Impact through digital marketing tools in social networks and web analytics in higher education institutions

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Abstract. Any commercial activity that is implemented today must have the innovation and growth component. Under this premise, the education business cannot be left behind and that is why it is necessary to implement strategies and models to match and overcome the closest competition. This is where digital marketing appears as a profit strategy for the customer, displacing traditional marketing now almost disappeared.

There are different ways to develop good campaigns and digital marketing plans to obtain competitive advantages, among the most important we have: content marketing, inbound marketing, relational marketing, conversational marketing and permission marketing. In an academic business unit, such as a Higher Education Institution, it is essential to conduct a study of the behavior of social networks, know in which aspects it is very weak and be able to aggressively attack the target market. For this reason, the behavioral investigation of Facebook, Twitter, Instagram of the Antonio de Arévalo Unitecnar University Foundation, will be carried out with the following tools: Facebook statistics, Twitter statistics and Instagram statistics. The methodology implemented will be quantitative research, since all variables will be measured and analyzed to draw conclusions.

1. Introduction

Today, with the rise and consolidation of information and communication technologies, strategies to do a good job or good digital marketing campaigns are very important and companies are very concerned and invest time and money for this purpose. The arrival of the Internet caused a change in the way in which human beings communicate and relate. The development of Web 2.0 and social networks brought with it a communication dynamic where each user ceased to be a receiver of information and became a co-creator. Personalization and immediacy of content became the new dynamic in the use of the Internet [1].

It is important for any company to know how to communicate with their customers and, above all, to maintain them. Currently, higher education institutions are affected by the low income index of students and through good digital marketing campaigns on social networks, you can get a perfect complement to increase the number of people interested in entering the higher education.

Social networks are on everyone's lips. Facebook, Twitter, Instagram, LinkedIn, YouTube, Google+ and many other platforms do not take away sleep only to the people who use them: companies strive to develop effective and innovative strategies that allow them to increase their visibility, improve their public image and Optimize your relationship with consumers. Social media marketing poses new challenges for brands. We refer only to technical issues, knowing how to use web platforms is only one

of the points necessary to win in the competitive world of online marketing. But this is not the only thing that is required, and not even the most important. In a dynamic market, where change is something natural, instead of knowing the tools, the essential thing is to understand the logic of the new interaction processes [2].

Digital marketing campaigns in social networks have reached a very high point of interaction and impact with end users, so it is very important that this research is known and in what state of acceptance are the social networks of Antonio University Foundation from Arévalo Unitecnar. The objective of this article is to present an analysis of the areas involved and the impact generated in the community.

We understand the pressure and desire to quantify the performance generated by investing in social networks, but we believe that most digital marketing specialists are addressing the problem incorrectly. The effective measurement of social networks should begin by turning the traditional approach of return on investment. That is, instead of emphasizing their own investments in marketing and calculating returns in terms of customer response, managers should start considering the motivations of consumers to use social networks and then measure the investments in social networks they make customers when they relate to the vendor's brands [3].

2. Methodology implemented

The methodology implemented in this article is quantitative research, with which we can measure related variables, analyze their results and express conclusions. Information technologies have experienced spectacular growth since the 1950s, at a rate at which the power of information technology grows exponentially every year. This natural growth of information technology has been accompanied by information, whose volumes make it indecipherable by itself. This has forced specialists in this branch to resort to analysis systems to obtain the greatest value [4].

3. Web Analytics

For-profit companies are accessing social networks as a rich source of information and a commercial execution platform for product design and innovation, customer and stakeholder relationship management and marketing. For them, social networks are an essential component of the next-generation business intelligence platform [5].

Web analytics is the process of collecting, measuring, evaluating and analyzing all the data found on the Internet in different channels, such as social networks and websites. With this technique, the visibility and impact of any company in this digital age is optimized. This research was carried out on the social networks of the Antonio de Arévalo University Foundation in the period from July 03 to July 31, 2019. The strategies used for web analytics were:

3.1. Facebook Statistics

It is a powerful tool that allows us to make an analysis and know the impact of a Facebook account on the users who interact (number of people who have seen publications, users who interact, engagement, etc.). It is important that the community manager knows how to write the news correctly, as this will help increase the visits of the publications and gain more followers. The official website of Unitecnar - @ Unitecnar.edu.co has been used. Figure 1.

The advantages offered by social networks for the construction of value and communication of corporate values, have allowed new marketing strategies to occupy more space in the working day of the communication departments, which have allowed to air with a social breath of fresh air traditional sales channels, without losing their importance. The integration of the Social Media Plan into the marketing strategy and the incorporation into the workforce of specific professionals constitute clear signs of investment and trust in Social Media [6].

Figure 1. Official Unitecnar Facebook Page

3.2. Twitter Statistics

It is also a very robust tool to analyze the behavior of our accounts. Some of the most important aspects of writing a good tweet are: The use of hashtags to reach more people, use a maximum of 100 characters to make room for hashtags and comments, use shortened URLs to save more characters and get more clicks, always mention the source of information, do not make mistakes and use all spelling signs.

Retweeting is the key mechanism for the dissemination of information on Twitter. It emerged as a simple but powerful way to disseminate information on the social network of Twitter. Although much information is shared on Twitter, little is known about how and why certain information is disseminated more than others [7].

3.3. Instagram Statistics

It is important to know about the analysis carried out in our account, if the plan we have designed is achieving the objectives and if it is reaching the people we need to reach through our actions in this social network.

Many companies are now commonly using social media to promote their brands and to maintain a friendly relationship with their customers (Saravanakumar & Lakshmi, 2012). Aside from having an account in Facebook and Twitter, new social media platform is coming in to provide another platform for many marketers. Lately, there are many businesses that starting to integrate their business with the Instagram experience (Tekulve & Kelly, 2013). According to an article published on BBC News (2012), study has said that a large amount of the top brands around the world are using Instagram as one of their marketing strategy. Instagram can help a company to promote their products or services (Bevins, 2014). The point that makes Instagram different from other social media is that Instagram is applying a visual based strategy (Hird, 2013). Everything about Instagram is about photograph (Linaschke, 2011). Instagram marketing is an effective way to advertise a product as it is said that a picture speaks a thousand words (Silva & de Melo & Almeida & Salles & 4 Loureiro, 2013). Additionally, Instagram can help one in saving cost for brand designing. Every image taken for a product can be edited and filtered using the Instagram functions (Herman, 2014) [8].

4. Results

Facebook:

In Figure 2, we can see that there is a total of 329 likes on the page during the month of July (measurement period), which have been decreasing by 1%.

The Reach obtained by publication is 530,021 people, which have been increasing by 28%. It is necessary to clarify that this data refers to the people who saw the publications of the page on its walls. This does not specifically mean that the person liked it, that they agree with what is being published, that they have read the article or that they have taken any action.
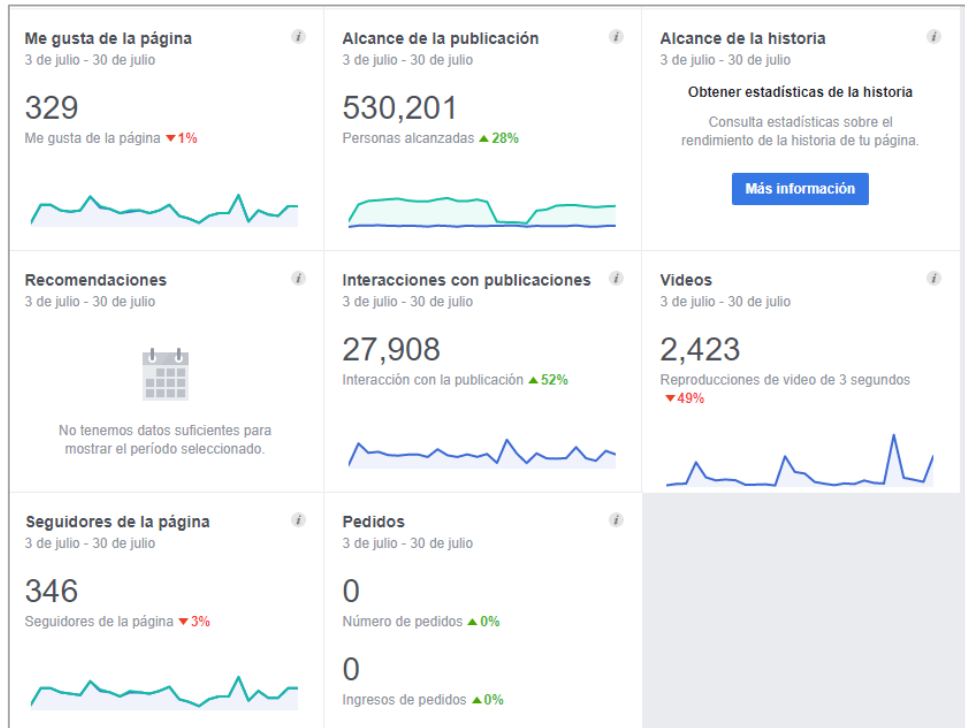
Figure 2. Facebook Unitecnar statistics

We can also observe that 27,908 people have interacted with the publications of the page during the month of July 2019. Here it is necessary to highlight that the interactions correspond to the fact that people have clicked on the publications or liked, that is, they had participation (Engagement) and a significant increase of 52%.

The followers who had the page was 346 during the period analyzed, with a decrease of 3% and the number of video views during the first 3 seconds was 2423, with a decrease of 49%. The total number of followers as of July 31, 2019 was 24,204 as shown in Figure 3.
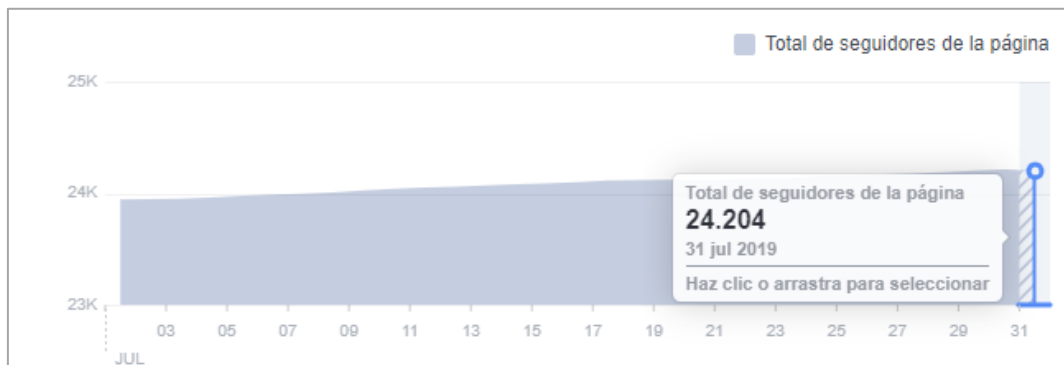
Figure 3. Total followers of the page
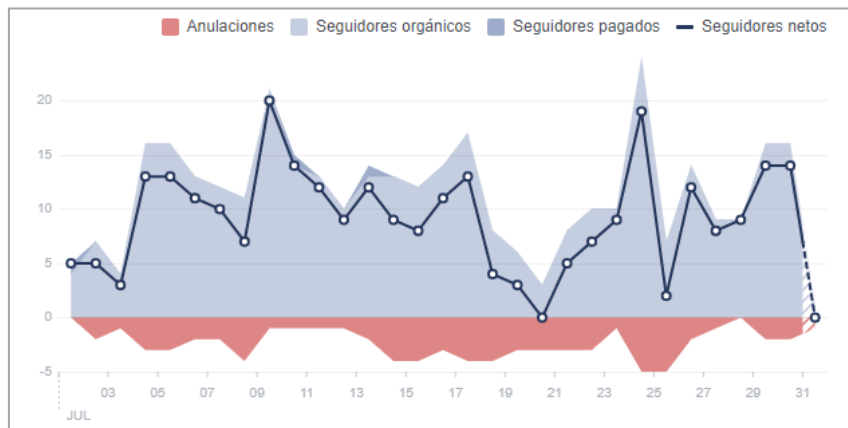
Figure 4. Net followers

The graph of figure 4, shows that the net follow-ups show us the number of new followers minus the number of people who stopped following the page, and for this particular case there are some peaks on July 9 and 25, 2019 with 20 registered followers.

Twitter:

Figure 5. Official Twitter Account Unitecnar

During the analysis made to the official Twitter account, it was observed that it serves to know the frequency of Tweets that are being achieved and if by increasing the frequency you can earn more impressions or get more visits.

In an annual study conducted by Stelzner (2010, 2011), Facebook and Twitter were the top two social media tools used by marketers for the past 2 years. In the hotel industry, about 75% of hotels have used social media for marketing purposes (Hotelmarketing.com, 2011). Facebook and Twitter were also found to be the two most useful social media channels for marketing purposes in the hospitality industry (Friebe & Campbell, 2010; Hotelmarketing. com, 2011) [9].

Figure 6. Twitter Unitecnar statistics

During the investigation of the account in the period of July 2019, it is observed that 17 was the total Tweets, the impressions reached were 6846, the visits to the profile reached 297, there were a total of 26 mentions and 4 new users followers, Figure 6.
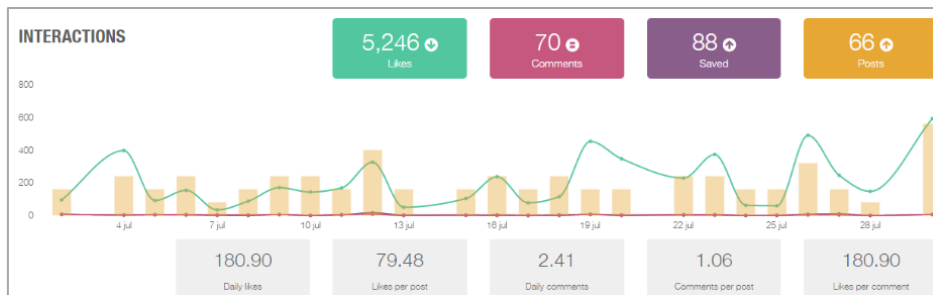

Figure 7. Follower and main multimedia content

The Tweet with main multimedia content was sent with the Hashtag #Gastronomy and had 375 impressions, in addition the main follower was Emprendecultura @emprendecultura, as can be seen in figure 7.
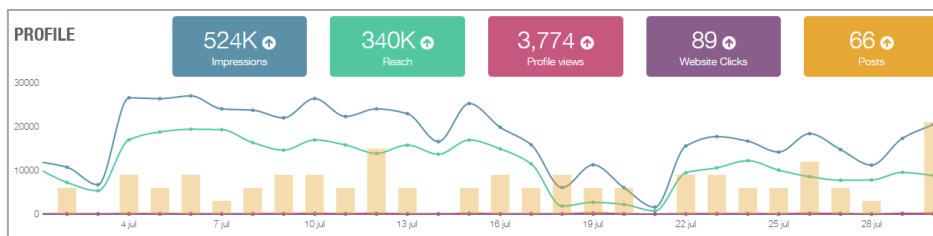
Instagram:

Figure 8. Official Unitecnar Instagram Account

**Figure 9.** Instagram Unitecnar interactions

The interactions or activities of this account are all the times that have been touched on the profile, visits to the profile and website. The number of likes is 5246 during the period analyzed, with a daily average of 180.90. Here what is counted is the number of times it has been seen, even if it is the same person. It can be seen in figure 9.

Regarding the scope, we can also observe that 3400 unique people have seen the post of the account, the visits to the profile amount to 3774, a total to the website of 89, as can be seen in Figure 10.


Figure 10. Instagram Profile Unitecnar

Speaking of segmentation, we analyzed a very valuable information on how are the followers, in which you can see the number of male and female population to structure future posts. In the case of the period under investigation, it is observed that the largest population is female and their ages range between 25 and 34 years of age. As well as the followers by city, where we observe that the highest percentage is in the city of Cartagena de Indias with 51.67%, followed by the city of Barranquilla with 15.90%. All this can be seen in figures 11 and 12 respectively.
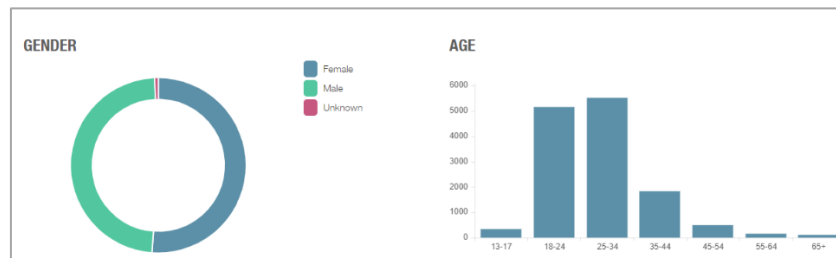
Figure 11. Instagram Unitecnar Gender Statistics
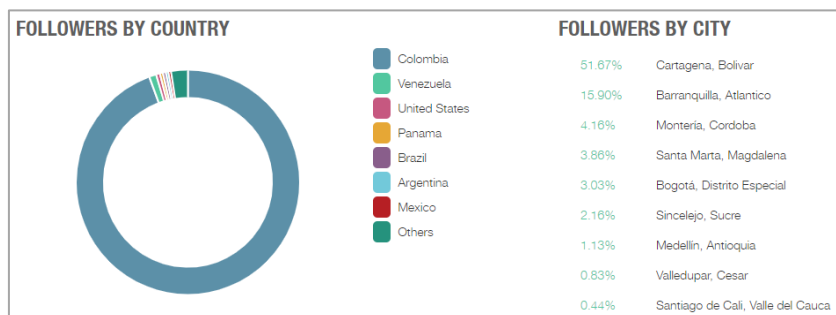
Figure 12. Followers by city Instagram Unitecnar

5. Conclusions

Once the statistics of the Unitecnar social networks have been analyzed and to gain many more followers on the Facebook page they share, comment, interact, the implementation of the 4 "C" Strategy is suggested. The first C has to do with Content, where the success of the marketing campaign depends on how much content is uploaded, how much it solves a problem and how much it becomes interesting for followers. The second C corresponds to the Constancy, where even uploading valuable content you have to be constant and upload the contents based on a schedule (create an interesting content plan) previously stipulated and not with disorder in time. The third C corresponds to Calm, where you have to keep in mind that to grow the page is not achieved in a short time and you have to do a hard job, where growth is done slowly and patiently. The fourth C corresponds to the Community, where it should be taken into account that the page is not created thinking of a business of its own but for the followers, it is something for the community, which is what really suggests the issues that should be tartar

As for the Twitter tool, it is necessary to have better Tweets quality, where the main Tweet is shown as a small guide to know what followers like most and is a tool to improve the percentage of interactions. It is also necessary to make more Tweets of multimedia content, which serve to improve the percentage of interactions and with a good main follower it is important to generate many enriching retweets.

In the case of the Instagram account, it is suggested to develop more multimedia content (videos) and the most important thing is that they are of maximum 1 minute, but taking into account that the attention

should be achieved during the first 5 seconds, in addition not to use only images for the contents. It is also noted that the publications do not have as many Hashtags or some are without them, it is recommended to use many and related to important dates. At least 20 Hashtags are recommended in the comments and not in the description of the photos. Finally, it is recommended to publish very often, that is 2 photos or images and about 10 stories per day, because the Instagram algorithm will qualify better and thus more followers will be gained.

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