

Digital Marketing for Strengthening Student Engagement

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Abstract

The rapidly growing digital transformation of higher education has remarkably changed the way institutions interact with the prospective and also existing students. Digital marketing has emerged as one of the most important digital platforms for strengthening student institution relationships through continuous communication. Institutions use websites, search engines, social media, AI-enabled chatbots, email marketing, virtual campus tours to improve student engagement and satisfaction. This paper reviews the role the digital marketing plays in fostering trust, quality of communication and long term relationships with the stakeholders.

Index Terms

Digital Marketing; Student Engagement; Higher Education; Student–Institution Relationship; Social Media Marketing; Digital Transformation; Institutional Trust; Relationship Marketing.