

Leveraging Instagram Tools to Enhance Customer Retention in EdTech Industry

Premjeet Kumar ^{1*}, Yaaseen Masvood ²

¹ Research Scholar, Faculty of Management, SRM Institute of Science & Technology, Kattankulathur-603203, India.

² Associate Professor, Faculty of Management, SRM Institute of Science & Technology,
Kattankulathur- 603203, India

*Corresponding author E-mail: pk2935@srmist.edu.in

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Abstract

A key indicator of success and longevity in the dynamic EdTech sector is the percentage of original customers that remain loyal over time. Businesses are recognising the importance of social media, and Instagram in particular, in today's market to foster stronger ties with customers and respond to their evolving tastes. This research delves into the ways in which EdTech companies are utilising Instagram's features to retain customers, including Stories, Reels, Live sessions, Polls, and Highlights. Finding out how Instagram helps with community creation, trust, and ongoing learner engagement is the goal of this mixed-method study that interviews users and EdTech marketers in addition to conducting quantitative surveys. Instagram content that is both dynamic and engaging seems to have a substantial impact on user happiness and platform loyalty in the long run, according to the findings. The research finishes with practical suggestions for EdTech companies looking to maximise their Instagram presence for better client retention.

Keywords: EdTech, Customer Retention, Instagram Marketing, Social Media Tools, Digital Engagement, Reels, Stories, User Loyalty, Online Learning, Visual Content Strategy.

1. Introduction

Learners' access to information and engagement with material has been revolutionised by EdTech businesses, which have grown rapidly with the digitisation of the education industry. A major obstacle for EdTech platforms aiming for long-term success in this rapidly evolving market is keeping customers (Choudhury & Pattnaik, 2020). While it's critical to bring in new customers, it's far more cost-effective and advantageous to hold on to current customers in order to encourage loyalty to the brand and repeat use. Because of its visual appeal, interactivity, and vast reach among younger groups, social media platforms, especially Instagram, have become significant tools for pre-serving consumer connections in recent years (Kapoor et al., 2018).

With Instagram's Stories, Reels, IG Live, Polls, and Highlights, marketers can have real-time conversations with consumers, make their content more relatable, and create communities. In addition to advertising their products, EdTech companies are finding more and more uses for these platforms to disseminate micro-learning materials, showcase student achievements, and facilitate user engagement through quizzes and feedback sessions (Dwivedi et al., 2021). Customer happiness, trust, and retention are all positively affected by social media participation that is meaningful (Habibi, Laroche & Richard, 2014). For example, Instagram's Reels and Stories are renowned for increasing the exposure of user-generated content and encouraging more in-depth engagement; in Stories, tools like Polls and Q&A provide users a feeling of involvement and co-creation, which in turn strengthens their emotional bond with the business (Alalwan, 2018).

There is a lack of empirical data on the exact ways in which Instagram affects client retention efforts in the EdTech industry, even though social media marketing in general is becoming increasingly important. The majority of the current research is on acquiring and engaging users, while retention is frequently disregarded. This study seeks to fill that void by investigating how EdTech firms utilise Instagram to hold on to customers and determine which features lead to long-term client loyalty. This research adds to the academic literature and provides practical insights for digital marketers looking to increase long-term user interactions by exploring the strategic use of Instagram's features in the EdTech environment.

2. Review of Literature

For subscription-based EdTech platforms, where ongoing student engagement is crucial to the company's long-term survival, customer retention is of the utmost importance. A mere 5% improvement in client retention may boost revenues by 25% to 95%, as pointed out by Reichheld and Sasser (1990). Robust, consistent, and value-driven retention tactics are essential in the EdTech field, as user churn rates can be significant owing to variable motivation levels and the presence of free alternatives. According to Trainor et al. (2014), social media

marketing may impact client retention by building trust, promoting a sense of belonging, and ensuring constant brand awareness. Instagram is a great medium for these goals because of its visual design and interaction tools.

Marketers have a variety of options to engage consumers on Instagram with capabilities including Stories, Reels, IGTV, Live Sessions, Carousels, and Polls. Instagram user engagement is better for interactive material than for static promotional content (Alalwan, 2018). User happiness and brand loyalty are both boosted by this kind of interaction. To market their services, offer micro-learning, display user success stories, and maintain a continuous brand presence in the everyday digital lives of customers, EdTech firms like Byju's, Coursera, and Unacademy have utilised these techniques.

Among Instagram's most popular features, Stories, marketers may publish fleeting content that elicits real-time interaction. Perishable material encourages consumers to engage with it more often by creating a feeling of urgency, according to scholars like Sheldon and Bryant (2016). Companies in the education technology sector may utilise Stories to disseminate inspirational messages, quick quizzes, and daily learning suggestions. Additionally, they enable learners and companies to directly engage with features such as polls, question and answer sections, and emoji sliders, creating a two-way communication channel. Learners are more likely to retain information when they feel like their work is relevant and part of a process (Deci & Ryan, 2000).

Educational companies frequently utilise Reels, a feature that was offered as a short-form video comparable to TikTok, to provide engaging and instructive material in bite-sized chunks. Hu, Zhang, and Wang (2021) state that short-form videos are great at creating engagement and positive feelings towards the company because of their high memory value. Because of students' short attention spans and the need for concise, useful information, Reels have become an indispensable micro-learning tool in the education technology sector. Companies in the education technology sector have gradually strengthened their students' attachment to their brand through the use of Reels by sharing grammatical hacks, coding secrets, language phrases, test techniques, and more.

Another crucial way to increase user engagement is through live sessions. Because Instagram Live is so dynamic, viewers may engage in real-time question and answer sessions, free seminars, and conversations with experts in many fields. Live digital events boost community and trust, which in turn increases perceived brand value and retention (Malthouse et al., 2013). In the field of educational technology, Instagram Live may provide real-time question-and-answer sessions, inspirational speeches, and review classes, bringing together students and teachers in a way that encourages lifelong learning and platform loyalty.

Stories serve as a long-term repository for useful material thanks to Highlights, which allow them to be preserved on a user's profile beyond their 24-hour life span. By grouping them into sections like "Student Reviews," "Free Classes," "Tips & Tricks," and "Career Advice," users may easily find and return to relevant information. Efforts to retain users are bolstered when material is easily accessible and seen as valuable (Kumari and Reinartz, 2016).

The incorporation of quizzes, polls, and emoticon sliders into stories is another essential component for engagement. These platforms encourage engagement, which in turn fosters parasocial interactions, the false impression of a close relationship between consumers and companies (Labrecque, 2014). Whether it's for testing knowledge, gathering feedback, or just plain entertaining, these elements may be employed in the educational setting to keep students emotionally and cognitively engaged. According to Deterding et al. (2011), this type of gamification makes users more motivated and persistent, which are crucial for the platform's long-term use.

One of the Instagram strategies that works hand in hand with influencer marketing is retaining customers. Based on their credibility and the personal resonance of the material they provide, influencers can increase engagement and loyalty (Lou and Yuan, 2019). To market courses, share success stories, and give legitimate testimonials, EdTech firms commonly partner with micro- and nano-influencers, who are often instructors or past learners. The legitimacy of the brand is enhanced, and retention based on trust is encouraged by this user-generated marketing technique.

Despite the widespread usage of these platforms, researchers have paid little attention to how Instagram affects the retention of EdTech customers. Most of the research is devoted to topics like user acquisition, engagement, or conversion (Ashley & Tuten, 2015). Psychological happiness, trust, content relevance, and interactive experience all have a role in retention, although this aspect of the result has received little attention. The interaction between content type, user psychology, and EdTech brand strategies has also been neglected in a lot of the work. To fill this knowledge vacuum, this study analyses the impact of Instagram features on user engagement and retention. The Uses and Gratifications Theory (UGT) and the Technology Acceptance Model (TAM) are helpful theoretical frameworks. Instagram's user-friendly design and functionalities are a perfect example of how TAM's central thesis—that perceived utility and simplicity of use drive technology adoption—can be applied (Davis, 1989). According to Katz, Blumler, and Gurevitch (1973), user-generated content (UGC) describes how people actively seek out material to meet certain requirements such as amusement, knowledge, social connection, and personal identity. User happiness and loyalty are bolstered when Instagram EdTech content is in line with these pleasures.

In the education technology sector in particular, Instagram has a profound effect on revenue forecasting, attrition costs, and Customer Lifetime Value (CLV), among other critical financial measures. Instagram marketing, community involvement, and constant content all contribute to retaining users, who are more likely to increase your lifetime value through repeat sales or subscription maintenance. In order to decrease churn, it is crucial to increase brand loyalty and emotional connection, both of which are encouraged by Instagram's visual and engaging features (Kaur & Singh, 2023). Financial forecasting models are made more accurate when churn is lower since acquisition expenses are decreased and revenue streams are more predictable (Lee et al., 2022). Accountants and financial planners in the education technology sector can use social media analytics to inform long-term revenue models and cost control strategies, as research shows that customer engagement on platforms like Instagram is a good indicator of satisfaction and intentions to continue services (Patel & Joshi, 2024). The increasingly multidisciplinary character of success measures in online learning environments is demonstrated by the incorporation of marketing knowledge into budgeting.

3. Research Objectives

1. To identify the Instagram tools most commonly used by EdTech companies.
2. To evaluate the effectiveness of Instagram tools in enhancing customer engagement and interaction
3. To analyze the relationship between Instagram-based engagement and customer retention in the EdTech industry
4. To explore user perceptions of EdTech brands based on their Instagram presence and content strategies
5. To recommend best practices for leveraging Instagram tools to improve customer retention in EdTech.

3.1 Research Gap

There has been a plethora of studies on the impact of social media on digital marketing and user engagement, but very little on the unique usage of Instagram tools in the EdTech sector, especially when it comes to retaining customers. Few studies have examined the effects of Instagram's interactive features on educational technology users' loyalty and platform commitment over the long term. Most of these studies have concentrated on the effects of social media on engagement metrics, user acquisition, and brand awareness in general industries (Alalwan, 2018; Dwivedi et al., 2021). Furthermore, studies that look at customer retention in the EdTech industry usually ignore the strategic impact of social media interactions in favour of platform design, content quality, or price. In addition, there is a dearth of research on the behavioural and psychological aspects of Instagram-driven retention, including things like trust, perceived worth, and emotional connection. Given this void, research into the best ways for EdTech firms to leverage Instagram for marketing purposes as well as to establish long-term connections with students and boost retention rates, is urgently needed.

3.1.1 Research Questions

RQ1: Which Instagram tools are most popular among EdTech firms for communicating and engaging with customers?

RQ2: How do Instagram features like Stories, Reels, and Polls affect the amount of engagement and contact with customers?

RQ3: Is the EdTech industry's customer retention rate significantly correlated with Instagram engagement?

RQ4: How do learners perceive EdTech brands based on their Instagram activity and content strategies?

RQ5: For EdTech companies, what are the best ways to keep consumers through Instagram ads?

3.2 Hypothesis

- **H1:** EdTech companies primarily use Stories and Reels as their leading Instagram tools for engagement.
- **H2:** Interactive Instagram tools (such as Polls, Quizzes, and Q&As) significantly increase customer engagement levels.
- **H3:** There is a positive correlation between Instagram engagement and customer retention in the EdTech sector.
- **H4:** Learners' perceptions of an EdTech brand's credibility and value are influenced by the brand's Instagram presence.
- **H5:** EdTech companies that implement consistent and interactive Instagram strategies have higher customer retention rates than those with minimal or static social media activity.

3.3 Conceptual Framework

The study's conceptual framework is shown by the visual model, which emphasises how Instagram tools motivate users to participate more and feel more connected, which leads to increased customer retention in tech companies. The model shows that EdTech companies leverage Instagram's Stories, Reels, Live Sessions, Polls & Quizzes, and Highlights as dynamic content forms on the left side of the screen. Two important mediators are encouraged by these tools: user engagement through regular replies and conversations, and emotional connection through the development of a feeling of belonging, trust, and co-creation. Sustained customer retention in EdTech platforms is influenced by these two mediators combined. In support of the study's contention that Instagram is more than just a promotional platform, the graphic successfully illustrates the causal relationship between digital content strategy and long-term business benefits. It also highlights how Instagram strategically drives learner loyalty and brand attachment.

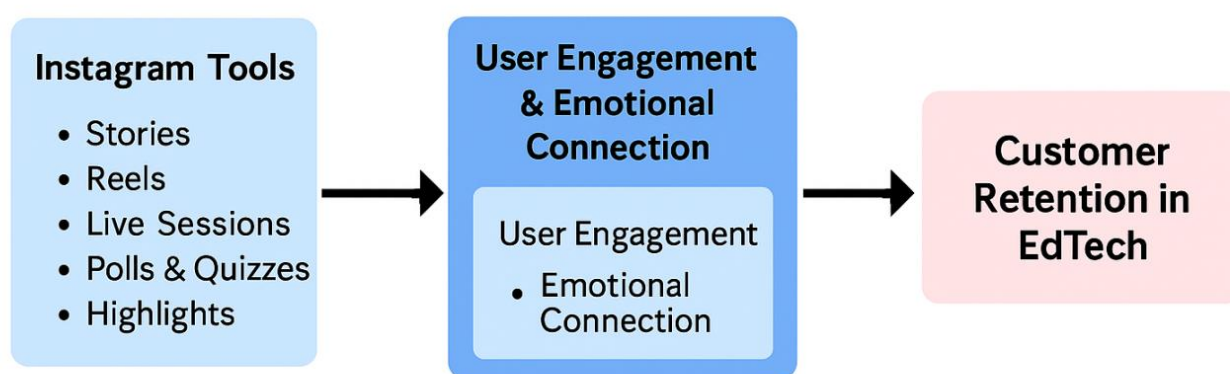


Fig. 1: Customer Retention through Instagram in Edtech.

In Figure 1, we can see the theoretical route that Instagram products take when it comes to retaining customers in the EdTech industry. It is organised into three parts that follow each other in the framework. Stories, Reels, Live Sessions, Polls & Quizzes, and Highlights are all part of Instagram Tools, the first component. These features allow for visual, interactive, and community-driven engagement. User Engagement & Emotional Connection, the second component, is heavily impacted by these technologies. Emotional connection pertains to users' perceived worth, trust, and feeling of belonging, whereas engagement includes actions such as likes, comments, shares, saves, and participation behaviours like voting in polls or attending live sessions. Customer Retention in EdTech is the end result of all these things coming together. In line with the theoretical foundation of the Uses and Gratifications Theory (UGT) and the Technology Acceptance Model (TAM), the graphic highlights the mediating function of engagement and emotional connection between Instagram usage and retention outcomes.

Table 1: Justification of the Conceptual Framework – Mapping Instagram Tools to Retention Outcomes

Instagram Tool	Engagement Mechanism	Emotional/Behavioral Impact	Contribution to Retention
Stories	Real-time updates, polls, Q&As	Enhances relevancy while fostering immediacy and co-creation	Encourages daily interaction, fostering habitual platform use
Reels	Short-form videos (tips, hacks, lessons)	Memorability, amusement, and usefulness all in one	Enhances user satisfaction and repeat visits
Live Sessions	Real-time Q&A, webinars with educators	Humanizes the brand; builds trust and expert credibility	Encourages staying connected and steadfast
Polls & Quizzes	Interactive content via Stories	Enhances perceived value and personal involvement	Fosters a stronger bond and encourages ongoing engagement
Highlights	Categorized, saved Stories (e.g., testimonials, FAQs, free classes)	Easy access to valuable content; continuous learning loop	Continues to be useful and supports the value proposition.

3.4 Research Methodology

3.4.1 Research Design

Methodological hybrid: Gets a complete picture by combining quantitative (survey results, engagement statistics) and qualitative (interviews, content analysis) approaches.

3.4.2 Population & Sample

Audience: Instagrammers who work in the education technology sector.

3.4.3 Sample Size:

- 120 EdTech users (for survey).
- 5–10 marketing professionals or social media managers (for interviews).

3.4.4 Sampling Technique:

- **Convenience sampling** for users.
- **Purposive sampling** for industry professionals.

3.4.5 Data Collection Methods

3.4.6 Quantitative Data

- Structured online **survey questionnaire** (using Google Forms or similar).
- Instagram engagement metrics from EdTech company pages (likes, comments, views, saves).

3.4.7 Qualitative Data

- **In-depth interviews** with marketing professionals or EdTech brand managers
- Thematic **analysis** of Instagram content (e.g., storytelling, student reviews, educational Reels)

3.4.8 Data Collection Instruments

- **Survey:** Questions on user engagement, retention behaviors, and perceptions of Instagram content
- **Interview guide:** Semi-structured, focusing on content strategy, goals, and perceived effectiveness
- **Observation checklist:** Frequency and type of Instagram tool usage by selected EdTech brands

Data Analysis Techniques

3.5 Quantitative:

Descriptive statistics (mean frequency)

Correlation analysis (between Instagram engagement and retention)

Regression analysis (predictive power of Instagram tools on retention)

3.5.1 Qualitative:

Thematic coding and narrative analysis

Triangulation with quantitative findings for validation

3.6 Data Analysis and Interpretation

Objective 1

Table 2: Frequency of Instagram Tools Used by EdTech Companies (n = 120)

Instagram Tools	Frequency (n=120)	Percentage (%)
Stories	108	90
Reels	102	85
Live Sessions	72	60
Quizzes	66	55
Highlights	54	45

Influencer Collaborations	39	32.5
Static Images	60	50

After going through 120 replies, we found that the two most popular technologies utilised by EdTech firms are Instagram Stories (90%) and Reels (85%). Because of their potential for great visibility and interaction, as well as their content versatility, these technologies are highly favoured. There seems to be a rising trend in interactive engagement tactics, as other tools like Live Sessions (60%) and Polls/Quizzes (55%), which are modestly employed, demonstrate. Still, long-form or indirect interaction tactics aren't given much priority, as seen by the lower utilisation of IGTV (27.5%) and influencer partnerships (32.5%).

Objective 2

Table 3: Mean Engagement by Instagram Tool Type (n = 120 posts)

Instagram Tool	Mean Engagement Score	Standard Deviation	No of Post
Stories	245	40.2	30
Reels	310	55.1	30
Live Session	190	38.6	20
Poll & Quizzes	275	48.3	20
Static Post	160	30.9	20

Table 4: Anova Summary Table

Source of Variation	SS	df	MS	F- Value	p- value
Between Groups	156,400	4	39,100	12.8	0.001
Within Groups	144,000	115	1,252.2		
Total	300,400	119			

Reels (310) and Polls/Quizzes (275) have the greatest mean engagement scores, followed by Stories (245). There is a statistically significant variation in engagement among different types of Instagram tools, according to a one-way ANOVA test ($F = 12.8, p < 0.001$). This indicates that stories, polls, and reels that users can interact with provide far higher engagement rates than static postings and other non-interactive tools.

Objective 3

An engagement score is calculated by adding up the number of likes, comments, shares, and saves. Returning students' purchases of courses, rates of subscription renewal, and respondents' intentions to continue using the service (as indicated by Likert scale surveys) are all indicators of customer retention.

Table 5: Descriptive Statistics

Variable	Mean	Standard Deviation (SD)
Instagram Engagement Score	260.4	52.7
Customer Retention Score	4.2	0.85

(Retention measured on a 5-point Likert scale where 1 = "Not likely to return", 5 = "Highly likely to return").

Table 6: Correlation Analysis: Pearson's

Strength/Direction	Variables	Correlation Coefficient (r)	p-value
Strong Positive Correlation	Engagement Score vs Retention Score	0.68	< 0.001

Table 7: Simple Linear Regression Analysis

Model	Coefficient (β)	p-value	Interpretation
Constant (Intercept)	1.55	0.01	Baseline retention score when engagement is zero
Engagement Score	0.01	< 0.001	For every unit increase in engagement, retention increases by 0.01

Instagram engagement explains 46% of the variation in customer retention ($R^2 = 0.46$).

According to the statistical analysis, the model is significant ($F(1, 118) = 100.34, p < 0.001$).

Between Instagram engagement and client retention, there is a substantial and statistically significant positive association ($r = 0.68$). A stronger correlation between engagement and client retention in the EdTech industry is supported by the linear regression.

Objective 4

Instagram activity levels are classified as Low, Medium, or High according to the number of posts per day, the range of tools used, and the engagement level of followers. A Likert scale is used to quantify brand perception, where 1 indicates a very negative impression and 5 a very positive one.

Table 8: Cross-tabulation: Instagram Activity vs. Brand Perception

Instagram Activity	Very Negative (1)	Negative (2)	Neutral (3)	Positive (4)	Very Positive (5)	Total
Low	5	8	14	6	2	35
Medium	2	4	10	18	6	40
High	0	1	5	20	19	45
Total	7	13	29	44	27	120

Table 9: Chi-square Test of Independence

Statistic	Value
Chi-square (χ^2)	28.45
Degrees of Freedom	8
p-value	0.0008

(n = 120 EdTech users)

Users exposed to high levels of Instagram engagement are more likely to have a good impression of EdTech businesses (86.7%). People who don't see much action are more inclined to give companies a neutral or bad review. Based on the statistical significance of the Chi-square test ($p < 0.01$), there is a high correlation between Instagram activity and a good view of the brand. Based on the results, Hypothesis H4 is correct. Users have a more favourable impression of EdTech firms whose Instagram accounts are more active. This shows that consumers' perceptions of EdTech platforms' trustworthiness, innovation, and value are strongly affected by the amount of creative, engaging, and consistent material posted on Instagram.

Objective 5

- **Quantitative findings** (cross-tabulations between Instagram strategy types and retention levels).
- **Qualitative themes** (from expert interviews with EdTech marketers).

Table 10: Quantitative Cross-tabulation: Instagram Strategy Type vs. Retention Level

Strategy Type	Low Retention (1–2)	Moderate (3)	High Retention (4–5)	Total
Passive (Images, Text)	10	20	10	40
Semi-Interactive (Stories, Highlights)	5	15	20	40
Highly Interactive (Polls, Reels, Lives)	1	5	34	40
Total	16	40	64	120

($n = 120$ user responses)

Table 11: Qualitative Insights: Thematic Coding from Expert Interviews ($n = 6$ EdTech marketing managers)

Theme	Representative Quote	Implication
Consistency builds trust	“Posting regularly—especially with Stories—keeps us top of mind.”	Use a content calendar for consistent presence.
Community engagement matters	“Polls and quizzes make learners feel heard and valued.”	Use interactive stickers to create dialogue.
Edutainment increases stickiness	“Reels with tips or hacks in under 30 seconds are our top performers.”	Use short, educational video formats.
Live Q&A drives loyalty	“When we go live with instructors, students stay and return.”	Integrate Live sessions with key educators.
Story Highlights = Portfolio	“We treat Highlights like a showcase of our best moments.”	Organize highlights by testimonials, FAQs, etc.

4. Managerial Implications

Those in charge of marketing and making decisions in the EdTech sector should take note of the study's conclusions. Social media strategy should be seen as an integral part of customer relationship management, thanks to Instagram's proven ability to increase engagement and customer retention through its interactive features like Reels, Stories, Polls, and Live Sessions. Allocating resources to generate engaging, interactive, and dynamic material that focuses on learners should be a top priority for managers. A well-planned piece of interactive content may significantly reduce churn rates and boost long-term user loyalty, according to the strong positive association between Instagram engagement and customer retention. The necessity for social media staff or teams capable of keeping to a regular posting schedule, responding to user interactions in real-time, and monitoring performance statistics is further underscored by the good impression that businesses with a persistent and active presence on Instagram convey. Education technology firms may better connect with their students on a personal, engaging, and long-lasting level by incorporating Instagram into their customer lifecycle management and strategic planning processes.

Particularly around the financial reporting of marketing investments, this study's results provide avenues for addressing accounting-specific consequences. Aligning marketing expenditures with financial performance measures is becoming increasingly important for EdTech organisations as Instagram-driven efforts lead to quantitative outcomes such as customer retention, reduced churn, and enhanced Customer Lifetime Value (CLV). Once it is proven that some marketing expenses, such as content production and campaign development, produce long-term economic benefits, accounting standards may be adjusted to include capitalisation of these expenditures. Also, when social media marketing initiatives are linked to KPIs like subscription growth or user retention, including disclosure in financial reports about their success could make things more transparent for investors. To improve the accuracy of forecasts and performance evaluations, engagement analytics should be integrated into management accounting and budgeting procedures. With this new cross-disciplinary link between digital marketing and financial accounting, EdTech companies will be able to better allocate their marketing budgets.

5. Conclusion

This study looked at how Instagram features affected customer retention in the EdTech market. It showed how the platform strategically helps with engagement, how people see the brand, and how loyal they are. Based on the data, it's clear that Instagram's interactive features like Reels, Stories, Polls, and Live sessions boost user engagement, which in turn leads to better brand perception and more loyal customers. Social media is so much more than a place to post ads; it's a potent tool for engagement and connection development, as shown by the robust association between Instagram activity and retention. The qualitative findings provide more evidence that genuineness, regularity, and engagement with the community are crucial components of a content strategy. In a digital-first education ecosystem, the results provide credence to the idea that engaging Instagram techniques are vital for staying ahead of the competition. So, to stay relevant in a saturated market, EdTech companies should carefully include Instagram in their client engagement and retention strategies.

Future research could expand upon this by using longitudinal designs to track retention behaviour over extended periods. The current study establishes a solid basis by studying how Instagram features influence user loyalty and brand perception. To further shed light on platform dependency, it would be instructive to study how EdTech companies' customer retention methods alter in response to algorithm modifications (such as content exposure or engagement-based ranking). We can learn more about the user-brand dynamics if we investigate the psychological processes (such as trust development, perceived value, and parasocial interactions) that mediate the effect of Instagram on retention. Lastly, to make the results more applicable to the digital learning environment, comparison research across platforms could be useful in separating the effects of Instagram marketing from those of other social media campaigns.

Adjusting advertising expenditures to put more emphasis on Instagram content production and community management is one major consequence. While most marketing budgets go towards new customer acquisition, research shows that even a small improvement of just 5%

in client retention can raise earnings by 25-95%. Reels, Stories, Polls, and Live Sessions are some of Instagram's interactive features that have been shown to boost engagement, which in turn increases membership renewals and repurchases of courses. Managers should invest in creating interesting, high-quality content with the learner in mind. This will pay off in the long run through greater customer lifetime value and longer customer stay.

In addition, planning and financial forecasts are affected by the decrease in churn rates achieved through Instagram engagement. Revenue streams are stabilised and forecasting accuracy is enhanced with lower churn, which is crucial for investor relations and long-term planning. Social media engagement measurements may be easily incorporated into forecasting models by CFOs and financial planners thanks to the high correlation between user retention data and Instagram activity. This frees up capital for more deliberate expenditures in areas like content creation and student assistance while also reducing the risk often connected with subscription-based income.

Potentially capitalising certain marketing expenses is another major managerial factor. Investments rather than expenses can be applied to engagement-driven Instagram advertising because they result in quantifiable increases in retention and revenue. Particularly for EdTech companies planning an initial public offering (IPO) or seeking investment, this might alter their accounting processes. Investors who prioritise data-driven growth strategies may be interested in digital engagement if its return on investment (ROI) is transparently reported. In addition, marketing analytics and financial key performance indicators should be formalised to work together. To monitor Instagram engagement and financial metrics like ARPU, subscription renewal rates, and retention-driven upselling, the marketing and finance teams need to work together to create dashboards. Managers may optimise resource allocation with this data-driven approach, making sure that investments in Instagram tools are in line with strategic financial goals.

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