

Student Metrics in Digital-ready Culture as Drivers in Strategic Student Enrolment Marketing

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Abstract

In digital-ready culture, universities are pressured to remain competitive and establish a positive user experience. Besides, it enables university management to recognize a digital-ready culture, data, metrics, and technologies. Besides, universities are tasked to instantly digitalize customer services rapidly to meet rising customer demands and establish new revenue channels, eventually leading to acknowledging the role of student data metrics. The profound knowledge of student metrics, using technology and data, is a process of a complete overhaul of a university's operations. Higher education is a service industry where students are the customers with many learning alternatives to select from. Thus, having the right customer profile based on metrics leads to making informed decisions in planning and managing student enrollment marketing campaigns. This article analyzes the significance of student metrics in strategic student enrollment marketing planning. The author used a three-step approach to research. First, a systematic literature review through bibliometric analysis was utilized to emphasize the role of metrics. Moreover, on average, 27 student enrollment specialists with four years of experience voluntarily participated in the interviews, enabling the author to collect evidence for continued analysis. Lastly, based on the survey, additional quantitative data was collected to specify elements for building the right customer profile. Moreover, Smith's six fundamental facets of marketing (SOSTAC) are introduced as a critical methodology for student enrollment marketing planning in digital-ready culture. The results of this research are a unique contribution to student enrollment management and policymaker in higher education, as universities struggle with recruiting, retention, graduation, academic performance, and so on., rates.

Keywords: Digital Culture, Digital Marketing, Metrics, Student Enrollment, SOSTAC, Digital Transformation, Customer Profile