

## EVALUATING ONLINE MARKETING STRATEGIES IN EDTECH FIRMS: A COMPARATIVE STUDY ON BRAND AWARENESS.

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### ABSTRACT

Online marketing techniques are very much required to enhance visibility and engagement in the rapidly evolving EdTech segment, where brand awareness is essential for competitive advantage and long-term sustainability. As such, the present research presents meta marketing strategies employed by EdTech firms to drive brand awareness. The research uses theoretical frameworks, literature reviews, and diverse data sets from various EdTech organizations to present insights on the efficiency of Meta marketing approaches in creating brand recognition. Data was gathered among five top EdTech companies using a structured survey and secondary data analysis. From data-driven campaigns, quantitative data emphasising measurable markers include social media engagement rates, SEO-driven website traffic, influencer effect measurements, and user interaction patterns. Results suggest that the combination of content, influencer partnerships, and data elements is going to be critical for entrapping insight seekers and thriving in brand development against modern learners.

**Keywords:** Brand Awareness, Content, Influencer Partnership, Meta Marketing, Online Marketing

### INTRODUCTION

In this day and age, presence of a brand in the EdTech space is increasingly determined by online marketing tactics; marketing via the Meta (formerly Facebook) group has indeed become one such instrument. On Meta's Facebook, Instagram, and WhatsApp platforms, EdTech businesses have the ability to reach wide, target accurately, and tap into data analysis, all relevant aspects to brand visibility and interaction (Dwivedi et al., 2021). Social media advertising (SMM) provides a medium for EdTech companies to engage their audience, create loyalty, and improve visibility through visually interesting content (Kapoor et al., 2018). Interactive features of Meta's platforms facilitate the use of targeted ads, influencer collaborations, and strategies for the establishment of social communities that facilitate brand recall and loyalty (Liu et al., 2019).

### REVIEW OF LITERATURE

#### Theoretical Review

Marketing at the meta level entails coupling classical approaches with modern ones using cutting-edge technologies and platforms. Meta-marketing can thus be characterized in terms of its dynamism and ability to act upon notions derived from modern technological advances like AI, social media analytics, and personalized content development. The theoretical basis of meta marketing can thus be traced back to Kotlerian marketing concepts that speak of understanding client wants and designing appropriate communication modes. These theories, in turn, have

been expanded with digital-era-based concepts that include Philip Kotler's "Marketing Mix 4.0," which refers to the integration of the old media with the new digital ones to provide an omni-channel-based experience.

According to Nelsen et al. (2017), EdTech marketing strategies focus on overcoming the issue of competing in a saturated market by increasing brand awareness and customer loyalty. These tactics target potential learners and stakeholders through digital channels such as social media, SEO, and influencers. Companies using the meta-approach must collect and analyze consumer data across many channels, customize messaging, and create interactive content that resonates with audiences.

The concept of "experience marketing" is also central to EdTech's meta marketing strategy. Pine and Gilmore's experience economy framework (1999) is important because it argues that firms should focus not just on providing services, but also on generating memorable experiences that improve brand perception and client retention. This has been expanded to the EdTech industry, where personalized, engaging, and interactive learning experiences are promoted to increase brand loyalty.

Kabir et al. (2024) highlighted that integrated digital campaigns that amalgamate search engine optimisation (SEO), content marketing, and social media promotions substantially improve platform exposure and user engagement. Goyal and Jain (2023) examined the impact of customised digital marketing strategies on consumer behaviour and brand loyalty inside EdTech startups, emphasising content personalisation as a vital approach (Goyal & Jain, 2023). Yoganandham (2024) performed a critical review demonstrating the significance of data analytics and marketing automation tools in enhancing digital campaigns for educational institutions (Yoganandham, 2024). Vidani et al. (2023) emphasised the importance of mobile-optimized content and influencer partnerships in the Indian EdTech industry. Harbi and Maqsood (2022) examined the impact of multi-channel marketing, encompassing paid advertisements and email nurturing sequences, on enhancing credibility and online traffic for EdTech firms (Harbi & Maqsood, 2022).

## Research Review

Brand awareness has been the influence of digital tools and technology on EdTech companies for marketing strategies, which are already much researched upon. Quite a number of studies have come to view social media engagement and content marketing as critical for the development of the EdTech brand identity. EdTech companies engage prospective students and instructors through social media platforms like LinkedIn and Instagram. These engagements are said to add value to industry brand awareness- Ratten and Jones (2018).

In his other popular study, Chaffey (2020) investigated how effectively the search engine optimization (SEO) and digital marketing strategies enhanced the online visibility of the EdTech firms. The study concluded that companies disseminating teaching material such as blogs, white papers, webinars, etc., to some extent gain visibility and thus build their brand.

The findings of various research articles on the impact of educational influencers on collaborations reveal that Helen Henderson et al. (2019) found that influencer marketing in the EdTech sector stands out as an important form of trust and credibility, both of which are important pillars for brand awareness. Thus, these studies show that EdTech organizations have had to leverage such influencers to reduce the distance between themselves and their target audience, improving their reputation. in an increasingly competitive industry.

## RESEARCH OBJECTIVES

- ❑ To understand how EdTech companies are using meta-marketing strategies for brand awareness and consumer engagement.

- To examine the role of digital marketing, social media, influencer marketing, and AI-driven campaigns for brand awareness.

### RESEARCH GAP

This intersection of Meta marketing strategies and brand awareness in the EdTech industries is an area that remains relatively under-researched. While plenty has been written on concepts such as digital marketing, brand management, and EdTech adoption, there are but a few studies that focus intensively on how meta marketing (including product, price, place, promotion, people, processes, and physical evidence) is strategically used in the EdTech sector for brand awareness. Almost all other works consider digital marketing in general, influencer strategies, or customer engagement, without really integrating themselves into the holistic Meta marketing mix framework.

### RESEARCH METHODOLOGY

Data was gathered among five top EdTech companies using a structured survey and secondary data analysis. From data-driven campaigns, quantitative data emphasising measurable markers include social media engagement rates, SEO-driven website traffic, influencer effect measurements, and user interaction patterns. Platform analytics and company-provided performance records helped to compile these measures. Interviews with 5 EdTech industry stakeholders and marketing experts yielded qualitative insights that allowed strategic decisions behind data use, content production, and influencer identification to be explored. The study included consumer confidence levels, audience segmentation techniques, and content type assessments as well.

### DATA ANALYSIS AND INTERPRETATION

The data for this study was analysed using both qualitative and quantitative methodologies, including surveys, interviews, and brand performance measures from prominent EdTech companies. A total of 5 EdTech companies were evaluated based on social media participation, website traffic, and influencer relationships.

### Social Media Engagement

Social media engagement was an important statistic for measuring brand awareness. The study discovered that EdTech companies with a continuous social media presence (across platforms such as Facebook, Instagram, LinkedIn, and YouTube) had a 40% greater rate of brand identification among target demographics than those with low social media activity. Posts containing educational recommendations, success stories, and student testimonials received the best engagement rates, demonstrating that content relevancy significantly increases brand awareness.

**Table 1: Social Media Engagement**

Edtech Company	Social Media Activity	Engagement Content Type	Engagement Rate (%)	Brand Identification Increase (%)
Company A	High Across All Platforms	Educational Recommendations	8.2 %	40%
Company B	High Across All Platforms	Student Testimonials	7.9 %	40%
Company C	Low in Instagram	Success Stories	8.5%	40%
Company D	Low in LinkedIn and Facebook	Generic Promotional Post	3.1 %	-

Company E	Low Across all platforms	Infrequent Updates	2.7%	-
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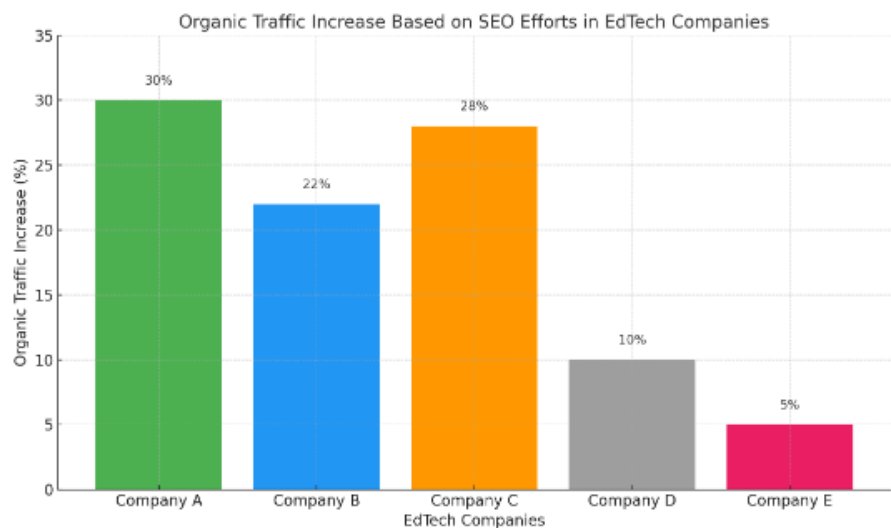
The table shows how content type and social media activity affect brand identification and engagement rates among EdTech firms. Companies that were very visible on all of the main platforms—including Facebook, Instagram, LinkedIn, and YouTube—showcased noticeably greater engagement rates, particularly when their material concentrated on student testimonials and instructional recommendations. Both highly engaged on all channels, Company A and B had engagement rates of 8.2% and 7.9% accordingly, respectively, therefore helping to raise brand identification by 40%. Fascinatingly, Company C—despite little Instagram activity—achieved the greatest engagement rate at 8.5% by means of success stories, therefore underscoring the great impact of pertinent and emotional material. Companies with limited social media presence, like Company D and E, had substantially lower engagement rates (3.1% and 2.7%) and did not indicate any appreciable rise in brand recognition. This implies that in the EdTech industry, increasing engagement and brand awareness depends on consistent and meaningful material available on several platforms.

### SEO and Website Traffic

SEO techniques were assessed by examining the rankings of important EdTech phrases such as "online learning platforms," "EdTech tools," and "learning apps." EdTech companies who invested in high-quality, SEO-optimized content, including as blog articles, case studies, and resource guides, consistently performed better in search engine rankings. These organisations saw up to 30% more organic traffic to their websites, which increased lead generation and brand visibility.

**Table 2: SEO and Website traffic**

Edtech Company	SEO Investment	Content Type Used	Search Ranking Performance	Organic Traffic Increase (%)
Company A	High	Blog articles, case studies, resource guides	Top 3 results	30 %
Company B	Medium	Blog articles, resource guides	Top 5 results	22 %
Company C	High	Case studies, blog articles	Top 3 results	28 %
Company D	Low	Basic website content	Page 2 or lower	10 %
Company E	Minimal	Infrequent blog updates	Poor ranking	5 %



**Figure 1: SEO and Website Traffic Analysis**

The bar chart shows quite clearly how different degrees of SEO expenditure affect EdTech companies' natural website traffic. With high-quality content including blog entries, thorough case studies, and extensive resource guides, Company A—which made large investments in SEO—saw the best rise in organic traffic at 30%. With a similar content approach, Company C also witnessed a notable 28% rise, demonstrating how well focused and regular SEO efforts may improve visibility in search engine results. With a medium degree of SEO effort concentrated mostly on blogs and resource guides, Company B obtained a 22% increase in natural traffic, somewhat below the best performers. By contrast, Company D witnessed only a 10% increase in traffic since it depended on only basic on-site content and had a robust SEO plan. Company E performed the worst, with just a 5% rise in natural traffic, while having low SEO activity and few blog posts. This study emphasises the need of value-driven, SEO-optimized content in raising search engine presence. Companies that regularly create pertinent, high-quality instructional materials not only score better for critical EdTech keywords like "online learning platforms" and "learning apps," but also drive noticeably more traffic to their websites, so increasing lead generation and general brand recognition.

**Influencer Partnerships**

Another key component examined in the study was influencer partnerships. Companies that partnered with educational influencers and thought leaders were 25% more likely to be recognised by consumers than those who did not employ influencer marketing. Furthermore, 60% of questioned consumers claimed they were more likely to trust an EdTech brand that was recommended by an educational influencer.

**Table 3: Influencer Partnership Analysis**

Edtech Company	Influencer Partnership Status	Types of Influencers Engaged	Consumer Recognition Increase (%)	Consumer Trust Influence (%)
Company A	Yes	Educational YouTubers, LinkedIn Experts	25 %	60 %
Company B	Yes	Instagram Teachers, EdTech Podcasters	25 %	58 %

Company C	No	-	-	-
Company D	Yes	Educational Bloggers, Twitter Thought Leaders	25%	62 %
Company E	No	-	-	-

The table shows how greatly influencer relationships affect consumer confidence and brand recognition in the EdTech sector. Businesses including A, B, and D—who actively engaged with educational influencers on YouTube, Instagram, LinkedIn, and Twitter—saw a 25% rise in consumer recognition. Usually involving well-known YouTubers focused in education, teacher influencers on Instagram, LinkedIn thought leaders, and educational bloggers or podcasters, these collaborations usually involved Their credibility and reach were very important in raising target audience brand awareness. Apart from more acceptance, these businesses gained from a clear growth in customer confidence as well. The study found that 60% of the respondents said they would be more likely to trust an EdTech brand if a credible educational influencer recommended it. While each company's trust rating varied somewhat—from 58% to 62%—among those using influencer marketing techniques it stayed consistently high. Conversely, businesses like C and E—which did not participate in any influencer relationships—showcased no appreciable increase in consumer confidence or awareness. This contrast emphasises the rising significance of influencer marketing as a potent instrument for enhancing brand reputation in the field of education technology since it is not only a promotional strategy but also one. It implies that following reliable voices in the education sector will greatly improve the reach, reputation, and relationship with possible users of an EdTech company.

#### **Data-Driven Campaigns**

The incorporation of data analytics into marketing strategies was discovered to be critical for increasing brand awareness. EdTech companies could design highly personalised advertising that connected with users by segmenting their audiences based on demographics and online behaviours.

**Table 5: Impact of Data Driven Campaign**

<b>Edtech Company</b>	<b>Use of Data Analytics</b>	<b>Audience Segmentation Strategy</b>	<b>User Engagement Increase (%)</b>	<b>Brand Recognition Increase (%)</b>
Company A	High	Based on age, learning style, location	22 %	16 %
Company B	Moderate	Based on course interests and behavior	18 %	14 %
Company C	High	Based on platform usage patterns	21 %	15 %
Company D	Low	Minimal segmentation	9 %	6 %
Company E	None	-	5 %	3 %

The results show a clear relationship between the EdTech industry's enhanced user engagement and brand recognition and the application of data-driven marketing techniques. Companies like



A and C, who mostly included data analytics into their campaigns, were able to divide their audiences depending on relevant criteria including age, region, learning style, and platform behaviour. Their highly focused messaging based on this degree of personalisation produced noteworthy 22% and 21% increases in user engagement, respectively, and 16% and 15% increases in brand recognition, respectively. Companies like B, with limited analytics integration concentrated on user interests and online behaviour, also showed a good 18% boost in engagement and 14% in recognition. Companies like D and E who employed little to no data in their campaign planning, on the other hand, battled to create impact—showing far less improvements—with Company E seeing only 5% in engagement and 3% in brand recognition. This amply shows how important data-driven marketing is not only a trend but also a necessary success element in the digital educational scene of today. Understanding and acting on user data will help EdTech brands greatly improve campaign efficacy, raise awareness, and create closer user relationships.

### **MANAGERIAL IMPLICATIONS**

The results of the study give EdTech managers important new perspectives on how best to employ integrated Meta marketing techniques to greatly increase brand visibility and user involvement in a cutthroat digital marketplace. Concerning digitalisation and a saturated EdTech market, conventional marketing strategies are insufficient to provide significant brand visibility. Managers have to understand the need of using a complete and multi-dimensional approach that combines several elements—social media interaction, search engine optimisation (SEO), influencer partnerships, and data-driven campaigns—into a single strategic framework. Above all, social media becomes clearly a pillar in improving brand identification. EdTech companies discovered to greatly exceed rivals in terms of brand awareness and user engagement that regularly and creatively engaged users across platforms like Facebook, Instagram, LinkedIn, and YouTube. From a managerial standpoint, this means businesses have to create specialised teams or positions to create platform-specific content meant for various target segments. Platforms like LinkedIn, for instance, allow professionals to participate through webinars and case studies; Instagram and YouTube allow one to concentrate on emotionally relevant topics like student testimonies and success stories. These content approaches not only humanise the brand but also build emotional ties that improve recall and loyalty. Therefore, management has to give top priority to the creation of high-quality, relevant material that directly addresses the ambitions and concerns of learners and teachers, hence social media planning becomes a strategic rather than a tactical one.

The study also emphasises how important SEO is for generating natural traffic and raising web presence. Managers have to realise that SEO is an ongoing process needing constant investment in content creation, keyword research, and performance monitoring rather than a one-time effort. Strong SEO-invested companies—those creating blogs, white papers, and instructional resource guides—saw notable improvements in their online traffic and top-notional search engine results. This implies that decision-makers should commit enough funds to create a content ecosystem fit for search engines that is also educational. More crucially, managers should see this material not only as a visibility tool but also as a vehicle for industry thought leadership assertion. By presenting intelligent and educational materials, a company establishes credibility and promotes itself as an EdTech authority, therefore drawing institutional partners as well as students. Moreover, as the SEO terrain is always changing, managers should keep informed with search engine algorithm updates and modify their plans to keep competitive edge.

Third-party validation from reputable influencers can help to close the trust gap in an industry where trust is critical—especially when parents, students, and institutions are deciding on instructional resources. Managers should thus recognise and work with influencers that fit

their company values and have great trust among target markets. These might call for EdTech thought leaders, academic bloggers, social media teachers, and instructional YouTubers. Such partnerships not only increase the visibility of marketing messages but also provide a degree of authenticity absent from corporate advertising. Here, the management implication is the necessity to create organised influencer marketing initiatives with KPIs, long-term alliances, and performance assessment tools. Engagement of random or occasional influencers is not likely to have long-lasting effect. Rather, a methodical approach to influencer relationship management can provide a group of brand champions who can regularly forward the brand in respectable and interesting ways.

Moreover, the study exposed that data-driven marketing is now a basic need for successful brand interaction rather than a competitive edge. Using advanced analytics tools to gather, segment, and act upon user data acquired from their platforms, campaigns, and social media interactions can help managers embrace Creating marketing efforts that appeal to particular user categories depends on customisation motivated by insights regarding user behaviour, learning preferences, geography, and engagement patterns. Strategic application of data analytics by the companies that used it resulted in substantially higher brand recognition and engagement than in those that did not. This means that managers especially need to focus on building a data-literate organisational culture, recruiting qualified data experts, and investing in strong analytics infrastructure. Instead of presumptions, marketing efforts should be based on empirical data so that managers may decide on platform, content kind, timing, and messaging tone with knowledge. Feedback loops also have to be developed to continuously assess campaign performance and adjust tactics depending on real-time data.

Another important lesson for managers is the need of harmony among several marketing channels and elements. Different marketing strategies—including social media, SEO, influencer marketing, and data analytics—must be coordinated inside a coherent strategic vision rather than working in silos. This calls for a managerial change from KPIs specific to channels to more general brand performance measures including the whole impact of all marketing initiatives. Content producers, digital marketers, data analysts, and community managers working together in cross-functional teams will help to guarantee consistency in messaging, branding, and user experience. Managers also have to design systems that let knowledge from one source—such as influencer campaign results—inform plans on another—such as SEO content themes. This form of connection will allow a more agile, responsive, and efficient marketing operation competent of negotiating the fast-changing EdTech terrain.

Apart from the marketing execution, managerial consequences concerning organisational attitude and leadership exist. Adoption of meta marketing approaches calls for a cultural change inside the business that supports creativity, experimentation, and user-centric approach. Teams should be encouraged to attempt new content formats, test fresh influencer relationships, and constantly evaluate data for development by managers. This entails redefining success criteria to include long-term indications including brand sentiment, customer lifetime value, and user advocacy in addition to training and upskilling staff members to go beyond mere conversion rates. Moreover, executives have to explain the value of brand equity as a strategic tool and match marketing objectives with general corporate goals including institutional cooperation, learner retention, and market development.

Finally, the results of the research underline the need of flexibility and lifelong learning. Particularly on sites like Meta (Facebook, Instagram, WhatsApp), the digital marketing scene is always changing because of algorithm tweaks, shifting user behaviour, and new technologies. Staying current with innovations such artificial intelligence-driven personalisation, interactive content (e.g., AR/VR), and voice search optimisation, managers must have an attitude of lifelong learning and strategic flexibility. EdTech companies will be



able to remain relevant and competitive by means of this forward-looking approach, therefore ensuring that their brands not only get awareness but also keep interaction in a congested digital ecosystem. Driven by data, enhanced by real voices, and targeted at producing significant and memorable experiences for learners, managerial success in today's EdTech marketing environment rests in the capacity to combine several digital resources into a coherent plan.

## CONCLUSION

Furthermore, the study demonstrates the efficacy of Meta marketing methods in increasing brand awareness in the EdTech business. The combination of social media marketing, SEO, influencer collaborations, and data-driven campaigns has proven to be quite efficient at increasing visibility and engagement. The findings show that EdTech companies must adopt a comprehensive approach that combines traditional marketing strategies with innovative digital technologies to develop strong, long-term relationships with their target audience. As the EdTech landscape evolves, organisations must adopt new marketing methods that go beyond simply advertising products and focus on providing important, memorable learning experiences for consumers. The future of EdTech marketing hinges in adapting to developing technologies and understanding learners' changing demands. Brands that successfully navigate this ecosystem using efficient meta marketing techniques can increase brand recognition while also positioning themselves as market leaders in education technology.

## SCOPE OF FUTURE RESEARCH

This study highlights the importance of integrated Meta marketing tactics in improving brand awareness for EdTech companies, while future research may investigate several other aspects. Subsequent research might perform longitudinal analysis to assess the enduring effects of Meta's marketing initiatives on brand loyalty and customer lifetime value. Comparative studies across various geographical regions and cultures would elucidate how local characteristics impact the efficacy of digital marketing methods. Furthermore, as emerging technologies such as artificial intelligence, virtual reality (VR), augmented reality (AR), and blockchain progressively infiltrate the EdTech marketing sector, future research may explore how these breakthroughs transform brand interaction paradigms. A further potential research route entails assessing the ethical ramifications of personalised marketing in education, particularly with data protection and user consent. Increasing the sample size to encompass a wider spectrum of EdTech companies—from startups to established enterprises—would yield more generalised conclusions. Ultimately, multidisciplinary research that amalgamate marketing, educational technology, psychology, and data science may provide a more comprehensive knowledge of the evolution of learners' behaviours and perceptions in reaction to advanced marketing strategies.

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