

A Study On The Effectiveness Of Social Media Marketing On Edtech Platforms With Reference To Neethu's Academy

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ABSTRACT

The rapid expansion of the Education Technology (EdTech) sector has intensified competition among online learning platforms, making social media marketing a critical strategic tool. This study examines the effectiveness of social media marketing in influencing awareness, engagement, trust, and enrolment behaviour of learners with reference to Neethu's Academy. A descriptive research design was adopted, using both primary and secondary data. Primary data were collected from 51 respondents through a structured questionnaire. Percentage analysis, correlation analysis, and chi-square tests were employed for data analysis. The findings reveal that social media significantly enhances brand awareness and engagement, while trust and credibility play a decisive role in enrolment decisions. The study concludes that strategic content, influencer credibility, and interactive engagement are key drivers of effective social media marketing in the EdTech sector.

Keywords: Social Media Marketing, EdTech Platforms, Student Engagement, Brand Awareness, Purchase Intention

INTRODUCTION

The EdTech industry has transformed traditional education by offering flexible, technology-driven learning solutions. Social media platforms such as Instagram, YouTube, Facebook, and WhatsApp have emerged as powerful marketing channels that enable EdTech firms to reach learners, build trust, and promote courses cost-effectively. With learners spending significant time on social media, understanding how marketing efforts influence their perception and enrolment behaviour is essential. This study evaluates the effectiveness of social media marketing strategies adopted by Neethu's Academy in shaping learner awareness, engagement, and decision-making.

Social media marketing enables EdTech institutions to communicate directly with potential learners through visual content, testimonials, live sessions, influencer collaborations, and personalized messaging. As learners spend a significant amount of time on social networking sites, these platforms strongly influence their perceptions, trust levels, and decision-making processes. Effective social media strategies not only create awareness about courses but also foster engagement, credibility, and long-term relationships with learners. In an increasingly competitive EdTech market, institutions must understand how social media marketing impacts enrolment behaviour and learner preferences.

This study evaluates the effectiveness of social media marketing strategies adopted by Neethu's Academy in shaping learner awareness, engagement, and enrolment decisions. By analyzing learner responses and perceptions, the research aims to identify the role of social media in influencing educational choices and supporting institutional growth. The findings of this study will help EdTech providers design more targeted, trust-based, and impactful social media campaigns to attract and retain learners.

STATEMENT OF THE PROBLEM

Despite extensive use of social media marketing by EdTech platforms, there is limited empirical evidence on how effectively these strategies influence learner perception, trust, and enrolment decisions. Many platforms invest heavily in digital promotions without clear insight into which strategies truly drive engagement and conversions. Hence, this study seeks to analyse the effectiveness of social media marketing on EdTech platforms with special reference to Neethu's Academy. Additionally, the lack of systematic evaluation makes it difficult for EdTech institutions to optimize content, platform selection, and communication strategies. Learners are often exposed to large volumes of promotional content, leading to confusion and difficulty in distinguishing credible educational offerings. There is also a need to understand how trust, authenticity, and social media interactions influence learners' decision-making processes. Addressing these gaps will help EdTech providers design more effective, learner-centric marketing strategies.

SCOPE OF THE STUDY

The study focuses on examining the effectiveness of social media marketing strategies adopted by EdTech platforms, with special reference to Neethu's Academy. It analyzes learner awareness, engagement levels, trust, and enrolment intention influenced by social media activities. The scope also includes assessing the impact of various content types, influencer credibility, and social media advertisements on learners' perceptions and decision-making. The study is based on data collected from students and working professionals who are active users of social media and potential learners of EdTech courses.

LITERATURE REVIEW

1. Firdosh Khan (2025) This forward-looking study or industry insight analyses how top EdTech companies use social media to scale. It synthesises trends, user behaviour, and competitive analysis—ideal for future-proofing marketing strategy.
2. IJMT (2024) A case study in Malaysia measuring the effect of SMM on student enrolment. It reflects the measurable outcomes of marketing tactics in private higher education and draws direct relevance for EdTech companies.
3. Raj & Sankar (2022) Focused on EdTech platforms, this study measures how social media marketing drives brand awareness. It provides sector-specific evidence and validates the importance of Instagram, YouTube, and Facebook in user reach.
4. Ahmad et al. (2021) This research evaluates the effectiveness of social media advertisements in shaping purchase intention in the e-learning industry. It highlights how ad quality and platform selection influence user decision-making in EdTech.
5. Sharma (2020) This paper critically evaluates different social media strategies used in online marketing. It aids EdTech platforms in selecting tactics like storytelling, influencer collaboration, or interactive ads based on campaign objectives.

OBJECTIVES OF THE STUDY

Primary Objective

To study the effectiveness of social media marketing on EdTech platforms with reference to Neethu's Academy.

Secondary Objectives

1. To analyse learner awareness of EdTech platforms through social media.
2. To examine the influence of social media content on learner engagement.
3. To study the relationship between social media marketing exposure and enrolment intention.
4. To evaluate learner trust and credibility perception towards EdTech advertisements.
5. To identify the most effective social media platforms and content formats.

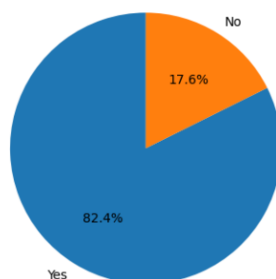
RESULTS AND DISCUSSION

PERCENTAGE ANALYSIS

Table 1: Impact of Social Media Marketing on Awareness

Response	No. of Respondents	Percentage (%)
Yes	42	82.4
No	9	17.6
Total	51	100

Awareness of EdTech Platforms

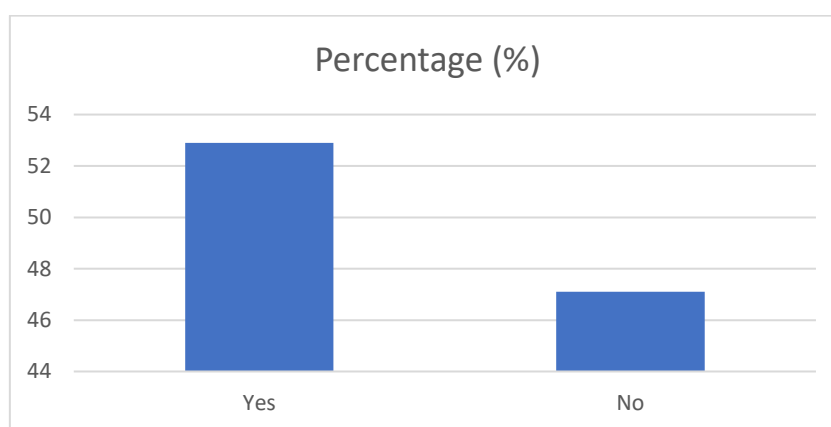


Interpretation:

A majority (82.4%) of respondents are aware of EdTech platforms due to social media marketing, indicating high reach and visibility.

Table 2: Engagement with EdTech Advertisements

Response	No. of Respondents	Percentage (%)
Yes	27	52.9
No	24	47.1
Total	51	100



Interpretation:

More than half of the respondents have clicked on EdTech ads, reflecting moderate to high engagement levels.

CORRELATION ANALYSIS

H₀₁: There is no significant relationship between social media marketing exposure and enrolment intention.

H₁₁: There is a significant relationship between social media marketing exposure and enrolment intention.

Table 3: Correlation between Social Media Exposure and Enrolment Intention

Variables	Social Media Exposure	Enrolment Intention
Social Media Exposure	1	0.68
Enrolment Intention	0.68	1

Interpretation:

The correlation coefficient ($r = 0.68$) indicates a strong positive relationship, suggesting that increased social media exposure enhances enrolment intention. Since r is high, H₀ is rejected and H₁ is accepted.

CHI-SQUARE ANALYSIS

H₀: There is no significant association between trust in social media advertisements and enrolment decision.

H₁: There is a significant association between trust in social media advertisements and enrolment decision.

Table 4: Relationship between Trust in Ads and Enrolment Decision

Trust Level	Enrolled	Not Enrolled	Total
Trust	10	2	12
Not Sure	8	21	29
No Trust	2	8	10
Total	20	31	51

Calculated χ^2 value > Table value at 5% level

Interpretation:

There is a significant association between trust in social media advertisements and enrolment decision. H_0 rejected, H_1 accepted.

FINDINGS

- Artificial Intelligence has significantly improved the efficiency of marketing activities at Soften Technologies.
- AI tools help in automating routine marketing tasks such as data analysis, customer segmentation, and campaign management.
- Personalized marketing enabled by AI has enhanced customer engagement and response rates.
- Employees acknowledge that AI supports better and faster decision-making through data-driven insights.
- Concerns were observed among employees regarding job security due to increased automation.
- A skill gap exists, as some marketing professionals lack adequate training to effectively use AI tools.

SUGGESTIONS

- The company should conduct regular training and upskilling programs to improve AI-related skills among marketing employees.
- AI should be used as a supportive tool to assist employees rather than replacing human roles completely.
- Management should clearly communicate AI implementation goals to reduce fear and uncertainty among employees.
- A balanced human–AI collaboration approach should be adopted to combine creativity with technological efficiency.
- Ethical guidelines and transparent AI usage policies should be implemented to ensure responsible marketing practices.

CONCLUSION

The study concludes that Artificial Intelligence has transformed traditional marketing practices at Soften Technologies by increasing efficiency, accuracy, and customer engagement. While AI offers significant advantages as a powerful technological tool, it also presents challenges in terms of workforce adaptation and skill development. AI should be viewed as an enabler rather than a threat, complementing human intelligence and creativity. With proper training, strategic implementation, and ethical considerations, organizations can successfully achieve a balanced human–AI integration. Thus, AI acts as both a boon and a challenge, making continuous learning and adaptability essential for marketing professionals in the evolving digital landscape.

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