteristics and needs, so digital marketing strategies must be adapted to the school's specific context and conditions. It is important for schools to conduct comprehensive market research, identify the needs and preferences of their audience, and develop appropriate strategies to achieve marketing goals.

**Table:** Forms of Digital Marketing Strategy

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<tr>
<th>NO</th>
<th>Forms of Digital Marketing Strategy</th>
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<tbody>
<tr>
<td>1</td>
<td>Active on Social Media</td>
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<tr>
<td>2</td>
<td>Create Quality Content on Website</td>
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<tr>
<td>3</td>
<td>Applying SEO Techniques</td>
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<tr>
<td>4</td>
<td>Using Google Ads for Advertising</td>
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<tr>
<td>5</td>
<td>Holding Online Webinars and Seminars</td>
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<tr>
<td>6</td>
<td>Developing Educational Applications</td>
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<td>7</td>
<td>Collaborate with Digital Influencers</td>
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<tr>
<td>8</td>
<td>Send an Email Newsletter to the Community</td>
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<tr>
<td>9</td>
<td>Hold a Contest or Giveaway on Social Media</td>
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<tr>
<td>10</td>
<td>Building Relationships with Alumni</td>
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Digital marketing strategies in education management offer substantial opportunities to increase the visibility and attractiveness of educational institutions in the rapidly evolving digital era (Cheglakova et al., 2020). With a planned and integrated approach, educational institutions can utilize various digital platforms and techniques to achieve their marketing goals. One of the main opportunities offered by a digital marketing strategy is the ability to reach a wider audience, both globally and locally, through various online channels. By
Digital marketing strategies in education management can increase school visibility and attractiveness by utilizing social media, educational institution websites, online advertising campaigns, and search tools. Educational institutions can attract the attention of prospective students and parents from various backgrounds and geographic regions (Ali et al., 2020). Additionally, digital marketing strategies enable educational institutions to measure and analyze the performance of their campaigns in real-time, enabling them to optimize their strategies according to responses and trends derived from the collected data.

Increased visibility is one of the main benefits of implementing digital marketing strategies in education management (Guerra-López & El Dallal, 2021). By having a strong and consistent presence on relevant online platforms, such as social media and search engines, educational institutions can increase public awareness of their programs, facilities, and achievements. This not only helps in attracting the attention of prospective students and parents, but also strengthens the brand image of the educational institution in the eyes of society as a whole. By having higher visibility, educational institutions also have the opportunity to attract the attention of potential partners, sponsors, and other community support that can support their growth and development. Additionally, digital marketing strategies enable educational institutions to increase their appeal by providing relevant and valuable content to their audience (Eshbayev et al., 2023). Through blogs, videos, infographics, and other multimedia content, educational institutions can share information about academic programs, extracurricular activities, school events, and the latest news. This not only helps in building engagement with the educational institution's current community, but also attracts the interest of prospective students and parents seeking information about the educational experiences on offer. By providing informative, inspiring, and valuable content, educational institutions can differentiate themselves from competitors and build strong relationships with their audience.

Another opportunity offered by a digital marketing strategy is the ability to target and personalize messages to specific market segments. By using sophisticated targeting tools and technologies, such as behavioral and demographic-based advertising, educational institutions can send messages tailored to individual interests, needs, and preferences. For example, educational institutions can create advertising campaigns targeted to high school students interested in STEM programs or parents with an interest in world-class education. In doing so, educational institutions can increase the effectiveness of their campaigns by reaching the audiences most likely to be interested in what they have to offer. Apart from that, digital marketing strategies also open up opportunities to increase interaction and engagement through various online communication channels (Khashab et al., 2020). By utilizing social media, online forums, and other collaborative platforms, educational institutions can facilitate dialogue and exchange of information between students, parents, teachers, and educational institution staff. This not only helps in building a strong community of educational institutions, but also enables educational institutions to listen to feedback and input from their various stakeholders. By actively engaging their audiences, educational institutions can create inclusive and responsive environments that strengthen engagement and loyalty with their brands.

Digital marketing strategies can enable educational institutions to optimize their
advertising spend and marketing budgets in a more efficient and effective way. By leveraging available analytics and tracking tools, such as Google Analytics and Facebook Insights, educational institutions can monitor their campaign performance in real-time and identify the most profitable strategies. This allows them to adjust their budget allocation intelligently, allocating more resources to channels that provide a higher return on investment and reducing waste on less effective channels. Thus, educational institutions can achieve better results with the same or even lower budget. Additionally, digital marketing strategies enable educational institutions to expand their reach through collaboration and partnerships with other entities in the education ecosystem. By partnering with non-profit organizations, local companies, government agencies, and other educational institutions, educational institutions can amplify their messages and access additional resources to support their marketing initiatives (Coe et al., 2019). For example, educational institutions can work with technology companies to develop custom mobile applications that facilitate communication and interaction between students, teachers, and parents. By harnessing the power of collaboration, educational institutions can achieve greater impact and strengthen their position in the education marketplace. Lastly, digital marketing strategies allow schools to build and maintain long-term relationships with their alumni and former students. By using social media, online alumni bulletins, and special events, schools can stay connected with their graduates and strengthen their sense of school identity and pride. This not only helps in increasing loyalty and financial support from alumni, but also expands the network.

CONCLUSIONS

Based on the results and discussion presented above, it can be concluded that digital marketing strategies play a vital role in increasing the visibility and attractiveness of schools in the context of educational management. Through the implementation of a planned and integrated digital marketing strategy, schools can utilize various digital platforms and techniques to reach a wider audience, increase public awareness of their programs and facilities, and strengthen the school's brand image. Additionally, digital marketing strategies provide an opportunity for schools to provide relevant and valuable content to their audiences, thereby helping in attracting the interest of prospective students and parents and building strong relationships with the educational community. Thus, implementing digital marketing strategies not only has an impact on increasing the visibility of schools, but also strengthens their attractiveness and supports their position more effectively in an increasingly competitive and dynamic education market. Therefore, digital marketing strategies are emerging as a key element in school strategies to achieve long-term success in educational management.

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