

The Role Of Social Media Marketing In The Growth Of Online Education Brands With Reference To Neethu's Academy

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ABSTRACT

The rapid growth of online education has intensified competition among education providers, making effective marketing strategies essential for sustainability and growth. Social media marketing (SMM) has emerged as a powerful tool for enhancing brand visibility, engaging learners, and driving enrolments. This study examines the role of social media marketing in the growth of online education brands, with special reference to platforms such as Facebook, Instagram, YouTube, and LinkedIn. Using secondary data, industry reports, and illustrative analysis, the research evaluates how different content strategies influence brand awareness, student engagement, and enrolment decisions. The findings indicate that strategic use of social media significantly contributes to brand building, customer trust, and long-term growth of online education brands. The study offers practical suggestions for optimizing social media marketing strategies in the education sector.

Keywords: Social Media Marketing, Online Education, EdTech Brands, Digital Marketing, Student Engagement

INTRODUCTION

The growth of digital technology has led to a rapid expansion of online education platforms, making social media marketing an essential tool for promotion and engagement. Social media platforms such as Instagram, YouTube, Facebook, and LinkedIn help education providers create brand awareness, connect with learners, and increase enrollments in a competitive digital environment. Effective use of social media enables online education brands to communicate course offerings, share success stories, and build trust among students. In this context, the present study examines the role of social media marketing in the growth of online education brands, with special reference to Neethu's Academy.

OBJECTIVES OF THE STUDY

1. To analyze the role of social media marketing in the growth of online education brands.
2. To examine the impact of social media marketing on brand awareness and customer engagement.
3. To identify the most effective social media platforms for promoting online education.
4. To assess the influence of content strategies on student enrolment and brand loyalty.
5. To identify challenges faced by online education brands in social media marketing.

REVIEW OF LITERATURE

Previous studies highlight the growing importance of social media as a marketing and engagement tool in the education sector. Kumar et al. (2025) emphasize the widespread use of social media among students and its role in knowledge sharing, while also addressing challenges such as digital addiction and unequal access.

Balaji (2025) found that trust and credibility significantly influence students' responses to digital marketing.

Athawale and Dhoke (2023) observed that social media promotions positively influence learners' acceptance of online courses.

Mishra (2023) discusses how the COVID-19 pandemic accelerated the growth of EdTech companies, transforming education into a competitive marketplace. Overall, the literature confirms that social media marketing plays a

critical role in shaping brand perception, learner engagement, and enrollment behavior, thereby justifying the need for the present study.

STATEMENT OF THE PROBLEM

Online education platforms increasingly rely on social media marketing to promote courses and engage learners; however, measuring the actual effectiveness of these efforts remains a major challenge. While platforms provide analytics such as likes, shares, and follower growth, these metrics do not always translate into meaningful outcomes like course enrollments, learner retention, or brand loyalty. The absence of standardized performance measurement tools and clear attribution models further makes it difficult to assess return on investment and make data-driven marketing decisions.

Another important issue faced by online education providers is the selection of appropriate social media platforms. Each platform caters to different audience demographics and supports varying content formats. For example, LinkedIn is more suitable for professional and career-oriented programs, whereas platforms such as Instagram, YouTube, and Facebook are more effective in reaching younger learners. Identifying the most effective platform requires continuous research, experimentation, and resources, which may be limited for smaller or emerging education brands. Developing and maintaining an effective content strategy also presents a significant challenge. Online education brands must balance informative and promotional content to sustain audience interest while driving conversions. Producing high-quality multimedia content demands creativity, technical expertise, and financial investment, and maintaining consistency across multiple platforms adds further complexity. Moreover, the online education market has become highly competitive, making differentiation difficult. As social media spaces become increasingly crowded, education providers must continuously innovate and personalize their marketing strategies to remain visible and competitive.

RESEARCH METHODOLOGY

The study is descriptive and analytical in nature. It is based on secondary data collected from research articles, industry reports, websites of online education platforms, and published case studies. Simple percentage analysis and illustrative tables and charts are used for interpretation. The study period covers 2020–2025, focusing on post-pandemic developments in social media marketing.

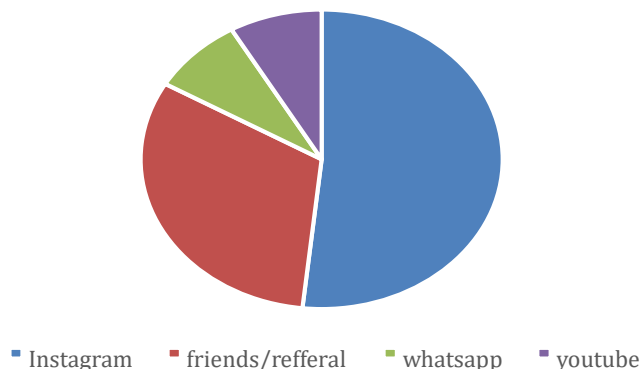
ANALYSIS AND INTERPRETATION

Research question 1

How did you first heard about Neethu's academy?

OPINIONS	NUMBER OF RESPONDENTS	PERCENTAGE
INSTAGRAM	31	51.7%
FRIENDS\REFFERAL	19	31.7%
WHATSAPP	5	8.3%
YOUTUBE	5	8.3%
TOTAL	60	100%

AWARNESS ABOUT THE BRAND



INTERPRETATION

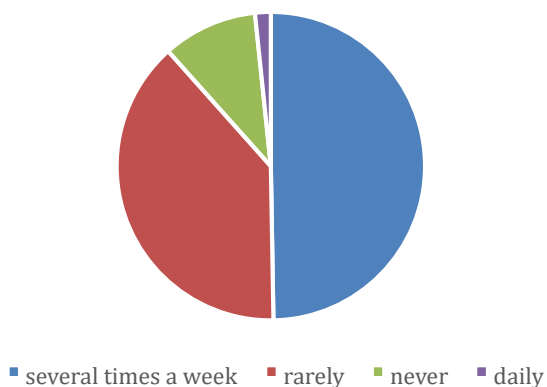
The data clearly shows Instagram is the primary driver of brand awareness for Neethu's Academy, responsible for over 51.7% of new student discovery. Word-of-mouth (Friends/Referral) is the second most significant channel at 31.7%, while WhatsApp and YouTube play a minor role. This highlights the critical importance of visual social media and personal recommendations for the academy's growth.

Research Question 2

How frequently do you see Neethu's academy posts on social media?

OPINIONS	NUMBER OF RESPONDENTS	PERCENTAGE
SEVERAL TIMES A WEEK	30	50%
RARELY	23	38.33%
NEVER	6	10%
DAILY	1	1.67%
TOTAL	60	100%

PEOPLE SEEING NEETHUS ACADEMY POSTS



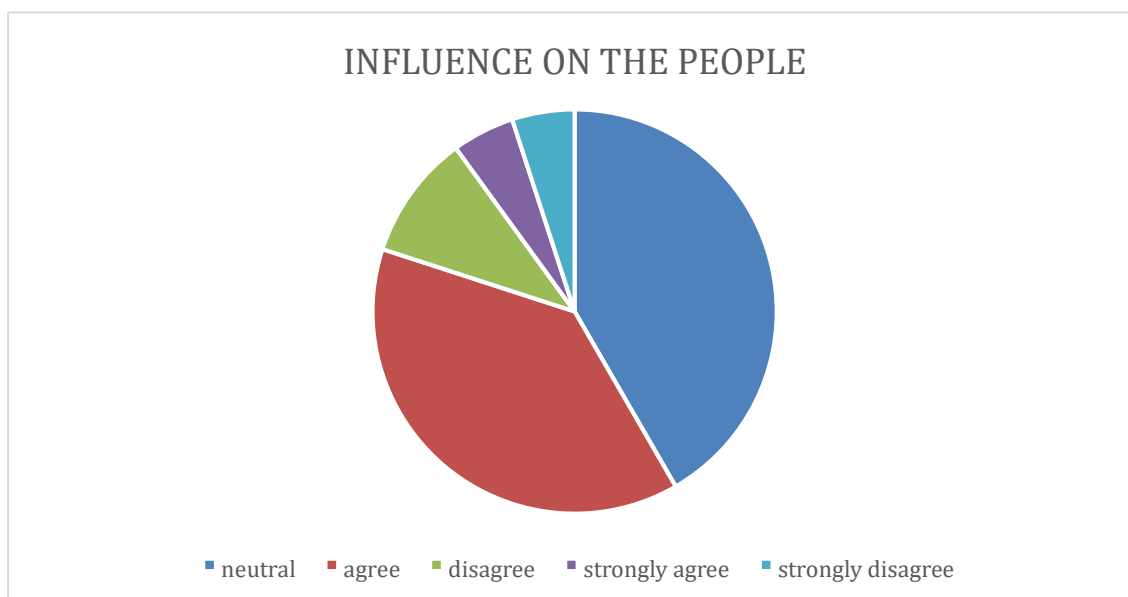
INTERPRETATION

The data reveals that half of the respondents encounter Neethu's Academy's posts several times a week, indicating a strong and consistent social media presence. However, a significant 38.33% see posts only rarely, and 10% never do, suggesting the content's reach could be improved or better targeted to engage a wider audience. Daily visibility is minimal at just 1.67%, highlighting an opportunity to increase posting frequency or boost content to enhance daily engagement.

Research question 3

Has social media content influenced your decision to explore Neethu's academy courses?

OPINIONS	NUMBER OF RESPONDENTS	PERCENTAGE
NEUTRAL	25	41.67%
AGREE	23	38.33%
DISAGREE	6	10%
STRONGLY AGREE	3	5%
STRONGLY DISAGREE	3	5%
TOTAL	60	100%



INTERPRETATION

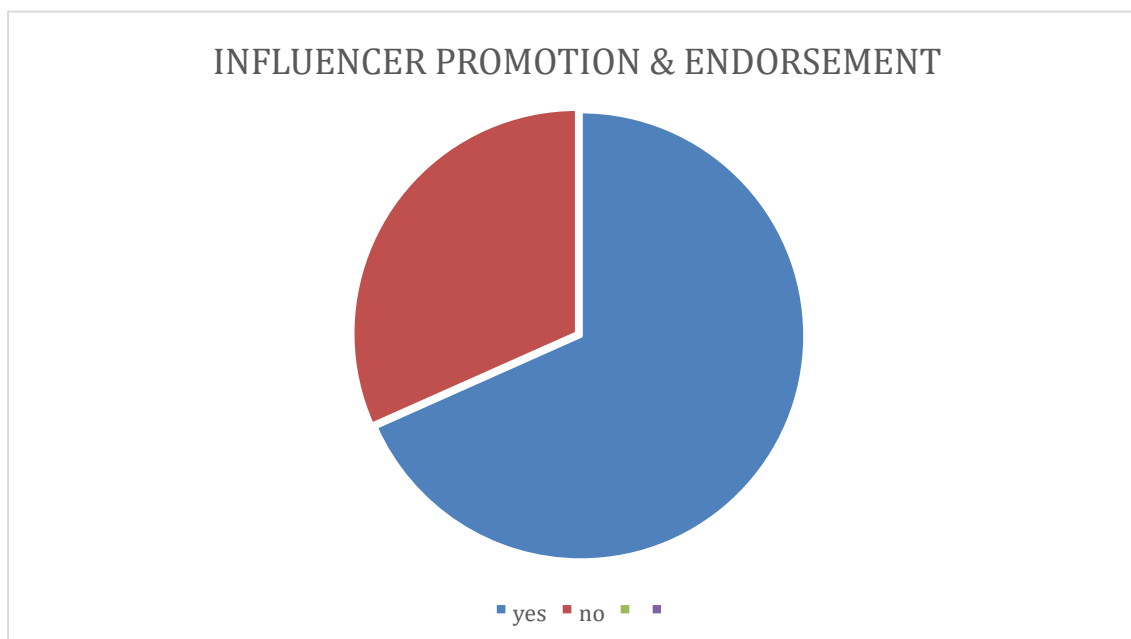
Most respondents (41.67%) were neutral about the influence of social media content on people exploring Neethu's academy courses. A significant portion (38.33%) agreed with the influence, while a smaller percentage disagreed or strongly agreed/disagreed.

Research Question 4

Have you seen influencer promotions or endorsements related to Neethu's academy?

OPINIONS	NUMBER OF RESPONSES	PERCENTAGE

YES	41	68.33%
NO	19	31.67%
TOTAL	60	100%



INTERPRETATION

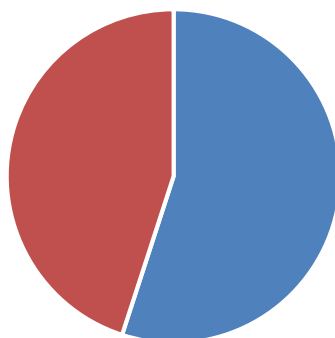
Out of 60 people surveyed about seeing influencer promotions or endorsements related to Neethu's academy, 41 (68.33%) said yes, they've seen them, while 19 (31.67%) said no. This suggests that the majority of respondents are aware of influencer promotions for Neethu's academy, indicating a potentially effective outreach strategy through influencers.

Research Question 5

Before enrolling were you aware about that the Neethu's academy provides online courses?

OPINIONS	NUMBER OF RESPONDENTS	PERCENTAGE
YES	33	55%
NO	27	45%
TOTAL	60	100%

AWARNESS ABOUT ONLINE COURSE



■ yes ■ no ■

INTERPRETATION

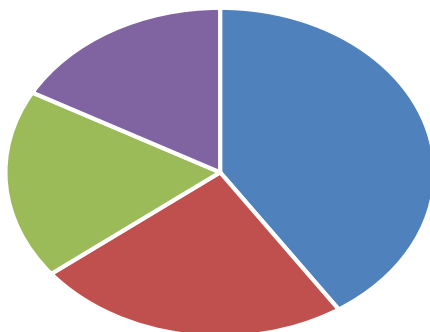
The data reveals that awareness of Neethu's Academy providing online courses is moderately high, with 55% of respondents aware of this offering before enrolling. However, the fact that 45% were unaware indicates a significant opportunity to improve communication and marketing specifically around the academy's online course programs to reach a wider audience.

Research Question 6

How often do you engage with Neethu's academy content on facebook?

OPINIONS	NUMBER OF RESPONDENTS	PERCENTAGE
NEVER	24	40%
RARELY	14	23.33%
FREQUENTLY	11	18.33%
OCCASIONALLY	10	16.66%
TOTAL	60	100%

FACEBOOK



■ never ■ rarely ■ frequently ■ occasionally

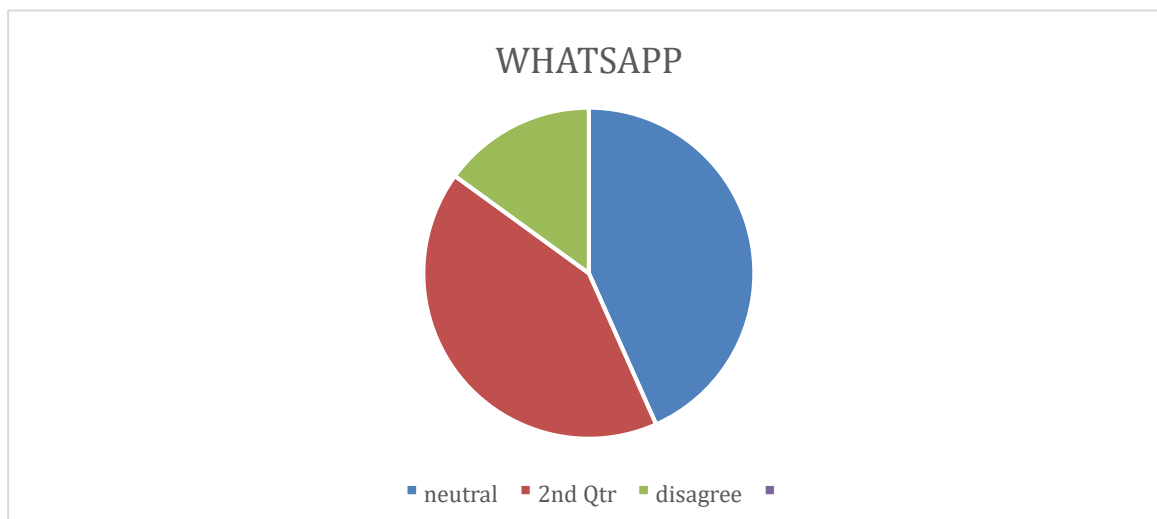
INTERPRETATION

The data shows how often people engage with Neetu's academy content on Facebook. 40% of respondents (24 out of 60) never engage, 23.33% rarely engage, 18.33% engage frequently, and 16.66% engage occasionally. So, a big chunk of people (40%) aren't engaging with the content at all on Facebook.

Research Question 7

Has whatsapp communication (e.g., updates, groups) improved your engagement with the academy?

OPINIONS	NUMBER OF RESPONDENTS	PERCENTAGE
NEUTRAL	26	43.33%
AGREE	25	41.67%
DISAGREE	9	15%
TOTAL	60	100%



INTERPRETATION

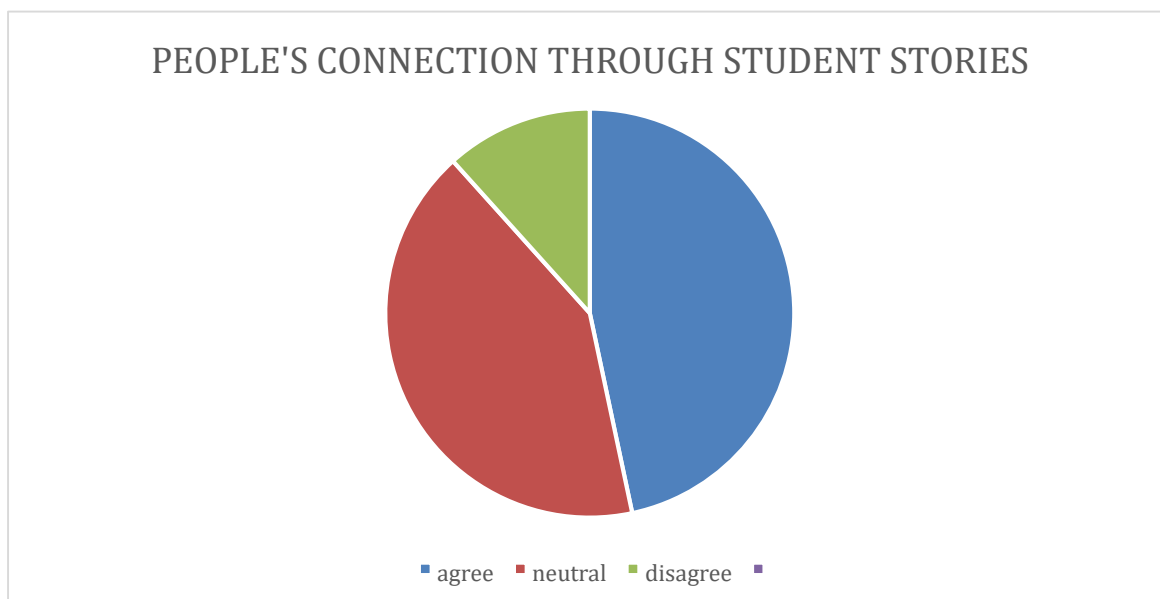
The data reveals a divided yet cautiously positive perception of WhatsApp's role in engagement. While a plurality of respondents (43.33%) feel neutral, indicating the communication has not made a strong impact, a significant 41.67% agree that it has improved their engagement. However, the fact that 15% actively disagree suggests that for a notable minority, the WhatsApp communication strategy may be ineffective, intrusive, or in need of improvement to convert neutral and dissatisfied users into engaged ones.

Research Question 8

Do you feel more connected to the brand through posts that highlight student stories and achievements?

OPINIONS	NUMBER OF RESPONSES	PERCENTAGE
NEUTRAL	25	41.67%
AGREE	28	46.67%
DISAGREE	7	11.66%

TOTAL	60	100%
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INTERPRETATION

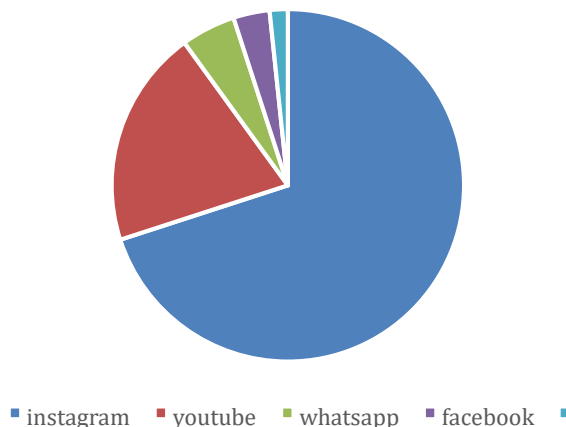
The data shows that highlighting student stories and achievements in posts can help people feel more connected to the brand. Specifically, 46.67% of respondents agree that they feel more connected through such posts, while 41.67% are neutral, and only 11.66% disagree. This suggests that sharing student stories is an effective strategy for building connection with nearly half of the audience, with a relatively small percentage being unmoved by this approach.

Research Question 9

Which platform do you think is most effective for educational content from Neethu's academy?

OPINIONS	NUMBER OF RESPONDENTS	PERCENTAGE
INSTAGRAM	42	70%
YOUTUBE	12	20%
WHATSAPP	3	5%
FACEBOOK	2	3.33%
LINKEDIN	1	1.67%
TOTAL	60	100%

EFFECTIVE SOCIAL MEDIA PLATFORMS



INTERPRETATION

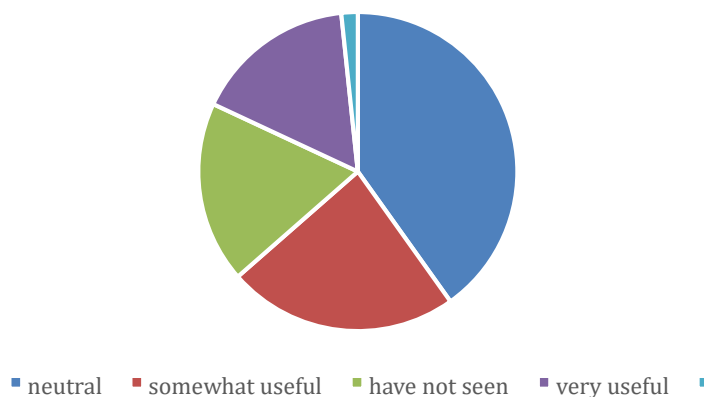
Instagram is the most effective platform for Neethu's academy with 42 respondents (70%) choosing it. YouTube comes second with 12 respondents (20%), followed by WhatsApp (5%), Facebook (3.33%), and LinkedIn (1.67%). This suggests Neethu's academy should prioritize Instagram for outreach and engagement.

Research Question 10

How useful do you find video content on Neethu's academy's Youtube channel?

OPINIONS	NUMBER OF RESPONSES	PERCENTAGE
NEUTRAL	24	40%
SOMEWHAT USEFUL	14	23.33%
HAVE NOT SEEN	11	18.33%
VERY USEFUL	10	16.67%
NOT USEFUL	1	1.67%
TOTAL	60	100%

YOUTUBE



INTERPRETATION

Most respondents (40%) have a neutral view on YouTube's usefulness. About 23.33% find it somewhat useful, 16.67% very useful, 18.33% haven't seen it, and 1.67% find it not useful.

FINDINGS

- Instagram is the major source of brand discovery (51.7%), followed by friends/referrals (31.7%). Other platforms like WhatsApp and YouTube play only a supporting role in initial awareness.
- 50% of respondents see posts several times a week, indicating moderate visibility. However, 48.33% see posts rarely or never, showing reach limitations.
- A significant portion (38.33%) agreed that social media influenced them, while 41.67% remained neutral. This indicates potential influence but weak persuasion strength.
- 68.33% of respondents have seen influencer promotions, showing high exposure.
- Only 55% were aware of online courses beforehand, while 45% were unaware. This reflects a communication gap in marketing messages.
- 40% never engage and 23.33% rarely engage, indicating low engagement levels on Facebook.
- 41.67% agreed that WhatsApp improved engagement, while 43.33% remained neutral. This shows moderate effectiveness of WhatsApp communication.
- 46.67% agreed they feel more connected, indicating strong emotional engagement through storytelling.
- Instagram emerged as the most effective platform (70%), followed by YouTube (20%). Other platforms contribute minimally.
- While 40% felt neutral, 40% found the content useful or very useful. 18.33% had not seen the content, indicating visibility issues.

SUGGESTIONS

- The academy should strengthen Instagram-based campaigns such as reels, ads, and collaborations. Referral programs should be formalized to leverage word-of-mouth marketing.
- Increase posting consistency and timing optimization. Use paid promotions to overcome algorithm limitations and improve reach.
- Content should be made more action-oriented, including testimonials, outcomes, and clear CTAs. Highlight course benefits and success stories more prominently.
- Collaborate with education-focused and micro-influencers for better trust and relatability. Ensure influencer content is informative rather than purely promotional.
- Clearly emphasize "online course availability" in bios, posts, and ads. Use pinned posts and highlights to improve information visibility.
- Facebook content should be redesigned with videos, polls, and live sessions. Focus more on platforms where engagement is higher, while revamping Facebook strategy.
- WhatsApp messages should be less frequent but more valuable, such as exclusive updates or learning tips. Segment audiences to avoid message fatigue.
- Increase the use of student testimonials, achievements, and alumni success stories. Use visual formats like reels and short videos for greater impact.
- Prioritize Instagram and YouTube for marketing investments. Use Instagram for engagement and YouTube for in-depth educational content.
- Improve promotion of YouTube videos across Instagram and WhatsApp. Create shorter, topic-focused videos to increase viewer retention.

CONCLUSION

This study concludes that social media marketing plays a pivotal role in driving the growth and long-term success of online education brands. The findings, aligned with the study's objectives, demonstrate that well-planned and effectively executed social media strategies significantly enhance brand visibility, strengthen brand credibility, and foster meaningful learner engagement. Through interactive content, targeted advertising, and consistent

communication, online education platforms are able to build stronger relationships with prospective and existing learners, which in turn positively influences enrollment and retention rates.

Furthermore, the study highlights that social media serves not only as a promotional tool but also as a strategic platform for community building, feedback collection, and personalized learner interaction. As competition within the EdTech sector continues to intensify, brands must adopt innovative, data-driven, and ethically responsible social media practices to differentiate themselves and maintain learner trust. Ultimately, the strategic integration of social media marketing into overall branding and communication efforts is essential for achieving sustainable growth, competitive advantage, and long-term relevance in the evolving digital education landscape.

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