



Investigating the Influence of Social Media Marketing Campaigns on Libyan Consumer Behavior Pertaining to Private Universities: A Case Study of the Libyan International University

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Abstract

The increase of private universities in Benghazi, Libya, has heightened competition in the higher education market. Social media has become an essential instrument for institutions to engage with potential students. This study examines the influence of social media marketing initiatives, particularly the Intelligent Admission Platform, on the consumer behavior of Libyan individuals about private institutions. This report analyzes the Libyan International University (LIMU), acknowledged as an exemplary model in private higher education, by examining campaign content, target demographics, engagement metrics, conversion rates, and determinants affecting enrollment decisions. The report analyzes data from 1450 prospective students to identify critical factors influencing enrollment and offers strategic recommendations to improve marketing initiatives. The findings strive to enhance comprehension of the impact of social media on educational decisions among Libyan consumers and to provide insights for universities aiming to distinguish themselves successfully.

Subject Areas

Marketing

Keywords

Social Media Marketing, Higher Education, Consumer Behavior, Libyan International University, Private Universities, Digital Transformation, Enrollment Techniques

1. Introduction

The higher education scene in Libya, especially in Benghazi, has experienced substantial transformations due to the emergence of private universities. This escalation has resulted in intensified rivalry, necessitating universities to implement new marketing methods to attract and retain students. [1] asserts that the expansion of public and private colleges has heightened the demand for effective marketing tactics in higher education. Their research on public universities in Zambia revealed a substantial correlation between the use of marketing methods and student enrollment rates. The authors emphasize that universities that implement strategies such as leveraging university websites, participating in social media, creating market-oriented programs, investing in infrastructure, delivering exceptional customer service, employing qualified personnel, and ensuring high-quality service provision experienced greater success in increasing enrollment figures. The results indicate that implementing effective marketing strategies not only increases student enrollment but also broadens universities' revenue prospects for long-term sustainability and quality service provision [1].

Despite the promise of social media as a marketing instrument, there is an absence of thorough research investigating its impact on Libyan consumer behavior regarding private institutions. Comprehending these dynamics is essential for colleges seeking to distinguish themselves and successfully engage prospective students [2].

1.1. Problem Statement

The increase of private universities in Benghazi has intensified competition, necessitating robust marketing strategies to attract students. Despite the significant prospects offered by social media, the specific impact of social media marketing methods on Libyan consumer behavior on private universities remains mostly unstudied.

1.2. Study Scope

This study seeks to analyze the impact of social media marketing strategies, specifically the Intelligent Admission Platform, on the consumer behavior of Libyans towards private institutions. This study focuses on the Libyan International University (LIMU) to analyze campaign content, target demographics, engagement metrics, conversion rates, and factors influencing enrollment decisions, thereby clarifying the influence of social media on educational selections.

1.3. Objectives

1) Identify critical messaging and visual elements to incorporate into the university's brand identity to differentiate LIMU from its competitors; 2) Craft a compelling value offer that highlights the unique benefits of obtaining an education at LIMU; 3) Conduct market research to assess the feasibility of new programs and predict student interest before their launch; 4) Evaluate the effectiveness of

marketing strategies and develop necessary improvements; and 5) Gather insights on user experience with the Intelligent Admission Platform to improve AI capabilities and increase overall utility.

2. Review of Literature

2.1. Utilization of Social Media in Marketing for Higher Education

Students are increasingly reliant on social media platforms for information about universities. Platforms like Facebook, YouTube, blogs, Twitter, LinkedIn, Instagram, and Snapchat are commonly employed for this purpose. In Libya, Facebook is the leading social media platform, with a usage rate of 29.02%, followed by Instagram at 27.44% and Pinterest at 24.18% [3].

Social media enables universities to engage with prospective students in a more personalized and interactive manner. It enables the dissemination of information, the promotion of university events, and the fostering of community among students [4].

[5] investigates the impact of social media content on student enrollment in Malaysian Higher Education Institutions (HEIs). The authors utilized a quantitative research methodology to collect data from 231 prospective students through questionnaires distributed via Google Forms. The study analyzed metrics such as likes, comments, shares, retweets, and user engagement with HEI postings to evaluate the effectiveness of social media material in promoting student registration.

2.2. Implications for Universities

Personalized Engagement: Universities should employ social media platforms to engage with prospective students in a customized manner, addressing their specific interests and concerns.

Material Quality and Strategy: It is essential to allocate resources towards high-quality materials that resonate with the target audience. Universities should develop impactful social media campaigns that highlight academic programs, campus life, success stories, and other relevant information to engage prospective students.

Utilizing Engagement Metrics: Monitoring user engagement metrics can provide valuable insights into the effectiveness of social media initiatives and inform adjustments to enhance impact.

Effectiveness of social media initiatives and inform adjustments to enhance impact.

2.3. Strategies for Marketing in Higher Education

Marketing strategies are delineated as extensive programs designed to accomplish marketing objectives and aims [2]. Comprehending target markets and client requirements is essential for formulating effective marketing strategies [6]. Digital marketing, encompassing social media, content marketing, and search engine optimization, is integral to contemporary marketing strategies [7].

Material marketing emphasizes the cultivation of relationships with the audience through the provision of high-quality, informative material [8]. This strategy corresponds with the inclinations of younger demographics who prioritize authenticity and participation rather than conventional advertising.

2.4. Enrollment and Registration Procedures

2.4.1. Implementation of the Intelligent Admission Platform (IAP)

LIMU introduced an Intelligent Admission Platform (IAP) to enhance its admission process. The engineering of the system included the following critical characteristics:

The IAP system optimizes the admission process. Students enroll, submit their personal and parental information, and subsequently obtain a list of potential academic programs. This straightforward approach eradicates complication and uncertainty during the registration process.

LIMU implemented an AI assessment tool in the system's backend during its initial phase. This tool automates the evaluation of applicant qualifications against program standards, enabling a swift and unbiased assessment process.

LIMU plans to introduce an AI Chabot named "SIR" in the subsequent phase, recognizing the importance of user experience. This Chabot will provide prompt assistance to candidates, resolve frequently asked questions, and facilitate their navigation of the registration process.

2.4.2. Actual Benefits

The advanced technology significantly reduces the time that students and parents dedicate to the admission procedure. Automated evaluations and prompt feedback enable swift conveyance of decisions.

Improved Requirement Assessment: The AI evaluation tool guarantees an accurate assessment of candidates in alignment with program criteria. This alleviates errors and biases that may occur in manual evaluations.

Enhanced Customer Satisfaction: By providing a seamless and efficient admission process, LIMU strengthens its reputation among prospective students. Content applicants are more likely to enroll and endorse the university to others.

2.4.3. Supporting the Initial Claim

The LIMU case illustrates that the complexity of admission and registration processes can profoundly affect a student's decision to enroll. LIMU has converted potential challenges into opportunities by implementing an intelligent system.

2.4.4. Addressed Challenges

Process Complexity: Simplifying the admission stages reduces the cognitive load on applicants. **Administrative Burden:** Automation decreases staff workload, allowing for greater focus on personalized interactions when necessary. **Utilized Opportunities:** **Technological Integration:** The implementation of AI tools enhances efficiency and accuracy. The proposed AI Chabot will offer tailored assistance, enhancing the user experience.

2.4.5. Comparative Analysis with Metropolitan International University (MIU)

Both LIMU and MIU recognized the limitations of traditional, manual admission processes. While MIU focused on developing an online system to alleviate delays and administrative challenges [9], LIMU progressed by integrating AI technology from the outset.

2.4.6. Methodology of MIU

We shifted from manual to digital admission processes. We encountered delays, increased costs, and reduced enrollment numbers. This led to enhancements in time efficiency and reductions in expenses.

LIMU's Methodology: We have created an intelligent system that employs AI assessment. User experience has been prioritized from the beginning. There are intentions to implement an AI Chabot to improve applicant support.

2.5. Strategic Recommendation

Strategic proposals should be grounded in a thorough comprehension of both internal and external environments. Utilizing strategic management tools such as PESTEL (political, economic, social, technical, environmental, and legal) and SWOT (strengths, weaknesses, opportunities, and threats) analyses allows organizations to identify essential factors influencing their operations and competitive landscape. This comprehensive understanding enables companies to anticipate challenges, seize opportunities, and mitigate risks. Establishing sustainable competitive advantages is essential for long-term success. This involves employing unique organizational capabilities, resources, and competencies that are difficult for competitors to replicate. By prioritizing innovation, quality, and unique value propositions, companies may establish a strong and lasting market presence.

[10] demonstrates the implementation of these strategic methodologies at higher education institutions (HEIs).

2.5.1. Conformance with Vision and Mission

The writers emphasize the necessity for strategic management in higher education institutions to fundamentally align with the institution's mission and values. [10] asserts that "the comprehensive analyses presented... encompass organizational and micro levels of examination, highlighting the dynamic interconnection between institutional frameworks and processes and individual agents." This emphasizes the necessity for strategies to align with both organizational objectives and stakeholder interests.

2.5.2. Thorough Environmental Evaluation

The document underscores the need to understand both internal dynamics and external forces. Higher education institutions operate under complex environments defined by changing legislation, financial frameworks, and competitive forces. By employing tools like PESTEL and SWOT analyses, organizations may effectively navigate these hurdles.

2.5.3. Creating Enduring Competitive Advantages

In an increasingly competitive higher education environment, universities strive to differentiate themselves. The authors analyze how universities develop unique tactics in internationalization, research focus, and quality management to create sustainable advantages.

2.5.4. Strategic Stakeholder Engagement

The involvement of several stakeholders, including leadership, educators, administrative staff, and students, is crucial. The document claims that creating conditions that promote the involvement of individual actors... in the development and implementation of strategies within universities” enhances effectiveness [10]. This comprehensive technique ensures that strategies are extensive and widely supported.

2.5.5. Addressing Emerging Challenges

The authors underscore the imperative for higher education institutions to adapt to emerging challenges and complexities in their environment. Strategic management enables institutions to proactively respond to changes, such as technological advancements, globalization, and shifts in student demographics.

2.6. Marketing Data Analysis

Data cleaning and preprocessing are essential components of efficient data analysis. The use of programming languages such as R and Python enhances the efficiency of data analysis operations [11]. Big data analytics provides the capability to manage extensive datasets and get significant insights that can guide strategic decisions [12].

3. Methodology

3.1. Research Methodology

This research employed a mixed-methods strategy, integrating quantitative and qualitative approaches to comprehensively analyze the impact of social media marketing campaigns on consumer behavior.

3.2. Data Collection

- **Quantitative Data:** Acquired via LIMU’s Intelligent Admission Platform CRM system, comprising 1,450 prospective students who registered on the platform.
- **Qualitative Data:** Obtained through telephone interviews with a sample of 442 students who registered but did not finalize the admission process.

3.2.1. Quantitative Data Collection Method

We gathered the quantitative data for this study from two primary sources:

CRM System Data: We acquired data from the Customer Relationship Management (CRM) system of the Libyan International University Intelligent

Admission portal, which included 1450 potential students who enrolled on the portal.

Structured Telephone Surveys: A sample of 442 students who registered but did not complete the admission process provided quantitative data through structured telephone interviews.

Procedures for Data Collection:

Data from the CRM system.

Data Collected:

The CRM system systematically documented comprehensive information regarding:

Demographics: age, sex, and geographic location.

Scholarly Interests: desired programs and courses.

Engagement Metrics:

Registration Numbers: The aggregate count of students who have enrolled on the site.

Application Submission.

This refers to the number of students who have submitted their final applications.

Registration Information:

Date and time of registration, along with the admission phases completed by each student.

Data Management:

Data Extraction:

We transferred pertinent data into a safe database for study.

Data Cleaning: We examined the dataset to find and rectify discrepancies, eliminate duplicates, and resolve incomplete items.

Data Anonymisation:

To maintain confidentiality, we eliminated personal identifiers and assigned unique numbers to each record.

Data Security: Only authorized research workers had access to the securely stored information on encrypted servers.

Systematic Telephonic Surveys:

Sample Selection: To ensure diversity in demographics and program preferences, we selected a stratified random sample of 442 students who did not complete their admission.

3.2.2. Qualitative Data Collection Method

We collected qualitative insights to augment the quantitative data and deepen our understanding of the elements affecting prospective students' choices.

Semi-structured telephone interviews:

- Sample Selection: Out of the 442 polled students, a subset consented to engage in in-depth interviews to provide qualitative insights

Interview Instrument

We developed an interview to examine personal experiences, perceptions of the

admission process, and assessments of social media marketing initiatives using open-ended questions.

Data Collection Protocol: Identical trained personnel conducted the semi-structured interviews.

Data Administration: We diligently transcribed the interviews in their entirety to accurately record the specific responses. We excluded personal information to maintain participant confidentiality.

Data Security: Only authorized research personnel had access to the securely kept transcripts.

3.3. Instruments

- **CRM Data Analysis:** This method is employed to discern patterns in registration, program selection, and completion rates.
- **Telephone Interviews:** We performed semi-structured interviews to explore the causes of incomplete registration.

3.4. Data Analysis

- **Qualitative Analysis:** A thematic analysis of interview transcripts is performed to categorize the causes for non-completion.

3.5. Ethical Considerations

- **Informed Consent:** Following an understanding of the study's objectives, participants granted their consent to partake.
- **Confidentiality:** All personal data was anonymised to protect participant privacy.
- **Data Security:** Access to data storage was restricted to authorized personnel only.

4. Findings

4.1. Evaluation of Social Media Platforms

The assessment indicated that most of LIMU's social media material is journalistic rather than commercial, resulting in a misalignment with platform algorithms intended to optimize engagement and visibility. This gap is particularly evident when analyzing the algorithmic structures of major social media networks like Facebook and Instagram.

4.1.1. Algorithmic Profiling and Content Visibility on Facebook

The algorithmic profiling of Facebook profoundly affects content visibility and user interaction. [13] contends that customers often remain oblivious to the mechanisms by which Facebook's algorithms collect and utilize their data to customize content streams and deliver targeted adverts. The platform's algorithms assess user interactions, preferences, and behaviors to infer interests and categorize users, thereby affecting the content they encounter.

This algorithmic filtering suggests that content not aligned with these anticipated preferences may experience reduced visibility. [13] found that users display a range of reactions to algorithmic profiling, such as surprise, discomfort, and disappointment due to perceived deficiencies in the profile. This signifies that content strategies must consider both the quality of the information and its conformity to the platform's algorithmic preferences to ensure it reaches the intended audience.

LIMU's dependence on journalistic content may insufficiently captivate its intended audience on Facebook. The platform emphasizes content that fosters user interaction and sustains extended user engagement. LIMU could enhance its social media strategy by integrating more dynamic and engaging content that aligns with the preferences indicated by Facebook's algorithms to boost engagement and visibility. This may involve the incorporation of multimedia elements, customized messaging, and cues that encourage user interaction and sharing.

4.1.2. Implications for LIMU's Social Media Strategy

Insights from Instagram and Facebook highlight a common principle: the imperative of aligning content strategies with platform-specific algorithms to enhance engagement and visibility. [14] demonstrated that Instagram's shift towards emphasizing short video content negatively impacted creators who mostly produced image-based content. Similarly, Facebook's algorithmic profiling affects the dissemination and visibility of content for users.

By understanding and adapting to these algorithmic tendencies, LIMU can improve its social media presence. This may include:

Content diversification entails the amalgamation of promotional content with journalistic pieces to cater to diverse user interests and behaviors.

Algorithms emphasize engagement optimization, which entails producing material that stimulates interactions like likes, comments, and shares.

Data-Driven Personalization: Utilizing insights from user data to tailor content that aligns with the inferred interests of the target audience.

Adapting to the algorithmic dynamics of social media platforms is essential for organizations like LIMU to effectively engage their audience and enhance their online visibility.

4.2. An Assessment of Social Media Platforms and Content Marketing Strategies Following a Marketing Campaign: Perspectives from the Marketing Creative Team

Considering Facebook's prominence in Libya [3], the LIMU marketing creative team concentrated their content marketing efforts on the platform.

The team produced five videos on Admission Digital Transformation, detailing the new digital admission procedure. We attained significant visibility and engagement, with each video averaging over 100,000 views.

Testimonial Videos of Student Success Narratives: These videos showcased current students and alumni sharing their experiences. The presentation bolstered

credibility and established emotional connections with the audience.

“Program in Minutes”: The Short Videos offered succinct overviews of both medical and non-medical programs. The objective is to enhance awareness and stimulate interest in the university’s offerings.

Performance Indicators: Facebook Page Reach Increased by 72.7%: The total reach was 1,273,306, consisting of an organic reach of 606,903 and a sponsored reach of 666,403 (See **Figure 1** and **Figure 2**).



Figure 1. Facebook statistics after funding.

Organic reach rose by 44.3%, signifying strong interaction without reliance on sponsored promotion.

A 12% increase in One-Minute Views suggests a greater number of individuals are watching videos in full, a vital indicator of content relevance and engagement.

There was a 49% rise in content interaction.

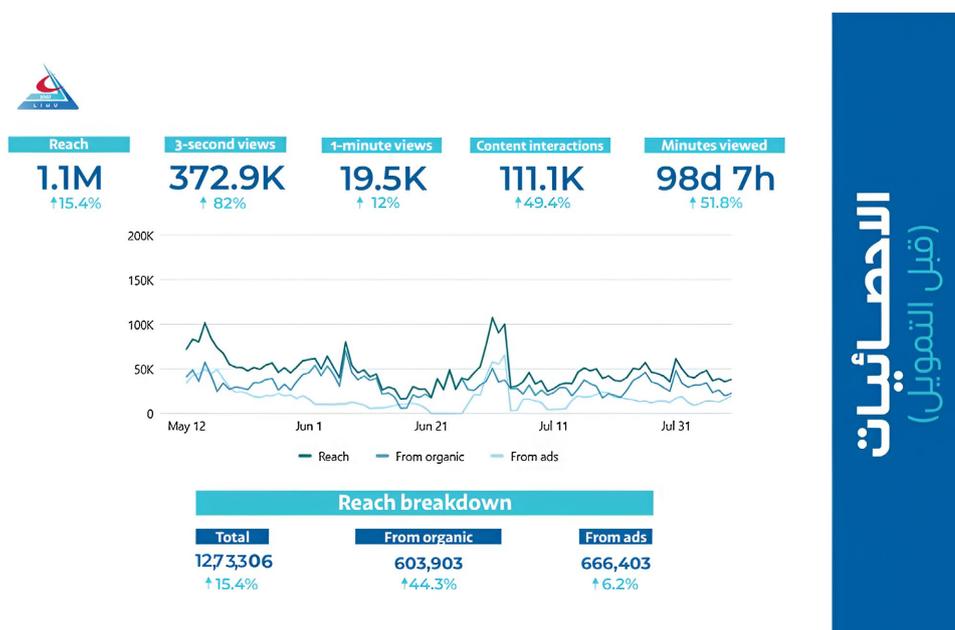


Figure 2. Facebook statistics before funding.

4.3. Identification of Target Audience

Two primary target segments were identified:

High school students are characterized by their technological adeptness, regular interaction with social media, interest in various academic fields, and aspirations for personal and professional advancement.

Parents who prioritize the quality of their children's education, safety, future prospects, and personal development.

4.4. The "Marhaba" Team

The "Marhaba" team implemented the Intelligent Admission Platform, resulting in over 1450 registrations. The digital revolution optimized the application process and improved operational efficiency.

4.5. Strategies for Program Promotion Initiatives Included

1) Analyze the reasons leading to student attrition; 2) Developing a marketing plan for each program; 3) Produce promotional materials such as college profiles and short videos; And 4) collaborate with professors to create content that show-cases student success stories.

4.6. "Change" Podcast Initiative

This podcast focuses on parents and explores LIMU's impact on educational quality, including perspectives from founders to enhance credibility and engagement.

4.7. Examination of Marketing Campaign Data

Fifty percent of the 1450 registered students expressed interest in the program but required additional information. Thirty-five percent reassessed their enrollment decision due to program expenses. Five percent indicated a willingness to participate but had not completed high school. Five percent had duplicate registrations. Five percent did not respond to follow-up inquiries. Evaluation of Registration Incompletion The analysis of the 442 students who did not complete their registration revealed:

Information Deficiencies: Lack of detailed program information hindered decision-making.

Financial Constraints: Cost-related issues and a lack of flexible payment options posed significant barriers.

Admission Requirements: Limited understanding of prerequisites.

Technical Challenges: Difficulties experienced while navigating the registration portal.

Shift in Preferences: Some students opted for alternative educational trajectories.

5. Discussion

5.1. Consequences of Results

The findings indicate that although LIMU's programs initially attract considerable

interest, several impediments prevent prospective students from completing the registration process.

5.1.1. Availability of Information

The desire for more detailed program information suggests that LIMU should enhance its content marketing strategy to provide comprehensive and accessible information [8].

Pricing methodologies: Pricing is a crucial factor affecting enrollment decisions. Adopting value-based pricing and offering scholarships or financial assistance may mitigate financial barriers [6].

5.1.2. Functionality of the Registration Platform

The technological issues with the Intelligent Admission Platform highlight the necessity for intuitive designs and effective user support services. In an empirical study evaluating the usability of online course registration systems, [15] found that students were dissatisfied with the ODUS Plus system due to its insufficient usability and lack of user-centered design. The authors emphasize the need of incorporating user feedback into the development process and prioritizing usability factors such as efficacy, efficiency, learnability, and satisfaction to enhance the user experience. The study did not directly investigate the integration of AI technologies; nonetheless, the deployment of features like chatbots could provide real-time assistance, augmenting usability and aligning with the authors' recommendations for raising user satisfaction.

5.1.3. Communication and Ensuing Actions

The existence of non-responsive pupils and those uninformed about admission criteria underscores considerable deficiencies in the institution's communication tactics. Efficient follow-up is essential in higher education admissions to sustain prospective students' interest, deliver pertinent information, and facilitate their enrolling process. Customized follow-ups and focused awareness campaigns are vital in tackling these difficulties. Promptness is a critical element in forthcoming conversations. Timely responses to inquiries reflect the school's regard for the prospective student's time and interest, so enhancing the probability of maintaining their engagement and aiding their advancement in the admissions process [16].

Prolonged responses may lead to diminished interest or the student choosing an alternative institution that demonstrates superior communication effectiveness. Customizing communication improves the efficacy of follow-ups. By customizing communications to meet the distinct requirements and interests of each potential student—such as mentioning their desired courses or career goals—the school can markedly enhance engagement [16]. Tailored messages suggest that the university acknowledges the unique interests of its students, perhaps affecting their enrollment decisions. The use of multiple communication channels is advantageous. The utilization of SMS, phone calls, or social media allows the school to interact with prospective students via their preferred mediums, hence enhancing the likelihood of sustaining their interest [16].

A multi-channel strategy caters to the varied communication preferences of students and enhances institutional accessibility. Maintaining an equilibrium between the frequency of updates and reminders is crucial to ensure that students remain informed without being inundated. Consistent updates regarding application status, deadline notifications, and details about forthcoming events maintain the institution's presence without being obtrusive [16].

This method guarantees that students obtain relevant information at suitable intervals. Ultimately, establishing feedback loops enables the university to obtain timely input from potential students concerning the efficacy of communication techniques. This information is essential for continuous enhancements; it enables the refinement of messaging, timing, and channels to maximize engagement and conversion rates [16]. Ongoing enhancement of communication tactics can result in increased enrollment rates and improved student satisfaction.

5.2. We Make the Following Recommendations Based on the Findings

Enhance content marketing.

- Develop detailed software manuals. Employ engaging narratives and visuals.

- Ensure content compatibility with social media algorithms[17] .

- Assess pricing and financial help strategies.

- Implement value-based pricing.

- Offer flexible payment alternatives and financial aid choices. Clearly communicate the return on investment [2].

5.3. Enhance the Intelligent Admission Platform

Optimize the user experience.

- Deploy AI Chabot for instantaneous assistance.

- Ensure mobile compatibility. Augment communication channels.

- Implement CRM solutions for customized follow-ups.

- Employ various communication platforms, such as SMS and social media.

- Organize interactive events [7].

5.4. Establish a Language Center to Offer Linguistic Support to Non-Native Speakers

Provide preparatory courses to meet admission requirements.

5.5. Addressing Administrative and Financial Difficulties

The termination of paid advertising due to these obstructions may impact marketing effectiveness. It is imperative to handle resources judiciously and explore cost-effective marketing alternatives.

6. Conclusions

This study offers an in-depth analysis of the effects of social media marketing

efforts on Libyan consumer behavior toward private colleges, particularly Libya International University (LIMU). The results highlight the crucial influence of social media platforms on the educational decisions of prospective students in Libya.

Numerous critical findings emerged from the analysis of data from LIMU's Intelligent Admission Platform and qualitative interviews with potential students.

6.1. Significant Impact of Social Media on Enrollment Choices

The research validates that social media serves as a potent instrument for interacting with potential pupils. Libya extensively utilizes platforms like Facebook and Instagram, with their algorithms significantly influencing content appearance and user interaction. LIMU's original dependence on journalistic content was incompatible with these algorithms, resulting in inadequate engagement. Modifying content tactics to incorporate additional promotional and engaging pieces can improve visibility and impact enrollment choices.

6.2. Requirement for Content Marketing Improvement

Prospective students indicated a demand for more comprehensive and accessible program information. By enhancing content marketing strategies—such as developing thorough program guides, employing narrative tactics, and aligning material with social media algorithms—LIMU can more effectively inform and attract prospective students.

6.3. Pricing and Financial Considerations are the Principal Factors

We recognized financial limitations as a significant obstacle to enrollment. Adopting value-based pricing, providing flexible payment alternatives, and effectively articulating the return on investment might mitigate these apprehensions and enhance accessibility to education at LIMU.

6.4. The Significance of Intuitive Admission Platforms

Technical difficulties with the Intelligent Admission Platform impeded several students from finalizing their registrations. Improving the platform's usability through the optimization of the user interface, guaranteeing mobile compatibility, and including AI Chabot's for immediate support will enhance the user experience and elevate completion rates.

6.5. Strategies For Effective Communication and Follow-Up

A segment of potential students did not advance due to insufficient follow-up and contact. Implementing CRM systems for individualized engagement, employing several contact channels, and guaranteeing prompt responses helps maintain prospective students' interest and facilitate their progression through the enrolling process.

6.6. Confronting Administrative and Financial Obstacles

The termination of sponsored advertising owing to administrative and financial

obstacles underscores the necessity for meticulous resource management. Identifying economical marketing strategies and securing reliable financing for promotional endeavors are crucial for enduring marketing efficacy.

6.7. The Implications for LIMU and Other Private Institutions Are Significant

The study's results possess practical significance for LIMU and other private universities aiming to improve their competitiveness in the Libyan higher education sector.

6.8. Strategic Coordination Using Social Media Algorithms

Universities must comprehend and adjust to the algorithmic inclinations of social media platforms to optimize content visibility and interaction. This encompasses diversifying content formats, optimizing engagement metrics, and tailoring material according to user data.

6.9. Comprehensive Methodology for Marketing and Enrollment Strategies

An integrated strategy that amalgamates content marketing, pricing modifications, platform usability improvements, and efficient communication is essential. By tackling several aspects of the enrolling process, institutions can enhance overall conversion rates.

6.10. Focus on Stakeholder Involvement

Engaging prospective students, parents, and other stakeholders through customized messaging and venues, such as the "Change" podcast program, can enhance the university's brand identity and attractiveness.

6.11. Ongoing Data Analysis and Feedback Incorporation

Consistent evaluation of engagement indicators and feedback from potential students facilitates the continuous enhancement of marketing initiatives. This data-centric methodology guarantees that institutions stay tuned to the requirements and inclinations of their intended demographics.

6.12. Contributions to the Comprehensive Understanding

This research enhances our comprehension of the impact of social media on educational decisions in Libya. It underscores the imperative for private universities to:

6.13. Adjust to Technological Progressions

Adopt digital transformation efforts such as the Intelligent Admission Platform to optimize operations and satisfy the demands of technologically adept students.

Examine cultural and economic contexts:

Identify the distinct cultural dynamics and economic limitations within the Libyan environment, adapting techniques accordingly to guarantee relevance and efficacy.

6.14. Augment Competitive Distinction

Formulate distinctive value propositions and brand identities that set companies apart from competitors; use strategic marketing to emphasize these differentiators.

Suggestions for subsequent investigations.

6.15. Broaden to Additional Regions and Institutions

Subsequent studies may repeat this research in various locations in Libya or juxtapose public and private organizations to attain a more thorough understanding of consumer behavior across diverse situations.

6.16. Longitudinal Analysis of Marketing Efficacy

Implementing longitudinal research would facilitate the evaluation of the enduring impacts of social media marketing efforts on enrollment and brand loyalty.

Examine the influence of emerging platforms: The swift advancement of social media necessitates an analysis of the impact of emerging platforms such as TikTok and Snapchat on student engagement, which might offer significant insights.

Conflicts of Interest

The author declares no conflicts of interest.

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Appendix: Interview Questionnaire

- 1) What prompted you to enroll in the Intelligent Admission Platform?
- 2) What obstacles did you face during the registration process?
- 3) Was the program information adequate for decision-making?
- 4) In what manner did the pricing of the program affect your choice to forgo completing the registration process?
- 5) What enhancements would you recommend for the admission platform?