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TRENDS IN EDUCATIONAL MARKETING: A VIEW FROM THE TEACHER'S HOUSE

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ABSTRACT

The study analyzes emerging trends in educational marketing globally for the period 2024–2025. The growing use of digital tools, artificial intelligence and personalized content to attract and retain students stands out. Social networks such as Instagram and TikTok have become key channels to connect with young audiences, while institutions also employ data analytics, consumer behavior studies, and branding strategies to strengthen their positioning. The methodology was based on a bibliometric analysis of scientific publications from 2025 indexed in Scopus, identifying key terms such as "marketing", "social media", "consumer behaviour" and "artificial intelligence". The results highlight the importance of sustainability, segmentation by student profiles (such as Generation Z) and the incorporation of gamified and technological learning experiences. It is concluded that educational institutions must adopt advanced digital marketing strategies, focused on personalization and the use of data, to stay competitive in a dynamic and globalized educational market.

KEYWORDS: Educational Marketing; Social Media; Artificial Intelligence; Consumer Behavior; Educational Technology.

1. INTRODUCTION

Educational marketing has evolved significantly worldwide, becoming a fundamental pillar for the sustainability and growth of academic institutions. In a highly competitive global environment, marketing strategies applied to education have gone from being simple dissemination campaigns to complex systems of acquisition, loyalty and brand positioning. Recent research highlights the impact of digital marketing, content personalization, and the implementation of technologies such as artificial intelligence and data analytics on strategic decision-making (1). Countries such as the United States, the United Kingdom, and Australia have led the development of innovative strategies in educational marketing, consolidating their institutions in the global market through student experience models, omnichannel, and automation in communication with applicants.

In Colombia, the importance of educational marketing has grown in response to the diversification of the sector and the need to attract students in an increasingly dynamic market. Universities and training centers have adopted strategies focused on digitization, strengthening institutional identity and audience segmentation. (2) In this order of ideas, the presence on social networks and the offer of personalized educational content have become determining factors in the enrollment decision. In addition, digital transformation has made it possible to improve interaction with students and optimize admission processes, which has led to an increase in student retention and satisfaction.

In the city of Barranquilla, educational marketing has become a key element for the development of academic institutions in an environment with high competition, such is the impact that universities and colleges have implemented innovative strategies that include the use of digital platforms, institutional branding campaigns and personalized experiences to improve student attraction and loyalty. The implementation of inbound marketing strategies and search engine optimization have allowed local institutions to increase their visibility and positioning. In this sense, educational institutions at all levels have shown that the adoption of digital marketing tools significantly improves the recruitment of new students and the consolidation of institutional identity.

1.1. Problem Statement

Educational marketing has undergone an accelerated transformation due to digitalization and the evolution of student preferences. Among the most obvious symptoms are the decrease in the effectiveness of traditional recruitment strategies, the increase in the demand for personalization in the educational offer and the growing competition between institutions to attract an increasingly informed and demanding public. In addition, there is an increase in investment in inbound marketing strategies, the use of artificial intelligence for process automation, and the application of data analytics to improve market segmentation.

The main causes of these changes lie in the digital transformation and globalization of the education sector. Mass access to information has generated a more critical and selective consumer, who is looking for institutions that offer personalized experiences and services adapted to their needs. Likewise, the rise of online education has driven the need for innovative strategies to differentiate themselves in an increasingly saturated market. Likewise, it is stated that factors such as the impact of the pandemic, the expansion of virtual learning platforms and the change in digital content consumption habits have accelerated the evolution of educational marketing.

If educational institutions do not adapt to new trends in marketing, they risk losing competitiveness and reducing their student recruitment and retention rate. In the same way, the lack of effective digital strategies can generate a disconnection with the target audience, decreasing the visibility and recognition of the educational brand. In addition, those institutions that do not implement emerging technologies, such as artificial intelligence and data analytics, may experience difficulties in making strategic decisions and optimizing their resources.

To face these challenges, educational institutions must know the trends in educational marketing to efficiently manage these global challenges of transformation in education, for this reason the following question arises: What are the emerging trends in the field of educational marketing during the period 2024-2025 at a global level?

2. THEORETICAL BASES

2.1. Educational Marketing

Contemporary educational marketing is not limited to traditional approaches, but has incorporated technological tools and analytical approaches that allow for a deeper understanding of the student as a consumer. In accordance with the above, this tool is conceived as the application of the fundamental principles of general marketing to the context of educational institutions, with the purpose of attracting, retaining and retaining students and their families, while strengthening the institutional image and reputation, in this sense, Ivy (2008)

stresses that marketing in the educational field, It constitutes a comprehensive strategy that articulates variables such as the educational product, price, communication, distribution, processes and the people involved.

Similarly, over the last few years, various studies have delved into the transformations that educational marketing has undergone, addressing this phenomenon from complementary approaches, Iglesias-Sánchez, Jambrino-Maldonado, and de las Heras-Pedrosa (2020) carried out a bibliometric analysis that allowed the identification of the main lines of research in this field, highlighting emerging concepts such as digital transformation and the student experience as a Key axes of innovation. In a related vein, Peres and Pimenta (2021) focused their attention on the branding strategies implemented by higher education institutions in Portugal, concluding that the construction of a strong brand image exerts a significant influence on students' enrollment decisions.

Likewise, Tadeu and Silva (2020) explored the strategic management of marketing in educational contexts, highlighting the importance of tools such as competitive analysis, audience segmentation, and service personalization to optimize student engagement. Complementing these findings, Saura, Palacios-Marqués, and Iturricha-Fernández (2021) conducted a systematic review of the literature on digital marketing in educational institutions, in which they identified a growing use of social networks, automation platforms, and other technological solutions as part of institutional communication strategies. Finally, Hanaysha (2022) examined the relationship between marketing strategies and student loyalty, showing that service personalization, together with student satisfaction, are determining factors in retention and loyalty within the educational environment, this evolution shows that educational marketing has ceased to be an auxiliary practice to become a strategic component of institutional management, adapted to the dynamics of a highly competitive and digitalised environment.

2.2. Trends in Educational Marketing

The general objective of this study is to identify emerging trends in the field of educational marketing during the period 2024-2025 at a global level, for this it is necessary to analyze the development of new tools as well as digital approaches, which are evolving and implemented in this field to incorporate trends that allow a more effective connection with target audiences. as well as more informed decision-making by institutions. Among the main trends that

have marked this transformation are the following:

Social Media Marketing has revolutionized traditional institutional communication channels. In this sense, social networks such as Instagram, Facebook and TikTok have become strategic platforms for educational promotion, by allowing campaigns aimed at attracting students, promoting engagement and strengthening institutional branding. Thanks to their ability to segment and go viral, these platforms are essential to connect with young audiences in highly digitized environments. (Saura, Palacios-Marqués & Iturricha-Fernández, 2021).

In accordance with the above, the analysis of consumer behavior in the educational context has become relevant as a tool to understand the factors that affect the choice of an institution, as well as student loyalty. Emotional, social, cultural, and economic aspects play a fundamental role in the decision-making process, and their study allows institutions to adapt their communication and service strategies (Hanaysha, 2022).

On the other hand, content analysis has established itself as an effective methodology to evaluate the effectiveness of institutional messages. This strategy, applied to educational marketing, makes it possible to identify the narratives and discourses that best connect with target audiences, as well as to detect patterns in publications, promotional materials, and internal communication channels (Iglesias-Sánchez, Jambrino-Maldonado, & de las Heras-Pedrosa, 2020).

Similarly, contrastive learning has begun to be incorporated into educational environments, as a technique derived from machine learning to identify differences and similarities between student profiles or institutional campaigns. Its usefulness lies in the possibility of segmenting audiences more precisely and generating content adapted to different audiences (Chen et al., 2020).

Likewise, cross-sectional studies have been widely used to capture perceptions, attitudes, and behaviors of students at a specific moment in time. These studies offer key information to adjust marketing campaigns according to the current sociocultural or educational context (Tadeu & Silva, 2020).

3. METHODOLOGY

It was based on a systematic bibliometric methodology, based on recognized practices within the field of information science. It began with a systematic search of scientific literature in the Scopus database, recognized for its wide scope in

international academic production. This database has been validated as one of the most reliable for its multidisciplinary coverage and quality in the indexing of scientific publications (Mongeon & Paul-Hus, 2016).

In order to guarantee the relevance of the retrieved documents, the search formula was used: TITLE-ABS-KEY (educational AND marketing) AND PUBYEAR = 2025, which allowed the results to be limited exclusively to those documents that included the terms "educational" and "marketing" in their title, abstract or keywords, and that were published in the year 2025. This strategy, based on specific search fields, is common in bibliometric studies due to its effectiveness in filtering relevant content (Zupic & Čater, 2015).

Subsequently, the records were exported in a format compatible with the bibliometric software VOSviewer, which allowed an adequate treatment of the metadata (authors, titles, affiliations, keywords, among others), this tool has been widely used in bibliometric analysis research for its ability to visualize intellectual structures, co-occurrence networks and thematic relationships (Van Eck & Waltman, 2010).

Next, a process of cleaning and purging of the data was carried out, which included the elimination of duplicates, the standardization of names and the normalization of terms. This step is considered essential to avoid bias in the analysis of co-occurrences and to obtain reliable results (Donthu et al., 2021).

Then, quantitative techniques were applied for keyword frequency analysis, with the aim of identifying the most relevant concepts in the area of study. To do this, the Pareto Principle (80/20) was used, which allows us to recognize that a small number of terms represent the majority of occurrences within an analyzed corpus. This law is commonly used in bibliometric studies to prioritize key concepts and reduce informational noise (Moral-Muñoz et al., 2020).

From the frequency count, the relative and cumulative percentage of each term was calculated, selecting those whose cumulative frequency represented up to 80% of the total. This threshold is used to focus the analysis on the most significant elements of academic discourse. Finally, the data were analyzed using bibliometric techniques such as the co-occurrence of keywords, distribution of publications per year and analysis of collaboration networks, allowing the identification of lines of research, emerging topics and relationships between academic actors. These techniques are an integral part of science mapping and contribute to the understanding of the evolution of a field of study (Aria & Cuccurullo, 2017).

4. RESULTS

Terms such as artificial intelligence, educational technology, and contrastive learning indicate a progressive integration of technological tools to personalize the learning experience and improve the effectiveness of engagement strategies. At the same time, the presence of concepts such as circular economy and consumer attitude suggests a growing sensitivity towards sustainability and ethics in the design of educational proposals, projecting educational marketing as an agent of social transformation, the findings obtained are systematically presented in the following table.

Table 1: Pareto Systematization of Key Terms Educational Marketing.

Key Term	Frequency
Marketing	26
Social Media	12
Consumer Behavior	7
Cross-sectional Study	6
Advertising	6
Perception	5
Marketing Education	4
Sentiment Analysis	4
Text Mining	4
Artificial Intelligence	3
Circular Economy	3
Consumer Attitude	3
Content Analysis	3
Contrastive Learning	3
Cross-Sectional Studies	3
Educational Technology	3

In line with the objective of this research, aimed at identifying emerging trends in the field of educational marketing during the period 2024–2025 at a global level, the most frequent key terms in the recent literature indexed in Scopus were analyzed. The term marketing was positioned as the central axis with the greatest frequency, consolidating its leading role in the focus of the studies analyzed. It was followed by social media, which shows a growing orientation towards the digitalization of institutional communication strategies in educational contexts. This prominence of social networks suggests that institutions are adapting their promotion channels to connect with new generations of students through digital platforms. In addition, concepts such as consumer behavior and perception reflect a strong interest in understanding the

reactions, attitudes and decision-making patterns of the target audience in the educational environment, which demonstrates an evolution towards strategies focused on the student as a consumer of formative experiences.

The concept of advertising together with marketing education highlighted the double aspect of marketing in education: its strategic application to attract and retain students, and its teaching as an academic discipline. Likewise, the use of advanced techniques such as sentiment analysis and text mining reveals a consolidated trend towards automated analysis of unstructured data, such as student opinions and comments on digital platforms, demonstrating that decision-making in education is increasingly based on data intelligence and empirical evidence.
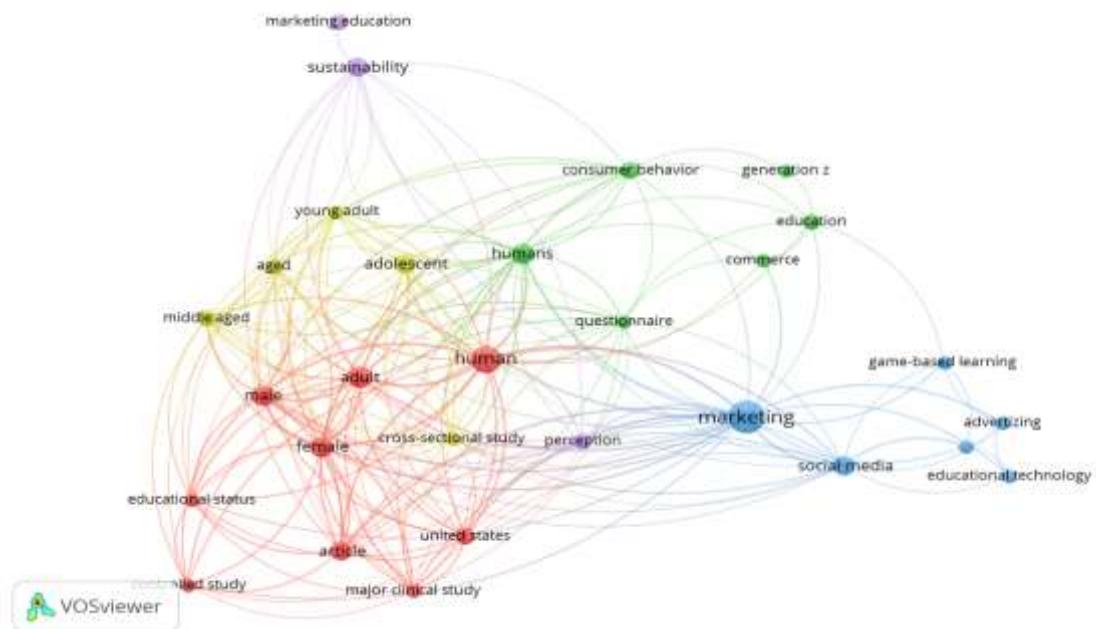
Figure 1: Map Of Trends In Educational Marketing For The Period 2024-2025.

The analysis of trends in educational marketing for the period 2024-2025, based on the node map generated with VOSviewer, reveals a series of key interrelationships that structure the evolution of this discipline. The figure shows that marketing in the educational field has acquired a central role, connecting directly with digital strategies, segmentation of the target audience, sustainability and new learning methodologies, the convergence between social media, advertising and educational technology confirms that digital platforms are the main means of interaction and promotion in educational marketing today. The growing adoption of emerging technologies, such as artificial

intelligence, gamification and augmented reality, improves teaching, optimizing the way institutions communicate with their audiences, because of this, educational marketing is an integral component of the teaching-learning process.

First, the "Marketing" node stands as a structural axis within the map, showing strong connections with terms such as social media, advertising, educational technology and game-based learning. This reflects the growing digitalization of educational marketing, where strategies for attracting and retaining students are supported by digital platforms and immersive technologies, the use of social networks is crucial to facilitate

institutional promotion, allowing more personalized communication with potential students, digital advertising becomes an indispensable resource to attract new audiences, while educational technology and game-based learning emerge as innovative methodologies that enrich the learning experience and strengthen the positioning of institutions.

On the other hand, the "Human" node and its connections with terms such as adult, male, female, adolescent, young adult, and middle-aged highlight the importance of demographic segmentation in educational marketing. The differentiation of strategies according to the student's profile allows for the design of more effective campaigns, adapted to the needs of each age group. In this sense, marketing approaches adjust to the expectations of young and adult students, recognizing that education has become a continuous process that responds to the demands of the labor market and personal development.

An emerging trend of great relevance is sustainability, represented in the "Sustainability" node, which is closely linked to marketing education, perception and educational status. This suggests that educational marketing strategies are adopting a more responsible and sustainable development-oriented approach, where institutions attract students by generating a positive impact on society. The public's perception of an institution's sustainability directly influences its reputation and students' decision when choosing where to study.

Likewise, the behavior of the educational consumer has evolved significantly, which is reflected in the "Consumer Behavior" and "Generation Z" nodes. In this case, both terms are related to education, commerce and questionnaire, which shows that educational institutions must understand the motivations and expectations of their future students. In this sense, Generation Z, characterized by its high level of digitalization, represents a key segment that demands interactive educational experiences that are accessible and aligned with their values. This forces institutions to rethink their strategies for attracting and retaining students through advanced digital tools and highly personalized educational content.

5. CONCLUSIONS

Educational marketing is moving towards a more sophisticated stage, based on technology, oriented to student behavior, committed to sustainable development and with a strong analytical base for strategic decision-making. Therefore, adopting strategies based on the personalization of the student experience, the efficient use of digital marketing tools, the optimization of their processes through technology, as well as the implementation of inbound marketing campaigns, taking advantage of data analytics to segment audiences and improving communication on social networks are key measures to stay competitive in the market. In addition, the strengthening of the institutional identity through branding strategies will consolidate the reputation and recognition of the institution in the education sector.

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