

A Survey to Look into Key Performance Indicators in Higher Education's Digital Marketing

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ABSTRACT: India's higher education system is crucial to the growth and prosperity of our nation and educational institutions are growing annually, however, to raise the institution's student satisfaction rating, they want qualified educators. Digital marketing is the only option for higher education institutions to advance and promote their student bodies. Students can get information about a certain college or institution through digital marketing. Digital marketing is one of several technologies used in marketing, and its primary goal is to advance both student education and educational institutions. Educational institutions must strengthen their digital marketing strategies to give their pupils joy, happiness, and success in life. The primary goal of the current higher education system is to help students become more proficient learners. A new tool that helps students get a better education and connect with potential colleges is social media networking. Students can choose how to apply for admission to Indian higher education institutions on their own by using the Internet. Email, social media, content, paid advertising, search engine optimization (SEO), publishing platforms, and other methods are some of the ways that digital marketing reaches students. In order to cover students and increase admission, higher education institutions must use digital marketing strategies like setting up social media groups on their website, using Facebook, Instagram, and Snapchat, running marketing campaigns, utilizing personalized communication, and using Key performance indicators (KPI) to track student feedback on social media. Because digital marketing operates in a distinct digital environment from traditional marketing and is characterized by constant innovation, it is exceedingly challenging to assess its effectiveness in higher education. Due to this and the significance of the topic, this article analyzes the key performance indicators in higher education's digital marketing and assigns a decision-making method to each one in order to establish its relative value. In order to assess the success of higher education institutions' digital marketing initiatives and to make informed decisions in the field, key performance indicators (KPIs) are crucial in higher education digital marketing. This study uses key performance indicators to analyze the efficacy, efficiency, and other aspects of digital marketing, which advances the field of higher education. This study is based on a systematic literature review and survey of research articles in National and International Journals listed in Scopus, Google Scholar, Research Gate, and other UGC care. The base of the research is the keywords "Digital Marketing and Digital Marketing in higher education" in the duration of the last five years.

KEYWORDS: Digital Marketing, Higher Educational Institutions, Key Performance Indicators, PPC, SEO

I. INTRODUCTION

Consumer behaviour and lifestyle have evolved in the modern era as a result of technological advancements and young people's engagement in online activities. The vast majority of people spend a lot of time on social media sites like YouTube, Facebook, Instagram, LinkedIn, and others and participate in online activities like chatting, knowledge sharing, teaching, learning, and shopping. Because digital marketing is more effective than traditional marketing, higher education institutions and other organizations are switching from traditional marketing to digital marketing for their promotional and marketing efforts. Digital marketing represents a segment of marketing that has surfaced despite the continuous evolution of marketing practices. A significant shift is taking place in the contemporary business landscape as conventional marketing methods yield to an interconnected digital framework. Encompassed within the expansive realm of digital marketing are email campaigns, content marketing, search engine optimization (SEO), social media marketing, and various related strategies. These approaches not only assist businesses in reaching a global audience but also offer unique opportunities for personalized and targeted engagement. The main aim of evaluating the influence of KPIs in marketing is to determine the effectiveness of digital marketing methods regarding sales growth, market share, client acquisition, brand recognition, and customer satisfaction. Digital Marketing can be explained as the implementation of consumer and data-based technological insights to introduce and integrate highly targeted marketing for every consumer in Porter's Value chain Concept.

Key Performance Indicator (KPI) indicators commonly used in e-commerce can be summarized as sales, leaving the site without completing the process, conversion conditions and rate, site traffic, time spent on the site, number of pages viewed per visitor, social media conversion processes, and websites with a high rate of rapid rise. These variables explain important clues about a brick-and-click store. By identifying the most important indicators, higher education institutions could improve conversion rates and consequently, increase their visibility on the Internet. Common Key Performance Indicators (KPIs) in e-commerce can be categorized as sales figures, instances of users abandoning the site before completing their transactions, conditions, and rates of conversion, site traffic, duration of time spent on the site, the number of pages viewed by each visitor, conversion activities on social media, and websites experiencing rapid growth. These metrics provide crucial insights into a hybrid brick-and-mortar and online store. By identifying the most significant indicators, higher education institutions could enhance their conversion rates and, as a result, improve their online visibility.

II. METHODOLOGY:

This study is based on a systematic literature review and survey of research articles in National and International Journals listed in Scopus, Google Scholar, Research Gate, and other UGC databases. The base of the research is a selection of keywords Key Performance Indicators, Digital Marketing, and Digital Marketing in higher education.

2.1. Literature Review

Key Words: Key Performance Indicators, Digital Marketing, and DM in higher education

International student, student mobility, faculty mobility, faculty international profile and experience, study programs with international components, joint degree programs, international partnerships and networks, international research, and international-oriented management and governance are the nine criteria that **Makrydkis et al., (2025)** use to categorize their KPIs and evaluation equations. Key performance indicators, according to the authors, are crucial instruments for tracking how worldwide higher education institutions are changing. This paper identifies KPIs for assessing and tracking HEI internationalization through a systematic evaluation. The Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) Approach is used in this study. Higher education institutions' internationalizations are assessed and tracked using 96 KPIs spread over nine different domains.

The expansion of the Internet has an operational and strategic impact on business, according to **Qurtubi1, et al., (2022)** in their paper "The Impact of Digital Marketing: A Systematic Literature Review." Individuals today have more connections to information. Businesses are forced to implement numerous marketing revolutions as a result, switching from analog to digital technology. However, several marketing managers remain uncertain about the effects of using digital channels for such messaging. The best way for a company to increase its market presence and brand awareness is to use a combination of traditional and digital marketing strategies. Certain demographics are still connected to traditional marketing channels like radio, television, and print materials, even though young people prefer to spend more time online. Digital marketing may primarily increase the effectiveness of marketing expenditures by utilizing the most popular branded content piece. It matters to the interactions between businesses and customers. It's possible that management thinks the impact is under control and that they are well-prepared to handle change in the future. It is expected that more research on digital marketing will provide detailed and accurate findings meant for company owners. Targeting existing customers with traditional marketing while pursuing new

ones with digital marketing presents a significant challenge This causes organizations to execute multiple marketing revolutions, switching from traditional to digital technology. Nonetheless, a number of marketing managers are still unsure about the outcomes of sending this kind of advertising through digital platforms. Using a blend of traditional and digital marketing strategies is the finest approach for a corporation to improve its brand awareness and market presence. Certain groups are still tied to traditional marketing channels like radio, television, and print materials, even though young people choose to spend more time online. Digital marketing may largely boost the effectiveness of marketing expenditures by utilizing the most popular branded content item. It matters to the interactions between businesses and customers. Management may think the impact is under control and that they are well-prepared to handle change in the future. It is expected that further research on digital marketing will provide detailed and accurate findings meant for company owners.

Bist et al., (2022) in their paper "Managing Digital Transformation in Marketing: "Fusion of Traditional Marketing and Digital Marketing." Digital marketing is being created as a result of this new technology. Email, SMS, and MMS are viewed by many Indonesian telecom providers as outmoded or archaic forms of advertising.

Only when a range of tailored advertising strategies are applied to reach consumers through digital technologies and digital devices can digital marketing be considered traditional marketing. Digital marketing is the process of promoting a product using one or more electronic media channels, like social media, mobile devices, and online advertisements. The business may be able to reach a wider audience through websites and social media by combining traditional and digital marketing, all the while using traditional marketing to reach the local audience. The company should think about strengthening its business processes and incorporating marketing analytics. The type of analytics used depends on the goals of the business. In a digital environment that is constantly changing, the company needs to adapt, plan responses, and continue to use relevant Key Performance Indicators (KPIs) to monitor marketing campaigns.

A Scientometric Review" authored by **Abdullah et al., (2023)**, the emergence of the Internet has provided marketers with a fresh opportunity to exhibit greater creativity, leading to an enhanced level of openness and transparency in the realm of marketing. The widespread availability of digital media platforms and the commercial utilization of the Internet have brought about a significant transformation in the business landscape. Digital media now allows for the execution of marketing tasks to be done more effectively, quickly, and productively. Internet marketing efforts designed to promote products and services should include content marketing strategies to attract new customers. The authors hope that this article will improve knowledge of the most recent advancements in digital marketing research, which can assist decision-makers and professionals in implementing digital improvements for product promotion. Additionally, this article provides both readers and emerging researchers with insights into the study regarding the ownership of this marketing domain.

In their 2017 research titled "Understanding the Digital Marketing Environment Using KPIs and Web Analytics," **Jose Ramon Saura et al., (2017)** highlight the importance of employing web analytics (WA) and key performance indicators (KPI) in digital marketing (DM) initiatives. They highlight the crucial role of these metrics in shaping marketing strategy. The article aims to explore different DM metrics in order to answer the following question: The target website's brand or any other variation is absent from a non-specific term. Getting ranked for off-brand keywords is crucial since it draws in new customers who might not be aware of the brand yet. An estimate of your website's position on a search engine's results pages for a certain search phrase is provided by keyword ranking. The easier it is for your website to appear in search results for certain terms, the lower the ranking. To determine return on investment (ROI) and evaluate the efficacy and efficiency of digital marketing strategies, researchers employ a range of measures and indicators.

Soldatenko et al., (2022), in the research " KPI Dashboard for customer intelligence task: application and significance for Business," The authors explained that systematic use of customer intelligence tasks through the key performance indicators dashboard and tracking of the result will affect the stability and viability of companies. Key performance Indicators are a vital component of measuring achievement. There are various customer identification indicators such as website visitors, referral traffic, follower growth, conversion rate, social media engagement, organic traffic, paid traffic etc. In this research, various customer acquisition indicators are also defined, such as average time of conversion, cost per conversion, cost per click, cost per lead, customer acquisition cost, etc. The Authors also defined various customer identification indicators such as customer satisfaction score, net promoter score, customer retention rate and customer churn rate, or customer attrition rate. The authors concluded that marketing professionals should understand customer intelligence tasks and manage them using a KPI dashboard for the effectiveness of the marketing program.

According to **Hennyeyová et al., (2021)**, KPIs have a big influence on businesses' financial status. In order to assess key performance indicators of marketing performance, the overall financial situation, and the use of ICT in marketing activities, the study's sample size consisted of 33 small businesses and 57 microbusinesses. They came to the conclusion that wine producers can enhance their financial status by using three key performance indicators: return on investment, customer happiness and loyalty, and brand awareness. They also concluded that different businesses can use ICT in marketing in very different ways. Selecting the right tactics is essential for investigating and taking advantage of the opportunities that ICT generates. According to **Nahr et al., (2021)** research, "A survey for Investigating Key Performance Indicators in Digital Marketing", digital marketing is not only one of the potential marketing strategies but, since the invention of the Internet, in many situations, the most crucial one. Using a decision-making framework, the key performance indicators in digital marketing are examined and their significance assessed. In its strictest sense, digital marketing refers to the promotion of goods and services through digital channels, in its broadest sense, however, it refers to the use of digital technology to draw in new clients, build brand awareness, keep existing clients, and boost sales Since key performance indicators are crucial markers of progress toward the intended outcome,

It is crucial to define and rank them in order of importance for more effective digital marketing efforts. Several examples of KPIs and leading indicators in digital marketing include social networks, SEO, PPC, email, reference and content. In addition to improving the efficiency and optimization of the marketing budget, the use of key performance indicators for digital marketing initiatives can be raised by using a range of measures to assess Internet marketing performance. Knowing these metrics can assist firms in developing a valuable environment that will draw in more audiences and advance a variety of fields. The study “Key Performance Indicators (KPI) System in Education” by **Luneva et al., (2015)** described how KPI was used in the Russian educational system. University development initiatives give scant consideration to the importance of image indicators in the academic community. The employment rate of graduates is not frequently included in the key performance indicators of Russian universities, despite being one of the most significant indicators in other countries for both assessing university performance and attracting new students.

The study “Analyzing key performance indicators (KPIs) for E-commerce and Internet marketing of senior products: by **Tsai et al., (2012)** examined how KPIs aid in the accomplishment of web store objectives. The four constructs they examined were learning and growth, internal processes, customers and finances. They used the Delphi approach to get expert opinions. Priority one is internet processes, which are followed by learning and development, customers and finances. **Singh et al., (2019)** explained, KPI and metrics of digital marketing. KPI is a measurable value that demonstrates how well and effectively organizations are achieving their objectives using KPIs. They described website Traffic, Website visits per marketing channel, sessions and average session duration, page views, traffic by source, highest visited pages, exit rate, Cost per acquisition, cost per click, cost per lead and bounce rate, conversion rate, average time of conversion, retention rate, attrition rate, visit per channel, average time on page, website conversion rate and conversion rate for call to action content, click through rate etc. KPIs are most useful for tracking whether the company is achieving its goals. From time to time, companies have to update KPIs to measure the performance of companies investing in digital marketing. According to the study “A survey on researching key performance indicators by **Badaway et al., (2016)**, key performance indicators enable information collecting and the investigation of the most effective indicators, and KPIs are the four categories of performance indicators. A KPI that tracks actions that are causally responsible for the outcome (i.e., lagging indicator) have a significant impact on future performance, and is actionable for future performance against one or more lagging indicators. According to the authors, since the majority of research is based on a predetermined point, the prediction approach is still an important area for study.

III. RESULT & DISCUSSION:

3.1 Digital Marketing Process in Higher Education:

1. **Prospects:** Students who have engaged with the material on the institution's website but have not supplied an email address.
2. **Inquiries:** Inquiries from potential students who have taken an action (downloading a content offer, getting in touch with admissions, etc.) and supplied contact information.
3. **Applicants:** After making an inquiry, prospective students should be satisfied with the information provided.
4. **Admits:** Applicants who have been accepted into the program after completing the application and meeting the requirements.
5. **Deposits: Pupils** who have paid a fee in order to guarantee their spot.
6. **Enrols:** Students who have successfully enrolled in the course of the Institution.

Figure 1



3.2 Key Performance Indicators in Digital Marketing of Higher Education

KPIs are quantifiable metrics used in higher education digital marketing to assess the effectiveness and performance of educational institutions.

- **Rates of Enrollment.** This KPI helps the Institution to assess its ability to attract and retain students who enrolled in the institution's Course or Programme.
- **Rates of Retention.** Colleges, universities, and other educational institutions can use this KPI to determine the proportion of students who stay on to complete their studies after their first year. It frequently shows how engaged and satisfied students are with the school.
- **Rates of Graduation.** The percentage of students who graduate within the allotted time is measured by these KPIs. It displays the efficacy of the academic programs and support services offered by the higher education establishment.
- **Funding for Research.** Higher education administrators must be aware of how much money their schools receive for research. Stakeholders can gain a better understanding of their research capabilities and competitiveness in comparison to other schools by using this KPI.
- **Faculty and Staff Diversity.** The diversity of the university's faculty and staff is gauged by this KPI. Sessions
- **Keyword Positions:** This refers to a word or phrase's position on Google.
- **Reviews:** The Digital Marketing review rates recent online activity and offers helpful suggestions for things to change or put into practice right away.
- **Marketing ROI:** Marketing uses return on investment (ROI) to demonstrate how higher education digital marketing campaigns and programs bring in money for the company.
- **Session:** A collection of user-website interactions that happen in the allotted time.
- **Conversion Rates:** The impact of digital marketing initiatives on prospective students' conversion rates is measured by this KPI. Therefore HEIs need to monitor a number of conversions, including click-to-lead, lead-to-application, and application-to-enroll. To Lead, Click The percentage of users who click on an advertisement link and go on to complete a desired action, like submitting a form or contacting a business, is known as the click-to-lead conversion rate. The user becomes a lead as a result. Result in Application The lead-to-application measurement shows the proportion of leads that submit an application to a degree program or program. Application for enrolment students who have enrolled in the institution's course successfully.

3.3 Metrics for Assessing Higher Education Digital Marketing Efforts



Figure-2

1. **Pay per click:** This kind of online advertising has advertisers forking over a certain amount of money for per click of their ads.
2. **Bounce rate:** It is the percentage of visitors without clicking on other pages after reaching on the main page of Institution's website.
3. **Click-through rate:** This metric indicates how many clicks advertisers get on their ads for each impression.
4. **Cost per Impression:** This figure is arrived at by dividing the campaign's total cost by the number of impressions.
5. **Keyword Bid:** In order to assist guarantee ad placement at the top of search results, this offer was made in a pay-per-click auction.
6. **Landing Page:** This type of website is designed specifically for a marketing or promotional initiative.
7. **Quality Score:** This is a metric to determine how well an advertisement's quality stacks up against that of other sponsors. It is assessed using a 1–10 scale.
8. **Ad Copy:** The content is what prompts users to respond to an advertiser's offer. It uses its words to persuade prospective clients.
9. **Cost of Acquisition:** The entire expense incurred by potential students in order to complete the admissions process.
10. **Geo-targeting:** This is the practice of sending content to a user according to where they are in the world.

2. Optimization for Search Engines

• **Accelerated Mobile Pages:** The project Accelerated Mobile Pages aims to improve the mobile web by providing a framework for creating content pages that consistently load quickly.

• **Alternative Text:** There is a written alternative to an image. Visitors with impaired vision appreciate it.

• **Back Links:** Backlinks are when one website links to another with an anchor text. This is called a backlink.

• **Featured Snippets:** It helps people find what they are looking for more quickly and the descriptive snippet is shown first.

• **Keyword spam:** This refers to the excessive use of terms that are either redundant or unrelated.

• **Long Tail, Middle Tail, and Short Tail Keywords:** A phrase with three to five words is referred to as a long tail; a phrase with two to three words is referred to as a middle tail; and a phrase consisting of a single word with a high search volume is referred to as a short tail.

• **Schema Markup:** This is code, in the form of structured data, that tells a search engine and its tool what a web page is about, what its elements are, and how users should view it.

• **Site Structure:** This describes the way content is arranged on a website, the project Accelerated Mobile Pages aims to improve the mobile web by providing a framework for creating content pages that consistently load quickly.

3. Management of Online Reputation

- **Authenticity:** Speaking the truth about the brand and your goals to establish a reputation with online clients. The reputation of the brand is significantly enhanced by transparency and authenticity.
- **Anchor Text:** The text of a link that is clickable and visible.
- **Affiliate Links:** A partner program provides an affiliate partner with a special link.
- **Black Hat and White Hat:** A Black Hat is an unethical security hacker who penetrates a computer system for malevolent intent, whereas a White Hat is an ethical security hacker who tests or devalues security.
- **Brand Jacking:** This refers to the practice of deceiving consumers by using a well-known brand's name, logo, identity, or other intellectual property.
- **Doxing** is the practice of revealing personal details about someone, like their home address or true name.
- **Social listening** is the process of examining online discussions about a brand and the industry as a whole to learn more about the target market.

IV. CONCLUSION:

Any business that is successful in identifying and managing key performance indicators will find that they are sensitive and significant metrics. Assessing the Effectiveness of Digital Marketing Initiatives The productivity of digital marketing initiatives as well as the efficacy and optimization of the marketing budget can be raised in higher education by utilizing key performance indicators. The efficacy of digital marketing initiatives can be increased by using a range of KPIs and metrics to measure performance. Therefore, the key performance indicators are examined in this study. By being aware of these indicators, higher education institutions can foster an environment that is valuable and draws in more students as well as promote the growth of different fields. KPIs will be useful in improving bounce rate, click-through rate, conversion rate, and quality score, and optimizing cost per impression, acquisition cost, SEO, and online reputation management in higher education digital marketing.

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