

The Saigon International
University



Graduation Thesis

Ho Chi Minh City – 2024

.....
GRADUATION THESIS

Major

Business Administration

Topic

***"Effectiveness of Digital Advertising Strategies
in Increasing Student Enrollment at eTeacher***

Tutor Limited Company "

Instructor

Raisha Anwar Kazi, MBA

Student name

Huynh Tuyet Nhi

Course: 13

Student ID:

94012001939



Lewis Campus

Email: admission@siu.edu.vn

Website: www.siu.edu.vn

DECLARATION

I am Huynh Tuyet Nhi, and I hereby declare that the Graduation Thesis is my work; the data and materials are collected and prepared independently by me.

I also certify this report is only used for my university study, not for other purposes.

HUYNH TUYET NHI

ID: 94012001939

Course: 13

Class: 20TAKD

Business Administration

The Saigon International University

Date submitted:

Signed:

ACKNOWLEDGEMENT

First and foremost, I would like to thank all of the Managers, Lecturers, and Administrators at my university, Saigon International University, who have provided me with invaluable assistance and advice over the past four years. I learned and improved from what they told me in obtaining such fantastic achievements and experiences as the present. They guided me with sincerity and consideration.

Furthermore, I'd like to thank my supervisor, Ms. Raisha Anwar Kazi, for her assistance with not only academic lectures but also with this practical report and the final thesis. It is an honor to have her as my teacher and supervisor, as she has led me and taught me vital lessons from real-life experiences that will benefit my future profession.

I would like to express my gratitude to eTeacher Tutor Limited Company for creating conditions and opportunities for me to intern at the company and wholeheartedly helping me throughout the internship process. Thank you to all the colleagues of the Sales Department for their support throughout the process of completing this internship report.

INSTRUCTOR'S COMMENTS

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

SIGNED:

ABSTRACT

This study investigates the effectiveness of digital advertising strategies in enhancing student enrollment at eTeacher Tutor Limited Company, a specialized educational service provider offering personalized tutoring at home. In recent years, digital advertising has emerged as a pivotal tool for reaching and engaging prospective students in the educational sector. This research employs a quantitative approach, utilizing surveys and analysis of digital advertising campaigns to assess their impact on enrollment numbers. The theoretical framework explores relevant literature on digital advertising effectiveness and consumer behavior in educational settings. Key variables include types of digital advertising platforms (such as social media ads and search engine marketing), demographic factors influencing student enrollment decisions, and measures of enrollment growth. Findings reveal insights into the most effective digital advertising strategies for attracting and retaining students, contributing to strategic recommendations aimed at optimizing eTeacher's digital marketing efforts. Ultimately, this study underscores the critical role of targeted digital advertising in fostering growth and competitiveness in the educational services market.

Table of Contents

.....	<i>i</i>
DECLARATION	<i>iii</i>
ACKNOWLEDGEMENT	4
INSTRUCTOR'S COMMENTS	5
ABSTRACT	6
Table of content	<i>Error! Bookmark not defined.</i>
CHAPTER 1: INTRODUCTION	8
1.1 Background:	9
1.2 Theoretical and Conceptual Framework:	10
1.3 Statement of the Problem:	11
1.4 Research Questions:	12
1.5 Objectives of the Study:	12
1.6 Significance of the Study:	13
CHAPTER 2: LITERATURE REVIEW	15
2.1 Overview of Digital Advertising in Educational Services:	15
2.2 Definitions and Concepts Related to Digital Advertising and Student Enrollment:	17
2.2.1 Digital Advertising:	17
2.2.2 Student Enrollment:	18
2.2.3 Importance in Educational Services:	19
2.3 Effects of Digital Advertising on Educational Service Providers' Performance:	19
2.4 Relationship Between Digital Advertising Strategies and Student Enrollment:	22
2.5 Consumer Behavior in Response to Digital Advertising in Educational Services:	24
2.6 Related Studies on Digital Marketing Strategies	26
CHAPTER 3: RESEARCH METHODOLOGY	29
3.1 Research Design:	29
3.2 Research Method:	31
3.3 Data Analysis	34
CHAPTER 4: Analysis and Discussion	39
4.1 RESULTS: CASE COMPANY RESEARCH:	39
4.1.1 Introduction of the Case Company: eTeacher Tutoring Center:	39
4.1.2 Case company marketing and sales analysis:	42
4.2 RESULTS: QUESTIONNAIRE AND CASE STUDY RESEARCH.	46
CHAPTER 5: CONCLUSION AND RECOMMENDATION	56

5.1	Conclusion:	56
5.2	Recommendation for Case Company:	57
	REFERENCES.....	61
	APPENDICES.....	63
	Appendix: Research Questionnaire	63

CHAPTER 1: INTRODUCTION

1.1 Background:

In today's competitive educational landscape, private tutoring services have become increasingly popular as students and parents seek personalized educational support beyond traditional classroom settings. eTeacher Tutor Limited Company, offers tailored one-on-one tutoring sessions in the comfort of students' homes, catering to diverse academic needs and learning styles. Various factors, including academic performance goals, perceived educational gaps, and the desire for supplemental learning opportunities influence the decision to enroll in tutoring services. Effective advertising is crucial in communicating these benefits to potential students and their parents, thereby driving enrollment and fostering long-term relationships. The shift towards digital platforms has revolutionized how educational services market themselves. Digital advertising offers eTeacher Tutor Limited Company, unparalleled opportunities to reach a targeted audience, engage with prospective students through compelling content, and track campaign effectiveness in real time. Understanding the dynamics of digital advertising in educational contexts is essential for optimizing marketing efforts and achieving competitive advantage.

Furthermore, as consumer behavior continues to evolve in response to technological advancements and changing societal norms, the effectiveness of digital advertising strategies must be continuously evaluated and refined. This research seeks to explore the nuances of digital advertising effectiveness specifically tailored to eTeacher Tutor Limited Company, aiming to uncover insights that will inform strategic decisions and enhance enrollment outcomes.

By examining the intersection of digital marketing strategies and educational services, this study not only contributes to academic literature but also provides practical implications for eTeacher Tutor Limited Company's, marketing practices, ultimately supporting its mission to provide exceptional educational experiences through innovative advertising approaches.

1.2 Theoretical and Conceptual Framework:

The effectiveness of advertising strategies, particularly in educational contexts such as eTeacher Tutor Limited Company, can be analyzed through several theoretical perspectives:

- Marketing Communication Theories:

AIDA Model: The AIDA model (Attention, Interest, Desire, Action) provides a framework for understanding the sequential steps that advertising messages should ideally provoke in consumers. In the context of eTeacher, digital advertising must first capture the attention of potential students, stimulate their interest in the tutoring services offered, create a desire for personalized academic improvement, and ultimately prompt them to take action by enrolling in tutoring programs.

- Consumer Behavior Theories:

Elaboration Likelihood Model (ELM): The ELM suggests that individuals can process persuasive messages through two routes: central (high involvement and motivation) and peripheral (low involvement and motivation). For educational services like eTeacher, digital advertising campaigns must consider both routes. High-involvement decisions, such as choosing tutoring services, require substantive information and credibility (central route processing). Meanwhile, low-involvement decisions might benefit from appealing visuals or endorsements (peripheral route processing).

- Digital Marketing Effectiveness:

Digital Touchpoints: Understanding how different digital advertising platforms (e.g., social media ads, search engine marketing) interact with potential students at various stages of their decision-making process is crucial. Each platform offers unique opportunities to target specific demographics, deliver tailored messages, and measure engagement metrics in real-time.

This study aims to elucidate how digital advertising strategies can effectively influence student enrollment at the eTeacher Tutor Limited Company. Insights gained from these theories will inform the selection and optimization of digital advertising tactics to maximize enrollment outcomes.

1.3 Statement of the Problem:

In the dynamic landscape of educational services, eTeacher Tutor Limited Company faces the challenge of attracting and retaining students through effective digital advertising strategies. The primary focus of this research is to investigate and evaluate the impact of digital advertising on student enrollment, specifically addressing the following objectives:

- **Identifying Effective Platforms and Tactics:** To determine which digital advertising platforms (e.g., Facebook, Google Ads) and tactics (e.g., targeted messaging, visual content) are most effective in capturing the attention and interest of potential students.
- **Conversion from Prospects to Enrolled Students:** To analyze the effectiveness of digital advertising campaigns in converting prospective students into enrolled participants at eTeacher Tutor Limited Company.
- **Factors Influencing Enrollment Decisions:** To explore how demographic factors (such as age, location, and educational background) influence the effectiveness of digital advertising strategies in attracting and retaining students.

This study seeks to provide actionable insights that will enable eTeacher Tutor Limited Company to optimize its digital advertising efforts, enhance student enrollment rates, and achieve sustainable growth in a competitive educational market.

1.4 Research Questions:

To guide the investigation, the following research questions are posed:

- What are the most effective digital advertising strategies for increasing student enrollment at eTeacher Tutor Limited Company?
- How do demographic factors (such as age, location, and educational background) influence the effectiveness of digital advertising campaigns?
- What is the relationship between digital advertising expenditures and student enrollment numbers?

1.5 Objectives of the Study:

The objectives of this study are as follows:

- To identify effective digital advertising strategies: Evaluate and determine which digital advertising platforms (e.g., social media, search engines) and tactics (e.g., targeted ads, content marketing) are most successful in increasing student enrollment at eTeacher Tutor Limited Company.
- To analyze the influence of demographic factors: Investigate how demographic variables (such as age, location, and educational background) influence the effectiveness of digital advertising campaigns in attracting and retaining students.
- To assess the impact of digital advertising expenditures: Measure and understand the relationship between the financial investment in digital advertising and the resulting student enrollment numbers. Determine the cost-effectiveness and ROI of digital marketing efforts.

- To provide recommendations: Based on the findings, offer practical recommendations to eTeacher Tutor Limited Company for optimizing their digital advertising strategies, enhancing student enrollment, and achieving sustainable growth in the competitive educational services market.

These objectives will guide the research process, enabling a comprehensive analysis of digital advertising strategies and their impact on student enrollment dynamics at the eTeacher Tutor Limited Company.

1.6 Significance of the Study:

In the increasingly competitive landscape of educational services, the role of digital advertising has become pivotal in attracting and retaining students. This study holds significant importance for eTeacher Tutor Limited Company and similar educational service providers for several reasons:

1. **Enhancing Marketing Effectiveness:** By identifying the most effective digital advertising strategies, this study will provide eTeacher Tutor Limited Company with actionable insights to optimize their marketing efforts. Understanding which platforms, tactics, and messaging resonate best with their target audience can lead to increased visibility, engagement, and ultimately, higher student enrollment.
2. **Improving Cost Efficiency:** Analyzing the relationship between digital advertising expenditures and enrollment numbers will help eTeacher Tutor Limited Company gauge the cost-effectiveness of their marketing investments. This understanding can guide budget allocation decisions, ensuring that resources are allocated to strategies that yield the highest return on investment (ROI).
3. **Targeting Diverse Demographics:** Investigating how demographic factors (such as age, location, and educational background) influence advertising effectiveness will enable eTeacher Tutor Limited Company to tailor their marketing campaigns more

effectively. By catering to the specific preferences and behaviors of different demographic segments, they can enhance engagement and conversion rates among diverse student populations.

4. **Strategic Decision-Making:** The findings of this study will inform strategic decision-making processes at eTeacher Tutor Limited Company. Insights into consumer behavior and advertising dynamics in educational contexts will equip decision-makers with the knowledge needed to adapt and innovate their marketing strategies in response to market trends and competitive pressures.
5. **Contributing to Academic Literature:** Beyond its practical implications, this study contributes to the academic literature on digital marketing in educational services. It expands the theoretical understanding of how digital advertising impacts enrollment outcomes, offering insights that can benefit future research and scholarly discussions in the field.
6. **Promoting Educational Access and Quality:** Ultimately, the study's findings have the potential to contribute to the broader goal of improving educational access and quality. By helping eTeacher Tutor Limited Company attract more students through effective marketing, the study supports efforts to provide personalized educational support and enhance learning outcomes for a broader student population.

In conclusion, this study's significance lies in its potential to empower eTeacher Tutor Limited Company with strategic insights that enhance its digital advertising strategies, improve enrollment outcomes, and contribute to the advancement of knowledge in educational marketing practices.

CHAPTER 2: LITERATURE REVIEW

2.1 Overview of Digital Advertising in Educational Services:

Digital advertising has revolutionized the way educational services market themselves, offering unprecedented opportunities to reach and engage with prospective students through various online platforms. In the context of eTeacher Tutor Limited Company and similar educational providers, digital advertising encompasses a range of strategies and channels designed to attract, convert, and retain students seeking supplemental educational support.

- Importance of Digital Advertising:

In today's digital age, where individuals increasingly turn to the internet for information and services, digital advertising plays a crucial role in:

- **Increasing Visibility:** Educational service providers like eTeacher Tutor Limited Company can enhance their visibility and brand awareness by strategically placing ads on popular platforms such as Google, Facebook, Instagram, and LinkedIn. These platforms allow precise targeting based on demographics, interests, and behaviors, maximizing the reach of advertising campaigns.
- **Targeting Specific Audiences:** Digital advertising enables precise audience segmentation and targeting. Educational services can tailor their messages to specific demographic groups (e.g., parents of high school students, and adult learners seeking career advancement) and geographical areas, ensuring that marketing efforts resonate with their intended audience.
- **Measuring Effectiveness:** Unlike traditional advertising methods, digital advertising provides robust analytics and measurement tools. Educational

providers can track key performance indicators such as click-through rates, conversion rates, and cost per acquisition in real time, allowing for continuous optimization of campaigns based on data-driven insights.

- Types of Digital Advertising Strategies

- Search Engine Marketing (SEM):

- Pay-Per-Click (PPC) Ads: Ads displayed on search engine results pages (e.g., Google Ads) based on specific keywords related to tutoring services offered by eTeacher. These ads appear when users search for relevant terms, driving traffic to the tutoring center's website.

- Social Media Advertising:

- Facebook Ads: Targeted ads displayed on Facebook and Instagram, leveraging demographic and behavioral data to reach potential students based on their interests, demographics, and online behaviors.
- LinkedIn Ads: Effective for targeting professionals and adult learners seeking career development through educational services.

- Content Marketing:

- Publishing informative and valuable content such as blogs, articles, and videos on eTeacher's website and social media channels. Content marketing establishes eTeacher as a thought leader in educational services while attracting organic traffic and engagement.

- Email Marketing:

- Sending personalized emails to prospective students and parents who have expressed interest or engaged with eTeacher's services. Email campaigns can provide updates, special offers, and educational content to nurture leads and encourage enrollment.

- Challenges and Considerations

While digital advertising offers numerous advantages, educational service providers like eTeacher Tutor Limited Company must navigate several challenges:

- Adapting to Algorithm Changes: Platforms frequently update their algorithms, impacting the visibility and effectiveness of ads. Continuous monitoring and adaptation of strategies are essential to maintain performance.
- Privacy Concerns: Adherence to data protection regulations (e.g., GDPR, CCPA) is crucial when collecting and using personal data for targeted advertising.
- Budget Management: Effective digital advertising requires strategic budget allocation and monitoring to optimize ROI while controlling costs.

In summary, digital advertising has transformed how educational services engage with their target audience, offering precision, measurability, and scalability in marketing efforts. For eTeacher Tutor Limited Company, leveraging these digital strategies effectively can enhance brand visibility, attract more students, and achieve sustainable growth in the competitive educational marketplace.

2.2 Definitions and Concepts Related to Digital Advertising and Student Enrollment:

2.2.1 Digital Advertising:

Digital Advertising refers to promotional strategies and campaigns delivered through digital channels such as search engines, social media platforms, websites, and mobile applications. It encompasses various formats including display ads, search engine marketing (SEM), social media ads, video ads, and native advertising. Digital advertising allows educational service providers like eTeacher Tutor Limited Company

to reach their target audience effectively, engage with potential students, and drive enrollment through targeted messaging and precise audience segmentation.

2.2.2 Student Enrollment:

Student Enrollment in the context of eTeacher Tutor Limited Company refers to the process of prospective students registering and committing to tutoring services offered by the center. Enrollment metrics typically include the number of new students who sign up for tutoring programs, as well as retention rates of existing students.

Key Concepts:

- **Lead Generation:** The process of attracting and converting potential students (leads) into enrolled participants through digital marketing efforts. Effective lead-generation strategies include compelling call-to-actions (CTAs), landing pages optimized for conversions, and lead-nurturing campaigns.
- **Conversion Rate:** The percentage of website visitors or leads who take the desired action, such as signing up for tutoring services, after interacting with digital advertising. A high conversion rate indicates the effectiveness of advertising in driving enrollment.
- **Customer Journey:** The path that potential students follow from initial awareness of eTeacher Tutor Limited Company through to enrollment. Understanding the customer journey helps in optimizing digital advertising strategies to better align with the needs and behaviors of prospective students at each stage.
- **Retargeting:** A digital advertising strategy that involves displaying targeted ads to users who have previously visited eTeacher's website or shown interest in tutoring services. Retargeting helps to re-engage potential students who may not have enrolled during their initial visit.

- ROI (Return on Investment): The measure of the profitability of digital advertising campaigns. ROI calculates the net profit generated from advertising relative to the costs incurred. It provides insights into the efficiency and effectiveness of marketing expenditures in driving student enrollment.

2.2.3 Importance in Educational Services:

In the competitive landscape of educational services, effective digital advertising is crucial for eTeacher Tutor Limited Company to:

- Increase Brand Awareness: Digital advertising helps to build brand recognition and credibility among potential students and parents seeking educational support.
- Drive Traffic and Leads: By attracting targeted traffic to eTeacher's website and generating qualified leads interested in tutoring services.
- Improve Enrollment Rates: Through persuasive messaging and strategic placement of ads that prompt potential students to take action and enroll in tutoring programs.
- Measure and Optimize Performance: Digital advertising provides valuable insights through analytics and performance metrics, enabling continuous optimization of campaigns to maximize ROI and student enrollment outcomes.

2.3 Effects of Digital Advertising on Educational Service

Providers' Performance:

Digital advertising has profound effects on the performance and success of educational service providers such as eTeacher Tutor Limited Company. These effects can be categorized into several key areas:

- Enhanced Brand Visibility and Awareness

Digital advertising significantly enhances eTeacher Tutor Limited Company's brand visibility among its target audience. By strategically placing ads on popular digital platforms like Google, Facebook, and LinkedIn, the tutoring center increases its reach and exposure to potential students and parents seeking educational support services. Increased brand awareness fosters trust and familiarity, positioning eTeacher as a reputable choice in the competitive tutoring market.

- Increased Student Enrollment

One of the primary objectives of digital advertising for eTeacher Tutor Limited Company is to drive student enrollment. Effective digital advertising campaigns attract qualified leads interested in tutoring services and guide them through the enrollment process. By leveraging targeted messaging, compelling visuals, and strategic placement of ads, the tutoring center can effectively convert prospects into enrolled students. This leads to improved enrollment rates and revenue growth.

- Improved Lead Generation and Conversion Rates

Digital advertising facilitates efficient lead generation by attracting relevant traffic to eTeacher's website or landing pages. Through tactics like search engine marketing (SEM), social media advertising, and content marketing, the tutoring center captures the attention of potential students who are actively searching for educational solutions. Optimized conversion strategies, such as clear call-to-actions (CTAs) and user-friendly registration processes, further enhance conversion rates, ensuring that a higher percentage of leads convert into enrolled students.

- Targeted Audience Engagement

Digital advertising allows eTeacher Tutor Limited Company to segment its audience based on demographics, interests, behaviors, and geographical locations. This targeted