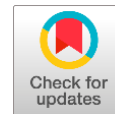


Personalized digital marketing perspectives and practices in education industry



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Abstract Every business is making an effort to sell their goods and services using various digital advertising platforms as the use of digital marketing continues to gain popularity and become more widespread. Personalization is a common practice in the service business, which caters its offerings to meet the specific requirements of individual consumers. It not only ensures the delight of the client but also helps in the process of keeping existing consumers. This article takes a look at the various forms of digital marketing technology that may be applied to the process of personalizing marketing for education services. The following five forms of digital advertising are investigated: search engines, email, banner ads, social media, and online video ads. The convenience sampling method was used to select 320 respondents. The data were analyzed and interpreted with SPSS Amos 23.0. According to the findings, personalized digital marketing channels like email, social networking, and online video are more effective to use in the education industry. Personalization may be difficult to achieve in search engine marketing because it is dependent on the selection of keywords.

Keywords: search engine optimization, search engine marketing, personalized digital marketing, email marketing, social media marketing, education

1. Introduction

In marketing, there are currently a great number of different strategies that can be utilized to successfully engage and persuade customers. There are certain marketing approaches that, in the current highly competitive economic environment, may be the only means for an industry to ensure its survival. While it is true that not all marketing strategies are applicable to all markets, there are certain marketing approaches that are applicable to all markets. There are a multitude of other businesses that are intricately connected to the education industry, whether through direct or indirect associations. When it comes to marketing, personalization allows for a significant increase in its effectiveness. The rapid development of digital technology has resulted in the creation of significant opportunities for commercial enterprises.

Digital technologies are extremely important to the education industry, which is a significant sub-industry within the service sector. These technologies are now used to promote and to facilitate sales (Buhalis, 2003). The implementation of digital marketing strategies has resulted in a significant increase in the number of customers acquired by a number of businesses. The application of big data in digital marketing makes it possible to precisely target particular prospects and to personalize the experience that they have with this marketing strategy. Internet marketers have the ability to improve their ability to classify visitors according to their specific location by utilizing cutting-edge information and communication technology, as well as sophisticated data analysis that is derived from a variety of sources and sensors.

Through the utilization of personalized digital marketing, marketers are able to revolutionize the marketing of products by adapting it to the specific characteristics of individual customers. With the end result being an increase in profitability for all parties involved in a tourism destination (Dimitrios & Marie, 2015), this is the ultimate result. As a result of the participation, either direct or indirect, of a number of different stakeholders in the area, marketers are faced with a difficult situation when they attempt to advertise a business (Buhalis, 2003).

In the opposite direction, individual businesses make their services available for purchase by customers. A number of different industries, including education, are included in the realm of marketing. Additionally, seasonality and environmental factors are taken into consideration. These factors are controlled with great care in order to accomplish the marketing goals that have been established in advance (Evans et al., 1995). Intelligent marketing requires dynamically connecting all stakeholders through the use of digital technology platforms in order to facilitate the immediate interchange of information pertaining to marketed activities. In tourism industry, intelligent tourism destinations administer a centralized information system in order to make more informed marketing decisions (Buhalis & Amaranggana, 2015).



Consequently, this makes it possible for destinations to tailor their services to specifically meet the needs of the target audience that they are trying to attract. There have been a number of research projects that have been carried out up to this point. They are primarily concerned with the development of smart destinations, search engines, transportation access, social media marketing, cultural and social context mobile (SoCoMo) marketing (Buhalis & Amaranggana, 2015). The purpose of this research is then to investigate the factors that influence the use of customized digital marketing in the hospitality industry. In addition, it will serve as the basis for destination marketing that is specifically tailored to the region. In this article, the fundamental components of a framework for personalized digital marketing are discussed. These components include search engine marketing, email marketing, display ads, social media marketing, and video advertising.

2. Literature Review

The individuals who are involved in the process of marketing in this day and age are required to possess a certain level of intellectual perceptiveness. As a result of developments in information and communication technology, it is now feasible to develop marketing campaigns that are highly personalized. The application of personalized marketing strategies has directly resulted in a significant increase in the number of new customers acquired across a variety of business sectors.

Personalization is the process of creating and providing tailored offers that are in accordance with the specific preferences and expectations of an individual (Kushwaha, 2020). Within the realm of marketing, personalization is utilized quite frequently (Kulkarni et al., 2020; Dwivedi et al., 2017). Customers have the right to make requests for services that are tailored to meet their specific needs and preferences. As a consequence of this, the service provider makes an effort to collect accurate information about site visitors in order to guarantee that they are able to provide appropriate services to individuals who access the website.

The implementation of techniques for profiling and targeting consumers that are founded on large amounts of data results in increased productivity and improves the quality of service that is provided (Busca & Bertrandias, 2020; Popescu-Zelatin et al., 2003). There are many different kinds of electronic devices that can bring people to a business, and destination marketers are able to analyze these devices (Habegger, 2014). When it comes to making decisions and choosing a location, having the ability to personalize information is a beneficial capability. The majority of the people currently rely on the internet as their primary source of information when it comes to locating possible vacation spots and gathering other information that is associated with trip planning (Kim et al., 2015).

On the other hand, businesses that are associated with education have acknowledged the internet as an essential medium for the dissemination of information. In addition to this, people can distribute promotional materials in order to bring in new customers and keep the ones they already have (Buhalis & Law, 2008; Lussak et al., 2019). There have been a number of studies that have demonstrated that the traffic that is generated by search engines on websites results in a significant number of potential customers. When it comes to search engine marketing, the most challenging aspect is making sure that a webpage consistently maintains a prominent position on search engine result pages (SERPs).

A website's visibility in search engine results can be improved through a process known as search engine optimization (SEO), which does not require the website owner to pay for advertising costs. On the other hand, search engine marketing is a form of advertising that involves paying for advertisements in order to increase the visibility of a website in search engine results (Pan et al., 2010). Search marketing strategies generally include search engine optimization as one of their components.

Sending personalized emails to prospective clients is a great way to speed up the process of generating leads and booking services (Kaur, 2017). Due to the fact that it can be used to promote offers and share information, email marketing has emerged as a valuable business tool in the hospitality industry (O'Connor, 2006). Email marketing has the potential to offer significant benefits to the hospitality industry because it is not only highly relevant but also exceptionally efficient and cost-effective (Marinova et al., 2002).

One of the most common components of the majority of the digital marketing strategies that are currently in use is email marketing. This is due to the fact that it encourages participation, simplifies marketing efforts, and simultaneously appeals to potential customers.

There are many obstacles that can be encountered when engaging in email marketing, the most significant of which is the challenge of successfully avoiding spam (Cheng, 2004). This is as a result of the fact that a significant proportion of emails are typically classified as spam content. The most difficult aspect of email marketing that can be encountered in any circumstance is this particular aspect. Advertisers make use of display advertising in order to disseminate a wide variety of information, including banners, posters, photographs, and other graphics, on display networks that are provided by service providers.

Furthermore, it enables the precise targeting of individuals who will receive educational and promotional material that is delivered in a context that is specifically applicable to their particular circumstances (Aaron, 2006). This is a significant advantage. One of the advantages of this feature is that it makes it possible to precisely identify and target specific individual customers. Because of this, a significant advantage is achieved.

This factor exerts a substantial influence on both the customer's selection, consequently having a noteworthy impact on both of these aspects. Banner advertisements are a type of paid advertising in which visitors are presented with the message

that the sponsor intends to convey, regardless of whether or not they interact with the banner that was placed by the advertiser (Barreto, 2013). The results of research have demonstrated that banner advertisements have the potential to effectively improve the image of a company and increase the likelihood that a consumer will make a purchase (Bruner & Kumar, 2000).

Individuals are able to utilize traditional media in order to disseminate their perspectives, specialized knowledge, personal narratives, and information amongst one another through the utilization of social media. Through the facilitation of the exchange of ideas, images, graphics, videos, audio, and a variety of other forms of media composition, social media platforms make it possible to communicate with a large audience in a seamless manner (Aaron, 2006) (Figura 1).

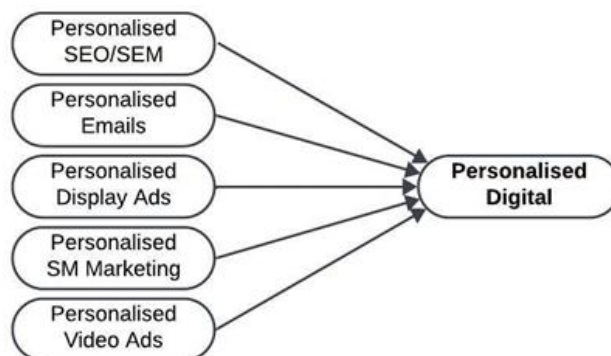


Figure 1 Emergence of New Normal.

When it comes to acquiring valuable customer data from social media platforms, the utilization of data mining techniques, such as sentiment analysis, is extremely advantageous. By making use of these data, there is the possibility that business operations will be improved. With the incorporation of this information, it is possible to acquire valuable insights into the preferences, hobbies, interests, and inclinations of customers (Lussak, 2020). When it comes to effectively creating customized communication for similar customer segments, it is absolutely necessary to collect comprehensive customer data in a methodical manner (Duffy, 2019). In-depth information about customers' experiences were collected by analyzing the social media activity of the customers, which includes their posts, comments, and opinions. The data can be analyzed by destination marketers, which allows them to develop individualized offers that are tailored to specific locations (Pike & Page, 2014). Internet-based video advertisements have the potential to serve as a marketing strategy that is extremely beneficial for the education industry.

The process of displaying visual advertisements across a variety of digital platforms is referred to by this term (Lussak & Darmawan, 2022). Every year, the rate of growth of digital visual advertisements is increasing at a rate that is twice as fast. The type of advertising that is utilized the most frequently is the pre-roll video advertisement (Aral, 2021). Through the utilization of visual advertisements, it is possible to target prospective customers by utilizing their previous search history (Campbell, 2017). Video advertising increases a consumer's awareness of a brand as well as their likelihood of using the services offered by that brand, which ultimately leads to growth. Additionally, it assists individuals in cultivating a favorable disposition toward the educational institution, which serves as a contributing element. This is a significant benefit. Although the audience has the option to ignore the pre-roll video advertisements, they choose not to do so. This is due to the fact that the commercials convey a direct message that encourages viewers to watch and learn more about the products and services that are offered by the company (DuFrene et al., 2005; Campbell et al., 2017).

3. Research Methodology

The variable that is of interest for this study was found through extensive research in the relevant literature. This research was conducted in order to discover the variable. This research ultimately resulted in the identification of the variable. For the purpose of this quantitative study, which was conducted at a university, the participants were given a standardized questionnaire to fill out in order to collect the empirical data that was needed for investigation. It was composed of seven distinct sections, each of which was taken into consideration individually.

Various aspects of online advertising are covered in each of the six distinct sections of questions that are included in this test (Lussak & Romdoni, 2019). Marketing strategies that fall under this category include search engine marketing, display ads, email ads, marketing through social media, and online video commercials (Xiang & Pan, 2011).

Participants in this survey are given the opportunity to provide information regarding their demographics in the first section of the survey. In the following sections, questions pertaining to online advertising are presented in a number of different sections. The participants in the study were given a Likert scale that had five points and ranged from strongly agreeing to strongly disagreeing. They were asked to rate the degree to which they agreed or disagreed with a statement using the scale.

When it comes to selecting the sample for the research that is currently being carried out, this has proven to be the most advantageous sampling approach that has been utilized. A total of 320 forms are utilized for the purpose of collecting responses, and these responses will be utilized for further analysis on the basis of the information that they contain. People from Indonesia who were at least 20 years old and had previous experience using the internet to browse the web and make reservations or buy things electronically were included in the sample unit

A thorough review of each and every field on the questionnaire was carried out in order to guarantee that there were no mistakes in the responses or questions that were left unanswered. This was accomplished by conducting a comprehensive review of the questionnaire. The empirical data was collected after restrictions were loosened, despite the fact that the pandemic was still active at the time for which the data was collected. This was done in order to ensure that the data was accurate.

Both the hypotheses that were accepted in the previous section and the evaluations of the structural model are included in this section. Considerable consideration has been given to each and every one of the hypotheses that were developed for the purpose of this investigation. Personalized digital marketing can be influenced by a variety of factors, such as the utilization of personalized search engine optimization and marketing, emails, display advertisements, advertisements on social media, and video commercials.

These are just some of the factors that can have an effect. In spite of the fact that it offers evidence of a negative correlation between tailored search engine marketing and search engine optimization and digital marketing, as well as a negative association between display advertisements and digital marketing, the impacts are substantial. The objective of this study is to compile a list of the various forms of digital marketing that are appropriate for use in the process of tailoring marketing strategies to the specific needs of individual customers.

When compared to the utilization of generic digital marketing strategies, the utilization of personalized digital marketing strategies results in significantly better outcomes. In contrast, the keywords that are used the most frequently can be utilized in order to optimize websites and use search engine marketing in order to increase the amount of traffic that comes from indirect sources. This can be accomplished by utilizing the keywords that are used the most frequently. The use of personalized email marketing is an efficient method for promoting because it allows for direct communication with the individuals who are associated with it. It directs its marketing efforts toward specific individuals, targeting them based on their history and interests, and it targets those individuals using that information.

4. Results and Discussions

While display ads and banner ads hold significant value in digital marketing, it is not advisable to employ them for destination marketing. On the other hand, these kinds of advertisements are essential components of successful digital marketing. It is possible that educational institution will decide to devote a smaller portion of their advertising budget to this particular form of promotion in order to achieve a strategy that is more cohesive. This is a possibility that could take place. As the line of reasoning develops, it is of the utmost importance to recognize that marketing through social media platforms is an essential component of the advertising sector associated with the education industry. In order to achieve successful outcomes, it is possible to strategically target prospective customers based on the specific interests and preferences that they have (Table 1).

Table 1 Result.

H	Beta Est.	S.E.	t-values	Final Decision
H1	-2.984	2994	0.319***	Accepted
H2	0.181	0.051	0.376***	Accepted
H3	-0.099	0.366	0.787***	Accepted
H4	0.597	6.868	0.337***	Accepted
H5	7.050	8.196	0.288***	Accepted

Taking into consideration the fact that video commercials are an essential component of digital marketing and are on the verge of replacing traditional television advertisements is yet another essential aspect to do so. When it comes to individualized digital marketing, this particular component is the most important factor to take into consideration. Digital marketing is generally more beneficial than mass marketing, particularly when it involves financial investment and resource commitment. This is especially true given the nature of digital marketing.

At a time when the advertising industry is undergoing significant transformation, digital marketing is rapidly becoming the primary source of revenue for the industry. A significant number of customers are concentrated in a particular location, and despite widespread investments in digital marketing across all sectors of the economy, these businesses are unable to achieve their goals as a result of this concentration. This research is being conducted with the intention of making a contribution to the process of determining the most effective digital advertising format for the education industry. Having access to a search engine is an essential resource that should not be overlooked. Using search engines to gather information about the location

and the services that are associated with it is typically the first step in the process of trip planning. Performing tasks in this manner is considered to be the standard method. Specifically, this particular cause is the one that we are able to attribute this phenomenon to (Kim et al., 2015).

When it comes to the process of selling services, search engine marketing is becoming an increasingly important factor (Lussak & Romdoni, 2019). The research was carried out with the purpose of investigating the application of digital marketing. There is a link that leads users to the website of the company that is embedded within visual advertisements that are displayed on Google display networks, social media platforms, and YouTube. In the event that a prospective client comes across an advertisement that is extremely convincing, it is highly probable that they will go to the website of the company in order to acquire additional information regarding the products or services that are being promoted. As a consequence of this, the likelihood of the company generating new leads for the purposes of marketing will be increased.

The implementation of personalized digital marketing campaigns that make use of rich media or big data would be of great benefit to marketers who specialize in destination marketing. This is because of the reasons that were mentioned earlier. The effectiveness of destination marketing would be significantly improved as a result of this.

5. Conclusion

Due to the fact that it caters to a particular consumer demographic, traditional media continues to be competitive in the contemporary market. Traditional media are utilized by marketers in order to communicate with customers who do not utilize digital platforms. In addition, the traditional media, in addition to incurring significant expenses, does not provide adequate measures of financial transparency.

To advertise their products to millennials and alpha generations, marketers are increasingly turning to digital channels because of their effectiveness. This is because, in comparison to older generations, younger generations have a greater reliance on digital media. This is true for both younger and older generations. The ability to personalize content is a contributing factor in the growing popularity of digital marketing on the internet.

It is possible to achieve positive results by delivering to a specific target audience in a manner that is both customized and individualized. This stands in contrast to the practice of disseminating generic communications to a large number of customers, which does not result in successful outcomes. As a result, digital media makes it possible to personalize communications and to deliver them in a precise manner to particular customers, which is a capability that is not attainable with traditional media.

Ethical considerations

This study addressed ethical concerns by using respondent anonymity. Given that the research employed a random sampling method, respondents who have had prior experience looking for educational institutions were asked and agreed that their responses may be used as research material.

Conflict of Interest

There are no conflicts of interest to declare because researchers are not affiliated with any educational institution's marketing activity. It ensures an unbiased analysis of the research process and results.

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