

A Narrative Review on the Impact of Digital Marketing on Students and their Admissions to Higher Educational Institutes in India

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Abstract

A growing number of competitors have emerged in the education sector in recent years, which has necessitated the development of new marketing initiatives. It is imperative that the education sector adopts creative approaches in order to maintain visibility, maintain a competitive edge, and ensure promotional messages are viewed by the intended audience. A major target population for the educational sector is prospective students. As a result of these changing circumstances and tastes, educational institutions have modified their marketing strategies to attract new customers and retain existing customers. Due to the increased interest in digital environments among the younger generation, traditional marketing techniques will not produce the desired results. Most young people today interact in virtual environments where they share messages and information and come across educational marketing campaigns. In order to effectively communicate with consumers, or students, digital marketing tools have been developed to focus on the digital environment. They also provide a two-way channel for listening to their needs and desires, and then use this information to develop a customized marketing campaign that is appropriate to address the needs of the target audience. Therefore, this review discusses the various modes of digital marketing that can be employed. The article also discusses its impact on the decision-making process, and how it affects students' enrolment in higher learning institutions.

Keywords: Digital marketing, decision making, prospective students, higher educational institutes, enrolment, social media marketing

1. Introduction

Digital marketing research is essential both theoretically and practically, and the field is rapidly expanding. Researchers refer to it as "online marketing," "internet marketing," or "web marketing," and use terms such as these to describe it. As a result of digital marketing, products and services are promoted using mobile applications, websites, computers, and interactive devices (Harbi and Ali, 2022). As a result, all marketing efforts are focused on the Internet. In this manner, potential clients may be reached through mobile applications, computers, tablets, and other handheld devices. Digital marketing, in order to create exchanges that satisfy both individual and organizational objectives, can be defined as "the use of electronic data and applications for conceiving, distributing, and pricing ideas, goods, and services" (Strauss and Frost, 2001).

By promoting brand value and corporate development, it ensures the expansion of the organization and increased visibility of its products and services. Additionally, in addition to enhancing customer interaction and communication through digital media (Pride and Ferrel, 2016), digital marketing has contributed to the creation of consumer demand by harnessing the power of the internet to satisfy these demands in innovative and creative ways (Stokes, 2013). According to Busca and Bertrandias (2020), three directions for digital marketing evolution are identified: decentralized marketing systems, collaborative market systems, and democratic market systems. A number of companies have increasingly utilized "digital marketing" as a means of establishing connections with potential customers and promoting their brand as a whole. Further, digital marketing has become an essential tool for international and national educational institutions to engage with potential students as well as boost enrolment in a range of programs through a variety of channels such as affiliate marketing, content marketing, email marketing, social media marketing, search engine optimization (SEO), and online public relations (Kannan, 2017).

As well as attracting and engaging prospective students, digital marketing cultivates trust, loyalty, and contentment among parents and students. In addition, research found that, during the 2019-2023 Pandemic, the majority of educational institutions were required to utilize digital marketing tools for teaching and learning as well as employ digital technologies in order to achieve marketing objectives (Smith and Chaffey, 2005). As a result of the Pandemic, academic institutions were forced to switch their marketing strategies from traditional to digital.

Accordingly, the purpose of this study is to review previously conducted research regarding digital marketing and students and higher education institutions (HEIs). The article also discusses the various digital marketing strategies adopted by higher education institutions, their impact on the decision-making of students, and the impact on enrolment in higher education institutions.

2. Review of Literature

A digital marketing campaign is an attempt to promote products and services using a variety of digital technologies, such as the internet, mobile devices, display advertisements, and other digital media (Rajkumar et al., 2022). Since digital marketing is widely utilized across numerous industries, businesses and marketers employ several digital marketing strategies to create a lasting impression on social media. As a result of digital media, businesses have adopted a new approach to their marketing initiatives, which has provided both new advantages and challenges (Arora & Sanni, 2019; Dwivedi et al., 2015, 2017; Hossain et al., 2019; Nisar et al., 2018; Wang & Herrando, 2019). Internet-based media such as websites, search engine optimization, search engine marketing, social media, email, and mobile marketing enable easy interaction with customers wherever they are and at any time. A properly executed digital marketing strategy may contribute to co-creation (Kamboj et al., 2018; Rathore et al., 2016; Zhang et al., 2017), perceived value (Chen et al., 2019; Pacauskas et al., 2018), loyalty to brand (Laroche et al., 2013), customer satisfaction (Shareef et al., 2018), as well as fostering a positive attitude. Digital marketing may also influence consumers' attitudes and decisions concerning products and services. Online information has become increasingly important to consumers when making decisions regarding vital aspects of their lives, including health, education, and finances. The use of recommender engines (Ismagilova et al., 2019), enhanced online reviews, and increased recommendation system efficiency (Srivastava et al., 2019) can affect consumers' decisions. Due to digital technologies, higher education is undergoing significant changes regarding its operation, promises, and practices (Crittenden and Peterson, 2019). As a result of the ease with which academic material is available on social media platforms

(Alnaser A. et al., 2020), social media platforms are associated with students' admissions decision-making processes. Consequently, universities are increasingly utilizing social media platforms to develop their recruiting and admission strategies, as well as to connect with prospective students. As the higher education industry transitions rapidly from being driven by products to being driven by markets, enrolment growth is an important factor in determining the survival of higher education institutions. By implementing digital marketing, they will be able to reach a broader audience and become more relevant to students who rely heavily on digital media. According to Barnes et al. (2010), universities use social media more frequently as a means of communicating with their clients than Fortune 50 businesses. A study conducted by them found that 32% of colleges and universities used blogging as an online tool for student engagement in 2010, while 8% of Fortune 500 companies did.

Despite the fact that some institutions use social media, Kuzma and Wright (2013) conducted a study to examine whether 90 universities in Asia, Africa, and Europe have used social media for recruitment and marketing purposes. The study found that, in order to better reach their intended audiences and provide a more successful educational experience for students, these institutions must incorporate social media into their marketing strategies. Faculak (2012) points out that admissions offices at universities are recognizing and utilizing the value of social networking sites in order to build and manage an online community for the purpose of attracting prospective students. During their review, Oliveira and Figueira (2015) identified two primary themes: first, organizations are hesitant or unable to implement strategies and allocate resources to effectively communicate; second, organizations fail to recognize and respond to the new empowered role of millions of social media users. An approach and research model has been developed by Singh et al. (2019) in order to analyse the impact of demographic characteristics on HEI selection as well as the impact of social media on attracting prospective students at higher education institutions. As a result, they realized the importance of developing effective strategies and policy frameworks for institutes. Although countless reports have highlighted digital communication and branding as effective methods of connecting with target audiences, few studies have examined their impact on customer decision-making.

As a result of analysing the effectiveness of digital marketing for education decisions, Dhote et al. (2015) found that students attempting to enrol in higher education institutions in Pune, India was highly aware of digital media. In addition to the convenience of easily accessible information and websites that serve as platforms for interacting, evaluating, and posting questions, significant factors influencing pupils were discovered. A case study was conducted by Stageman (2011) to assess the interaction between students and higher education institutions through social media starting with the application process and ending with the decision-making process. As a result of the university's social media platforms, incoming students developed friendships, communicated with university officials in two-way communication, formed personal identities, and adjusted easily to school. As a result of social media, students are adjusting to their changing surroundings. This study examines how digital marketing influences students' decision-making about enrolling in higher education institutions. There are numerous challenges facing higher education institutions around the world, including shifting student demands and needs, intense global competition, and a reduction in financial resources (Simoes and Soares, 2020). Therefore, their primary objective is to attract high-quality students and resources to their institutions. As part of this process, students must understand the information sources used to apply for higher educational institutions in detail. Higher education institutions can develop effective marketing strategies by understanding

students' attitudes during decision-making. Students' recruitment practices are also a significant factor in influencing decision-making by students (Dhaliwal M. et al., 2019).

3. Evolution of Digital Marketing

When the Internet bubble burst in 2001, Google and Yahoo controlled the majority of the Search Engine Optimisation (SEO) business. Digital marketing was introduced in the 1990s. Searches conducted online increased dramatically in 2006; major search engines, such as Google, witnessed a significant increase in information search engine optimization (Bezhovski, 2015). In 2007, mobile devices contributed significantly to a significant increase in Internet usage on-the-go. With the development of social media as a convenient means of international communication (Shimray & Ramaiah, 2019), digital marketing sophistication increased as a powerful tool for establishing meaningful and long-lasting relationships with customers (Lakha, 2018). Businesses in the developed world have realized the benefits of digital marketing. In order to provide better service to their customers, Parsons, Zeisser, and Waitman (1998) proposed that businesses should combine traditional and internet marketing techniques. Kiani (1998) found that cutting-edge technologies have given marketers creative options for managing their websites.

Suhas D et al, (2018) argue that digital marketing encompasses more than just adding internet outlets to the mix of marketing strategies but incorporates technology into all aspects of marketing. According to Munshi (2012), digital marketing has replaced boring advertising and marketing strategies. In addition, since it has tremendous power, it has a significant impact on the economy as well as providing governments with unprecedented opportunities to operate more efficiently. According to Zhang (2013), blogs serve as effective digital marketing tools, particularly for items which allow users to comment on their own experiences and read evaluations about others. It has been demonstrated that online evaluations are an effective component of firms' overall strategic marketing plans.

The purpose of digital marketing is to "assist with achieving marketing objectives by integrating the Internet and similar digital technologies with traditional communications," as described by Ellis-Chadwick (2012) and Chaffey (2013). Digital marketing can be defined as an innovative, cutting-edge marketing channel through the use of media connected to digital technology, as defined by Kumar and Singh (2017). According to Chaffey (2013), digital technology can be used to achieve marketing objectives. In addition, it was pointed out that digital technology platforms such as the internet, web, phone, mobile, interactive television, IPTV (Internet Protocol Television), and online signage facilitate communication. Using the internet as a medium to promote a company, brand, service, or product is known as digital marketing (Desai, 2019). A number of digital marketing communication channels are available, including Search Engine Marketing (SEM), Search Engine Optimisation (SEO), Social Media Marketing, Email Marketing, Websites, Online Portals, Online Reputation Management, Content Marketing, Push Notifications, Influencer Marketing, etc. (Rajkumar, Joseph, and Sudhakar, 2021). The use of these channels allows the brand to be targeted to the correct audience and strengthened. Digital marketing communications offer several advantages over traditional marketing, including the cost-effectiveness of communications, high conversion rates, instant feedback through SMS services, ability to track data using Google Analytics, and open-source nature (Panda & Mishra, 2021). As a result of personalisation, consumers are more satisfied, clients are retained, and revenue is increased. With the use of online marketing and Google analytics (Rohan Samsona, Dr. Mita Mehtab, Prof. Arti Chandanic, 2014), it is possible to track the number of visitors to the website, the number of clicks, the return on investment, and the performance targets.

4. Modes of Digital Marketing adopted by HEIs.

4.1 Website: Digital promotion is primarily the responsibility of the website of every brand, product, or service (Obednikovska, Sotiroski, & Gjorgjioska, 2019). With an appealing and easily navigable website, informative content, and ease of understanding, the target audience will be attracted to the website rapidly. Tim Berners-Lee created the World Wide Web (LiveScience, 2012) in August 1991. The Web is an information system available on the Internet that can be accessed via computer or Internet. The Uniform Resource Locator can be used to locate documents and other web resources, which are accessible via hypertext (Jacksi & Abass, 2019). A number of content management systems are available for modification and maintenance of web sites (Obednikovska, Sotiroski, & Gjorgjioska, 2019), including WordPress, Joomla, and Drupal. The Syracuse University in New York reported in Contractor magazine in February 2013, that 51% of consumers use search engines for product and brand information, 49% for brand information, 45% for price comparison, and 27% for product information. In order to enhance brand status and reputation, official websites are a valuable resource (Thomsen, 1995). This enhances brand status and reputation (Sallot, L. M., Porter, L. V., & Acosta-Alzuru, C., 2004).

4.2 Search Engine Optimization (SEO): A website that is more visible on the Search Engine Results Pages (SERPs) for pertinent searches is more likely to be found (Iqbal, Noman, Manzoor, & Abid, 2022). There are several search engines that rank highly on Google, Bing, Baidu, and Yahoo. A high ranking in the search engine results facilitates consumers' decision-making processes (Azizan, Bakar, Rahman, and Masrom, 2018). In SEO, data is collected to improve the quality and visibility of a website on search engine results pages (Sharma, Butler, Irwin, & Spallek, 2011). It is common for multinational companies, such as Apple, Amazon, and Microsoft, to employ search engine optimization as a part of their marketing strategies to promote their products and services (Yuksel, Milne, and Miller, 2016). Search engine optimization begins the digital marketing process. Search engine optimization is an organic process that does not require payments to search engines like SEM. On-page SEO and Off-page SEO are the two categories of SEO. Unlike off-page SEO which relies on social bookmarking and backlinking, on-page SEO relies on the website content. According to Dye (2008), it is extremely difficult for a website to appear on the first page of search engine results. To improve keyword ranking, higher education institutions should continuously improve their SEO as part of their marketing campaigns.

4.3 Search Engine Marketing (SEM): As opposed to search engine optimization (SEO), search engine marketing (SEM) involves placing sponsored advertisements on search engine results pages (SERPs) to promote a brand, product, or service (Nyangadza, 2020). It will be possible to identify business-related keywords which are frequently searched and drive traffic to the website with tools such as Keyword Planner (Lavanya and Radhikamani, 2021). By bridging against rival websites for the chosen keywords, the website can appear at the top of search engine results. Paid advertising can be divided into two types: text advertisements and graphic advertisements (Wenning, 2021). Google is presently offering Pay per Click (PPC) or AdWords for paid advertising. According to a study (Chien Minfang, 2011), search engine marketing supports information search, which is the second step in the decision-making process. Rajkumar, Joseph and Sudhakar (2021) state in their report that Voice Search is becoming more and more popular. People are buying smart speakers such as the Google Home and Amazon Alexa more frequently these days. According to the analysis, twenty percent of all searches include terms such as "best," "how," and "best." We may therefore conclude that search engine marketing techniques enable consumers to obtain clear answers. A successful Google AdWords campaign can be enhanced by the implementation of the appropriate ad extension. A number of distinctive ad extensions provide connec-

tions to unique features such as placements, infrastructure, scholarships, and, most importantly, the ability to apply immediately during the digital marketing campaign for higher education. Two landing pages may be constructed, and the performance assessed by A/B split testing (Sofia, 2021).

4.4 Social Media Marketing: Rajkumar, Joseph and Sudhakar (2021) conducted a study in 2020 that concluded social media was the most important medium for business marketing. The majority of marketers claim that social media has increased traffic, and 86% believe that their efforts have enhanced brand awareness. As well as expanding fan bases and increasing sales, social media marketing facilitates potential leads and facilitates commercial collaborations (Sutherland et al, 2020). In this survey, Facebook captured 94% of the market, followed by Instagram with 76%, LinkedIn with 59%, Twitter (53%), YouTube (53%), Pinterest (25%), Messenger Bots, Snapshot, and Tik-Tok with 25%.

4.5 Email marketing: An email marketing strategy involves targeting customers with emails that contain promotional information and advertisements to persuade them to purchase goods (The Balance, 2016). Marketing automation enables email marketing to nurture leads throughout the sales process. A trigger email is triggered whenever a customer examines a product, service, or brand online (Fahim Iftikhar and Imran Khan, 2017). In order to entice the customer to purchase, a product offer or discount coupon is emailed to them. As a result, the customer simulates their quest for additional information and encourages them to compare products, and the final payment is made once the customer is satisfied with the search results. The customer might write a positive review of a product if they are satisfied with it. Sahni, Wheeler, and Chintagunta (2018) suggest that personalized emails are more likely to be accepted favourably. In addition, customization leads to a lower rate of unsubscribes. As reported by the Business2Community 2019 project, 59% of consumers' purchasing decisions are influenced by email marketing.

4.6 Online education portals: There are several online learning portals, publications, and search engines in India, including HTCampus, MBA Universe, College Search, College Dunia, Careers360, Shiksha, College Dekho, MingleBox, GetMyUni, etc. A study indicates that India has over 660 accredited universities and 35,000 colleges, which serve almost 315 million students (Guruvayyanavar et al., 2022). As educational institutions compete against an enormous array of universities and courses, positioning is extremely challenging. (Dubey and Pandey, 2019) The online portals, for instance, allow parents and students to compare, review, and make an informed decision by directing them to the admissions webpage. Several types of information are available on the portals concerning the university. As part of this, students can obtain information on course offerings, costs, financial aid, entrance exams, placements, professors, photo galleries, rankings, accreditations, and current affairs as well as accommodations in dormitories. By using these educational portals, students can find the right university for their desired courses. According to Rajkumar, Joseph, and Sudhakar (2021), search engine optimization techniques and content marketing techniques have been employed by portals in order to rank naturally in search engine results pages.

4.7 Mobile marketing: As new platforms such as Signal, Telegram, and WhatsApp Business emerge, mobile marketing has become a highly popular digital marketing communication technique (Nurtirtawaty et al., 2021). There are numerous mobile applications, SMS, MMS, and other services targeted at consumers. Watson, McCarthy, and Rowley (2013) claim that 90 percent of the world's population can be reached via smartphones. Consequently, mobile marketing is the lowest-cost type of digital advertising.

4.8 Influencer marketing: As stated by Stefan Zak and Maria Hasprova (2020), influencer marketing

empowers consumers to decide what they want to purchase. Influencer marketing enables businesses to reach new customers easier by influencing consumers' reputations, popularity, and knowledge levels. Consumers benefit from social media and digital branding.

5. Decision-Making Process and Digital Marketing

According to Rajkumar, Joseph, and Sudhakar (2021), the decision-making process comprises five stages:

5.1 Need recognition: As a first step, marketers need to understand what consumers need, as they will be more likely to purchase a good or service if they create an imbalance between their desired and actual statuses (Alina Stankevich, 2017). Marketers may also be able to assist customers in identifying their needs by presenting pertinent options. This is especially true in online platforms such as social media and Google searches. As a result of the interests and likes of users, algorithms and artificial intelligence are being used to make recommendations (Prasanth, Surendran, & Thomas, 2023). Social media and newsletters can assist in meeting customer needs at this stage.

5.2 Information search: In the second phase of the decision-making process, consumers search for information about alternatives that may be offered to meet their needs (Gupta, 2021). Information can be obtained by contacting friends and relatives about their experience with the product or by recalling one's own past experience with it (Willman-Iivarinen 2017). Several tools will be used in the surveying process, including blogs, reviews, television, the internet, social media, radio, outdoor advertising, brochures, and websites, as well as surveys, blogs, and reviews. By using search engines such as Google, Yahoo, and Baidu, and by using SEO and PPC advertising, consumers can obtain information from open sources (Lavanya and Radhikamani, 2021).

5.3 Evaluation of alternatives: Following the evaluation of the available options for a purchase, the next step is to assess the quality of the product. Dahiya and Gayatri (2017) compare the features of the product to that of similar items in terms of price, brand, guarantee, longevity, quality, and dependability. At this point, the customer finalizes his or her purchasing decision. In this stage, consumers' psychological qualities are influenced by their experiences gained during the evaluation of alternatives (Smith, A.D., and Rupp, W.T., 2003). Consumers can facilitate their journey through online comparisons and reviews at this point in their journey.

5.4 Purchase: As soon as the evaluation has been completed, the consumer purchases the goods or services. This decision is made following a careful evaluation of the facts, the need for the products, and the options available (Yahaya, 2023). While it is common to take longer to make decisions when dealing with low-value products like weekly shopping (Alina Stankevich, 2017), it is understandable that when making decisions regarding high-value products like home buying, it takes longer to do so. Even though online shopping is timesaving, it may not be as tangible (Forghani et al., 2021).

5.5 Post-Purchase Behaviour: This fifth and final stage of the consumer satisfaction and dissatisfaction process is based on the consumer's evaluation and experience of the product or service they purchased. After discovering that a product meets its promises, customers will recommend it to others (Rao, 2023). Loyalty also plays a role in this situation. As a result, other prospective customers are able to progress to stage two of their decision-making process, which increases the likelihood that many people will purchase the product. According to Lingli Wang (2019), social influence impacts planned purchases and post-purchase assessments, allowing customers to rationalize their choices.

A 5-stage model can also be used in higher education institutions. The recognition of need occurs once the student determines the stream in which they wish to pursue their postsecondary education. Upon establishing the need, researchers conduct research into the various institutes offering the course, hostel and campus accommodations, faculty, and alumni. Upon shortlisting the institutes to which he wishes to apply, students compare criteria such as rankings, validity of the degree, scholarships, fee structure, etc., to determine which institute is best suited for them. After completing an in-depth analysis, students submit applications to universities. Upon being satisfied with their choice, they spread the word about the university and the course they have chosen. As a consequence, digital marketing influences student enrolment at universities and their decision-making process.

6. Infusion of Digital Marketing in Student Enrolment

There has been an increase in student usage of the internet. In recent years, people have utilized the internet to research products and services, and even to write reviews about brands. As students complete high school, they use digital marketing communication channels to determine which course and institution they would like to attend (Figueras-Maz et al, 2021). A number of digital technologies assist in analysing, comparing, proposing, and evaluating higher education institutions, faculty, infrastructure, admission information, and courses offered to students, including university websites, social media platforms, Google Analytics, and online educational portals.

As Andriani Kusumawati (2018) indicated in his paper on the influence of digital marketing communication processes on student selection of higher education institutions, neither university marketers nor prospective students have effectively utilized digital marketing methods. Indonesian university students were evaluated in this study regarding their decision-making processes. Digital marketing tools have been shown to positively impact students' decision-making when selecting a university or other higher education institution, according to this study. According to the survey, students chose their higher education institutions based on information they found on university websites, Twitter, and Facebook.

Based on empirical research conducted by Afzal Basha (2019) into Bengaluru (Bangalore) city's educational sector, 43% of admission decisions are based on viewing the university website. According to 24% of respondents, their higher education decisions were influenced by the university's official social media profiles; 7 percent of respondents consulted education guidance websites for assistance. Search engine optimization accounted for 8% of respondents' information, while online reviews accounted for 9%. A total of 5% of the sales were generated by email marketing, and 3% by video marketing. Additionally, based on the results of a Likert scale analysis, the author concludes that 51% of students consider digital marketing communications to be the most important factor when deciding on a college and course of study.

Nowadays, students spend more time on their smartphones and the internet than they do on other traditional media outlets such as radio and television. Digital marketing is considered the most effective means for promoting and advertising a business (Vikas and Pooja, 2019). It has been proven to be much more effective than traditional commercials when compared to online promotions and advertising. On the basis of their websites and online presence, students and parents are now evaluating and comparing institutions and courses. Colleges and universities now accept applications and inquiries online. International students seeking to enrol in an institution in another country browse, analyse, and research college and university websites.

6.1 Digital Engagement is the Key: As explained by Afzal Basha (2019), students must be engaged through mobile apps, social media, and the university website. Among the students' preferences for on-going communication, social media accounted for 29%, university websites accounted for 23%, mobile applications accounted for 17%, videos accounted for 11%, websites providing education guidance (College Dunia, Shiksha, College Dekho, Careers360) accounted for 2%, SEO accounted for 7%, online reviews accounted for 8%, and e-mail marketing accounted for 3%. In addition to highlighting university vibrancy, user-generated content (UGC) has become a popular method for communication and engagement with students. Traditional advertising is 76% less trustworthy than user-generated content (Nisar et al, 2019).

6.2 Technology-enabled Admissions: As technology and innovation have advanced, admissions and enrolment processes have become more methodical. It now relies on SAAS platforms based on machine learning, artificial intelligence, and big data. A number of companies are currently offering marketing automation and admissions automation software (Rajkumar, Joseph and Sudhakar, 2021), including No Paper Forms, Extra Edge, and LeadSquared. Digital platforms are integral to our world's supersonic movement. Offline counselling, traditional pen and paper examinations, and hardcopy application forms have long since disappeared. In the wake of the COVID-19 outbreak, it has become increasingly important to use technology and innovate on digital platforms for university admissions marketing and marketing. Upon analysing the data, Krishnamoorthy A. Srimathi (2019) concluded that parents and students prefer to conduct payments and applications online. In their opinion, technology has played a critical role in the entire admissions process, from websites that provide information about a course and college to responsive features such as social media and simple messaging to online forms and lead management, call centres, online OMR, online entrance exams, online counselling, online enrolment, fee payment, and refunds.

7. Conclusion

In light of the available data, it can be concluded that the digital environment is an effective platform for promoting products and services, and that the educational sector utilizes the same method in order to reach a diverse group of students throughout the world. HEI enrolment decisions, whether locally or globally, can be facilitated with ease by parents and students, a commendable accomplishment. Digital marketing has become a necessity in the education sector in an era of artificial intelligence and technology. As a result of digital marketing tools, students make decisions regarding enrolment in higher education institutions. The institute has the potential to make or break a student's future. The digital marketing platform should therefore be utilized responsibly when influencing a student's decision-making process for admission.

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