Analysis of Viral Campaign Strategies on the TikTok Platform In Increasing Engagement, Branding, and Intention to Study

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Abstract

The rapid digital transformation has significantly reshaped marketing strategies in higher education, demanding institutions to adopt in-nova-tive approaches that align with the media habits of Generation Z. This study aims to analyze the effectiveness of viral marketing strategies on TikTok in increasing digital brand engagement, strengthening institutional brand image, and enhancing students' intention to enroll at the Institute of Informatics and Business (IIB) Darmajaya. Theory in the Stimulus–Organism–Response (SOR) framework faces the conceptu-alization of TikTok's viral marketing through hedonic, functional, aesthetic, social interaction, and self-identity values that influence cogni-tive–affective responses (digital engagement and brand image), leading to behavioural intention (intention to enroll). Using a quantitative approach with Partial Least Squares Structural Equation Modeling (PLS-SEM) on 166 respondents aged 15–20 years, the results reveal that all five psychological dimensions significantly contribute to viral marketing effectiveness. Viral marketing exerts a strong and positive impact on digital brand engagement (T-stat = 23.542; f^2 = 1.398), while digital engagement mediates the relationship between viral marketing and brand image (T-stat = 16.594). Furthermore, brand image demonstrates a significant influence on the intention to enroll (T-stat = 16.594; f^2 = 0.827). The model explains 58% of the variance in brand image, 58% in digital brand engagement, and 44.9% in the intention to enroll, confirming a medium-to-strong predictive power. Theoretically, this study extends the SOR frameworks into the realm of higher education marketing, emphasizing the emotional and social contagion mechanisms that drive digital engagement and institutional branding. Practically, the findings suggest that universities must design emotionally resonant, socially interactive, and identity-based TikTok campaigns to transform virality into meaningful engagement and real enrollment intention.

Keywords: *Viral Marketing; TikTok; Attractive Content; Engagement; Brand Image; Higher Education Marketing.*

1. Introduction

Digital transformation has fundamentally shifted college marketing methods. Increasing competition in the higher education sector means marketing strategies must be innovative in order to attract prospective new students. The shift in the behavior of young generations, espe-cially the Z Generation, shows that they are more interested in visual, dynamic, and interactive communication formats than conventional messages such as brochures or school visits. Thus, efforts to utilize digital platforms that are widely used by the younger generation, especially those with dynamic and interactive characters in conveying their messages, need to be studied more deeply.

TikTok has proven to be effective in increasing engagement, branding, and buying interest, as well as creating opportunities for educational institutions to approach prospective students in a more attractive and relevant way (F. Annisa, M. R. Fadli, N. Suherman, n.d., Azizah et al., 2021).

TikTok also occupies a strategic position as a short video-based social media with the highest participation rate among the Z Generation (F. Annisa, M. R. Fadli, N. Suherman, n.d.). This platform is not only a means of entertainment but also an effective medium in building digital engagement, strengthening brand image, and influencing the intention to enroll in higher education institutions (Wang et al., 2024; Dinh & Lee, 2024).

In the context of education marketing, this paradigm shift requires institutions to develop promotional strategies that are able to penetrate the saturation of authentic digital content (Pandowo, 2024). The viral marketing phenomenon then becomes the main key in creating differentiation and expanding the reach of institutional messages (Perez-Vega et al., 2016).

Colleges that are successful in digital marketing strategies will be better able to capture the attention of the Z Generation, who are connected to technology and social media. In this context, TikTok serves not only as a medium for advertising but also as a medium for creating engaging content with the right format (Wibowo et al., 2023).

Through these platforms, marketing content can be designed to create an emotional connection with prospective future students, educate them about higher education options, and strengthen the image of the educational institution (Gibreel et al., 2025). In addition, increased brand awareness through TikTok is also positively correlated with the buying interest and enrollment decisions of prospective students, which further strengthens the argument that an effective digital marketing strategy is an urgent need for universities (Amin et al., 2021; Dinh & Lee, 2024; Zhang et al., 2023).

Although there are a number of studies that support the effectiveness of TikTok in educational marketing, there are still some ambiguities in the findings regarding its impact on college enrollment interest. Several studies show that while TikTok can increase attention and brand awareness, its direct effect on prospective college students' enrollment decisions depends on the quality of the content and its relevance to their educational aspirations (Widhyastuti et al., 2022).

For instance, the demographic characteristics and educational background of prospective students can influence how they respond to content on TikTok, raising questions about how the results of previous research connect and the need for a more tailored marketing approach (Gibreel et al., 2025; Fitri et al., 2024; M. Meitiana, V. Kristinae, R. Sambung, 2024; C.-H. A. Wang et al., 2024).

For universities such as the Institute of Informatics and Business (IIB) Darmajaya, the success of a viral campaign strategy on TikTok is not only measured by the number of views, but also by how far the content forms a positive perception (brand image) and the psychological attachment of prospective students to the institution.

From an economic and accounting perspective, viral campaign strategies on TikTok also have significant implications for marketing cost efficiency, marketing return on investment (ROI), and decision-making regarding the allocation of promotional budgets for higher education institutions. Compared to conventional promotional media such as print advertisements, education fairs, or physical promotional visits to schools, TikTok-based digital campaigns help universities reach a wider audience at a relatively low marginal cost, thereby potentially increasing the cost per lead and cost per enrollment ratios (Napontun & Pimchainoi, 2021). Within the framework of education economics, this reflects a shift in the marketing model from a high fixed-cost approach to a strategy based on digital efficiency and platform economies of scale (Ilyash et al., 2021).

From a managerial accounting perspective, these findings are relevant to support data-driven decision-making in marketing budget planning, digital campaign performance evaluation, and measuring the added value of promotional investments in terms of increasing enrollment and institutional brand value. Thus, viral marketing on TikTok not only functions as a communication and branding tool but also as a strategic tool in optimizing resources, expenditure efficiency, and creating long-term economic value for universities.

1.1. Problem statements

The formulation of the problem in this study is prepared by several key questions. Firstly, what is the viral campaign strategy implemented by IIB Darmajaya on TikTok to increase engagement with prospective students?

Secondly, to what extent does the content on the TikTok platform contribute to strengthening the branding of the educational institution? Then, is there a significant relationship between viral campaign strategies on TikTok and interest in studying at IIB Darmajaya?

Previous research has shown that digital campaigns that contain elements of entertainment, social value, and visual aesthetics have a high potential to build engagement (Roderick J. Brodie, Ana Ilic, Biljana Juric, 2013). However, specific research examining the relationship between Viral Marketing on TikTok and the formation of Digital Brand Engagement, Brand Image, and Intention to enroll was still relatively limited, especially in the context of universities in Indonesia. In fact, social media now plays an important role as the first touchpoint in the decision journey of prospective students.

When addressing this issue, several theoretical contradictions must be taken into account. Firstly, although some research shows that social media such as TikTok can increase engagement, there is debate about how this engagement directly impacts college enrollment interest.

On the one hand, TikTok offers a dynamic and interactive platform, but on the other hand, the quality of the content and its relevance to the information needs of prospective students are important factors that can affect the effectiveness of a campaign (Nursyamsi, 2022; Kusumah & Yusuf, 2020; Koch & Benlian, 2015).

The second, in the branding aspect, there are different views on how much a viral campaign can build the long-term image of an institution. Some studies support the idea that viral campaigns can create brand awareness that is temporary, while others argue that strengthening brand image should involve consistency in communication and user experience (Kusumah & Yusuf, 2020; Koch & Benlian, 2015; Perez-Vega et al., 2016).

In summary, differences in findings from previous studies indicate that the virality of content on social media such as TikTok tends to be effective in generating short-term attention and engagement', but does not necessarily automatically contribute to the formation of a sustainable institutional brand image. There are studies confirming that temporary viral effects can increase exposure and initial awareness, but without consistency in messaging, content quality, and alignment with the institution's academic values, the impact on long-term brand image is limited (Sangiorgio et al., 2025).

Conversely, other research emphasizes that when viral campaigns are integrated into a coherent, experience-oriented brand communication strategy, social media can actually serve as a sustainable enhancer of institutional image (Harizi & Trebicka, 2023). These differing perspectives indicate that the effectiveness of viral marketing is not universal, but rather highly dependent on the institutional context, audience characteristics, and the balance between viral appeal and the substance of the educational brand.

This gap is empirically analyzed to examine how the psychological elements in Viral Marketing on TikTok, such as hedonic value, functional value, aesthetic value, social interaction, and self-identity, affect digital brand engagement, brand image, and intention to enroll.

Furthermore, in the context of intention to enroll, although studies have shown a positive influence between promotion through social media and enrollment interest, there is still debate about other factors that may be more influential. Such as the quality of education offered and the institution's reputation among prospective students (Rofiki et al., 2021; Cahya et al., 2022).

There is concern that, if too focused on the realization of viral campaigns that become trends, institutions may overlook academic and non-academic parameters that are important in maintaining reputation and appeal as an educational option (Goldenberg & Willer, 2023). Therefore, more research is needed to explore these complex interactions and provide deeper insights into the effectiveness of digital marketing strategies through TikTok in the context of higher education.

The problem statements of this research are:
1) How do Hedonic Value, Functional Value, Aesthetic Value, Social Interaction, and Self-Identity in TikTok's content affect the effectiveness of IIB Darmajaya's Viral Marketing?
2) How does Viral Marketing affect the Digital Brand Engagement level of TikTok audiences?
3) How does Viral Marketing affect the Brand Image of IIB Darmajaya institution?
4) How does Digital Brand Engagement affect the Brand Image of IIB Darmajaya?
5) How does Brand Image affect the Intention to Enroll to study at IIB Darmajaya by future students?

2. Method

This study applied a quantitative method using Structural Equation Modeling–Partial Least Squares (SEM-PLS) within the Stimulus–Organism–Response (SOR) framework to examine how TikTok viral marketing stimuli influence digital brand engagement, brand image, and intention to enroll. Data were obtained by questionnaires from 166 grade XII high school students in Lampung Province, Indonesia. Samples were selected through purposive sampling based on their activity on TikTok and prior exposure to IIB Darmajaya's content. The sample size exceeded the minimum requirement recommended by Hair et al. (2017) to ensure model stability and representativeness, with respondents drawn from five high schools to provide adequate variability for SEM-PLS analysis.

3. Result and Discussion

3.1. Data descriptions

Based on the questionnaires, data were obtained that described the characteristics of respondents based on gender, age, and domicile. The results of data collection from the respondents are presented in the following visualization:

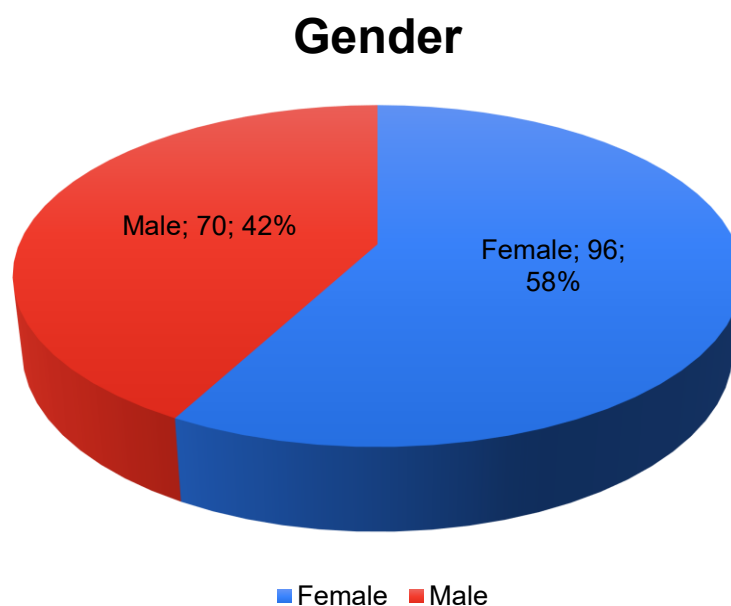### 3.2. Characteristics of respondents by gender

Fig. 2: Respondents' Gender.

Source: Data processed September 2025.

From the above figure, it is known that the number of male respondents in this study was 80 persons or 42%, while females were 96 persons or 58%, with a total of 166 respondents. In this study, the largest number of respondents were females.

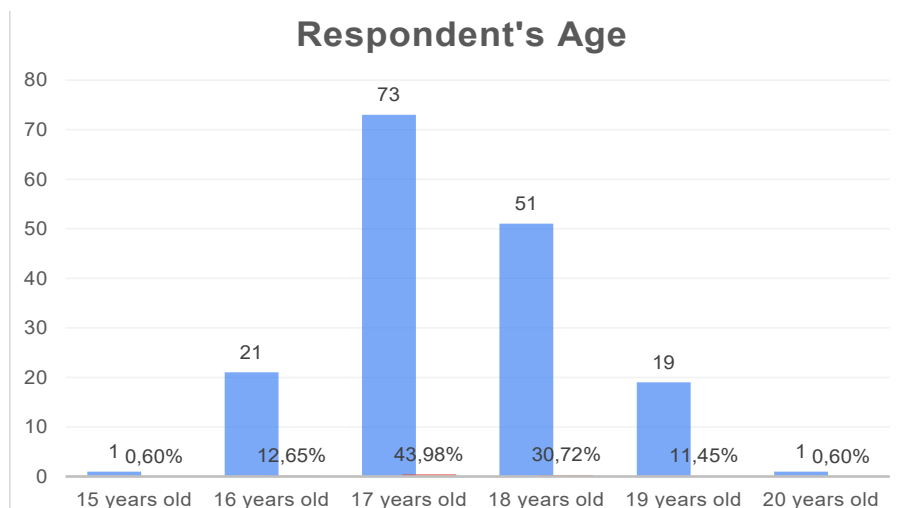### 3.3. Characteristics of respondents by age

Fig. 3: Respondents' Age.

Source: Data processed 2025.

Based on the diagram, the research respondents were dominated by the 17 and 18-year-old age groups, which overall reflected the majority of prospective students. The 17 age group was the largest with 73 respondents, followed by the 18 age group with 51 respondents, out of a total of 166 respondents. This finding indicates that the research sample is relevant to the main target of college marketing, namely, prospective students at the end of their secondary education.

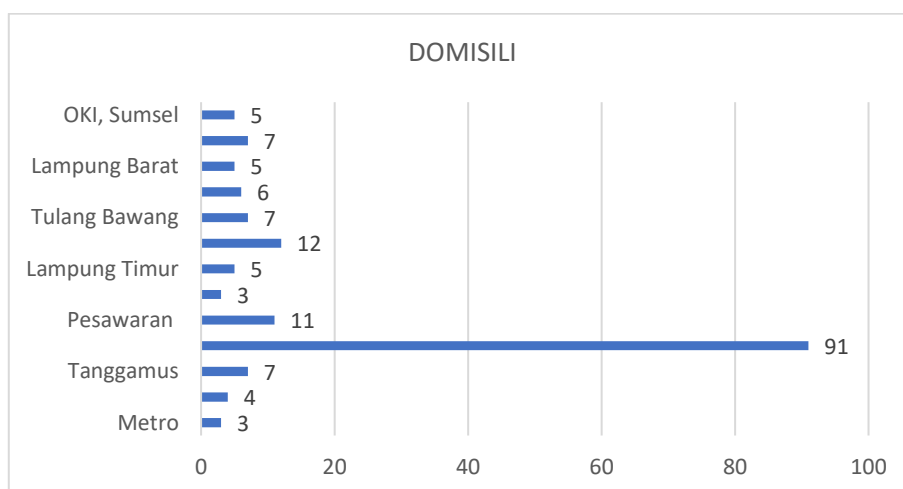### 3.4. Characteristics of respondents based on domicile

Fig. 4: Respondents' Domicile.

Source: Data processed 2025.

Based on the diagram, of the total 166 respondents, most of them reside in Bandar Lampung, namely 91 respondents, while respondents from South Lampung and Pesawaran Regency numbered 12 and 11 respondents, respectively. These findings indicate that the research sample was dominated by prospective students from the areas surrounding the educational institution.

Based on the results of the questionnaire completed by 166 respondents, the Viral Marketing variable generally showed responses ranging from agree to strongly agree, especially in the dimensions of hedonic value, functional value, and aesthetic value, indicating that viral content is perceived as interesting, informative, and visually appealing. Conversely, the dimensions of social interaction and self-identity tended to fall into the neutral to agree category, indicating a moderate level of social engagement.

For the Digital Brand Engagement variable, the majority of respondents gave neutral responses to all indicators, indicating that exposure to TikTok content has not fully encouraged active engagement with the brand. Meanwhile, the Digital Brand Image variable shows relatively positive perceptions, particularly in terms of credibility, reputation, and trust. As for the Intention to Enroll variable, respondents' responses are still dominated by the neutral category, indicating that although viral marketing and brand image are well received, their impact on enrollment intentions is not yet fully strong.

3.5. Partial least squares (PLS) model scheme

In this study, the hypothesis test was carried out using the Structural Equation Modelling-Partial Least Squares (SEM-PLS) and analysis by the SmartPLS 3.2.9 application. The visualization of the PLS model scheme tested in this study is illustrated as follows:
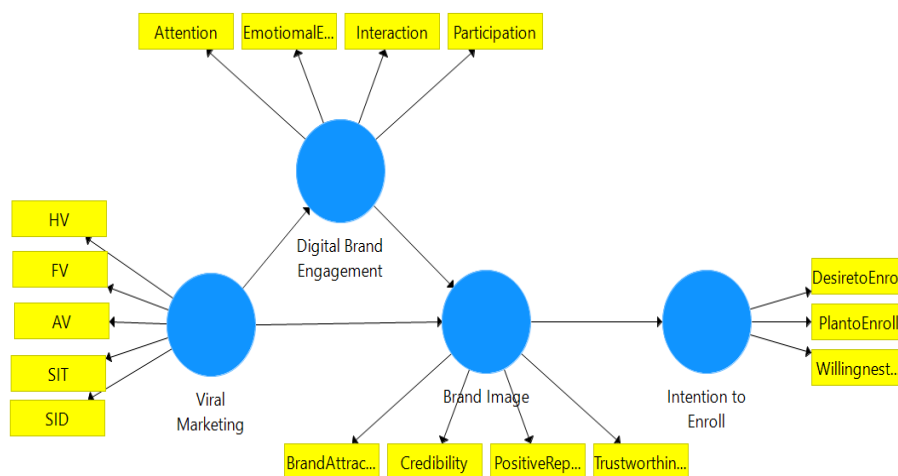

Fig. 5: Partial Least Squares (PLS) Structural Model.

Source: Data Processed 2025.

3.6. Instrument validity and reliability test

a)   Outer Model Measurement Results

The results of the measurement of the outer model in this study show that the Viral Marketing variable is represented by five dimensions, and the Digital Brand Engagement variable is represented by four indicators. The Brand Image variable is represented by four indicators, and Intention to Enroll is represented by three indicators.
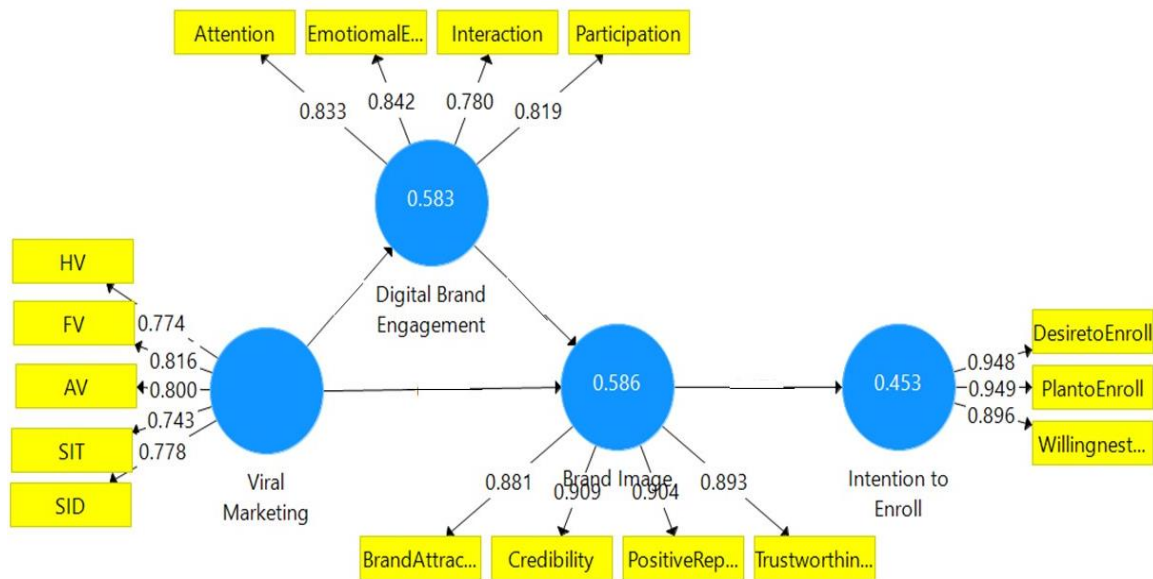

Fig. 6: Outer Model (PLS-SEM Algorithm).

3.7. Adjust R-square

The coefficient determination (R-squared) is used to determine how much exogenous variables are influenced by other variables. According to Chin (in Ghozali, 2015), the R2 result of 0.67 and above indicates the influence of exogenous variables (influencing) on endogenous variables (influenced) indicated in a good category. Meanwhile, if the result is 0.33s-0.67, then it is in the medium category, and if the result is 0.19-0.33, then it is in the weak category. The results of the data in the R-square test can be seen in the following table:

Table 1: R-Adjusted Square Test Table

Variable	R Square	R Square Adjusted
Brand Image	0.586	0.581
Digital Brand Engagement	0.583	0.580
Intention to Enroll	0.453	0.449

Source: Data processed 2025.

Based on the above, it is known that the R-squared adjusted value in the Brand Image variable is 0.581. This means that this value shows that Viral Marketing and Digital Brand Engagement variables affect the Brand Image by 58.1% (Moderate), and the rest is influenced by other factors. The R-square value for the Digital Brand Engagement variable is 0.580. This means that the Viral Marketing variable can affect Digital Brand Engagement by 58% (medium). Then the R-square value of the Intention to Enroll variable is 0.449, meaning that the Brand Image variable affects the Intention to Enroll by 44.9% (medium).

3.8. F-square test

F-Square is used to assess the relative impact of the influencing variable (exogenous) on the influenced variable (endogenous).
According to Ken Kwong-Kay Wong (2013), the criteria for F-squared are:

If the value of f2 = 0.02 : Small/poor

If the value of f2 = 0.15 : Medium

If the value of f2 = 0.35 : Great/good

The following are the results of F-Square using Smart PLS 3.2.9 as follows:

Table 2: F-Square Table

Relationship (Path)	F-Square
Viral Marketing -> Digital Brand Engagement	1.398
Viral Marketing -> Brand Image	0.241
Brand Image -> Intention To Enroll	0.827
Digital Brand Engagement -> Brand Image	0.106

Source: Data processed 2025.

Based on the table above, it can be seen that the correlation of Viral Marketing to Digital Brand Engagement is 1.398 (Great), Viral Marketing to Brand Image is 0.241 (medium), Digital Brand Engagement to Brand Image is 0.106 (medium), and Brand Image to Intention to Enroll is 0.827 (Great).
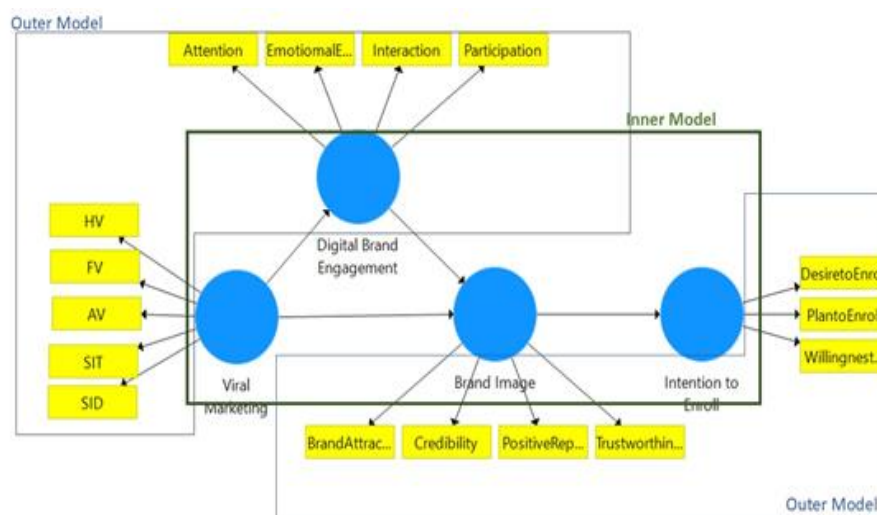
3.9. PLS-SEM method model

Fig. 8: Outer and Inner Model.

Source: Data Processed 2025.

In SEM, a variable can be exogenous (affecting) or endogenous (affected). The exogenous variable has a path arrow pointing outwards and nothing pointing to itself. Meanwhile, endogenous variables have at least one path that leads to itself and represent the effects of other variables (Ken Kwong-Kay Wong, 2013).

3.10. Hypothesis test results

The results of the data processing were used to answer the hypothesis by looking at R-statistics and P-value. Hypothesis is accepted when P-Value < 0.05. This study proposes 4 hypotheses. Through the results of the T-statistics that were analyzed, a significant level of influence was found between exogenous variables and endogenous variables. If the T-value > 1,656. (=TINV (0.05.50) (t-table significance 5%) then the effect is significant (Sugiyono, 2017).

Furthermore, it goes through the results of the P-value that is inflated; if the P-value in each variable is < 0.05, then HA is accepted, and H0 is rejected, and vice versa. Positive influencers can be seen through Original Samples. In the smartPLS software, the results of the hypothesis test can be seen through the Path Coefficient of the Bootstrapping Method, as follows:

Table 3: Hypothesis Test Results Table

Path	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values	Result
Viral Marketing -> Brand Image	0.489	0.499	0.115	4.252	0.000	significant
Viral Marketing -> Digital Brand Engagement	0.764	0.767	0.032	23.541	0.000	significant
Digital Brand Engagement -> Brand Image	0.325	0.316	0.106	3.072	0.002	significant
Brand Image -> Intention to Enroll	0.673	0.673	0.041	16.594	0.000	significant

Source: Data processed 2025.

Based on the above table, the results show that all variables have a P-value < 0.05 and all paths have a T-stat. Value> 1.656 (T-table with significance level provisions or α = 0.05, one-tailed test) then all paths are significant and positive, so that all hypotheses are accepted.

3.11. Discussions and implications

1) The Influence of Hedonic Value, Functional Value, Aesthetic Value, Social Interaction, and Self-Identity on the Effectiveness of Viral Marketing

The results of the analysis show that all dimensions of psychological stimulus (hedonic value, functional value, aesthetic value, social interaction, and self-identity) contribute significantly to the formation of viral marketing effectiveness on TikTok IIB Darmajaya's content. These findings suggest that virality is not solely triggered by the frequency of uploads or the use of popular audio trends, but rather by the quality of the emotional and cognitive experience generated by the content.

Hedonic value is the main driver in attracting the attention of the audience, where the entertainment offered by TikTok content acts as an affective stimulus that encourages participation and the desire to share content voluntarily. This is in line with the theory of hedonic consumption (Holbrook & Hirschman, 1982), which states that emotional engagement reinforces sharing behaviour in the context of social media.

Furthermore, functional value and aesthetic value show that relevant information and attractive visual appearance strengthen the perception of professionalism and institutional credibility. These findings confirm the results of Dinh & Lee's (2024) research that visual aesthetics in digital campaigns increase the perception of brand added value and extend the reach of messages organically.

Meanwhile, the dimensions of social interaction and self-identity show the important role of peer influence and self-congruence in strengthening the spread of content. Audiences who feel their identity aligns with campus messages tend to internalize the values communicated,

then reproduce those messages in their social circles. Thus, the viral campaign of TikTok IIB Darmajaya can be understood as a dynamic social process that builds an emotional connection between institutions and audiences through an authentic social contagion mechanism. Theoretically, these results strengthen the validity of the Stimulus–Organism–Response (SOR) model, where strong psychological stimuli trigger an organismic response in the form of increased digital engagement and positive perception of brands.

2) The Influence of Viral Marketing on Digital Brand Engagement

Path coefficient analysis showed that viral marketing had a very strong influence on digital brand engagement, with a T-statistic value of 23,542 and an F-square of 1,398 (great category). These findings show that exposure to TikTok viral content directly encourages cognitive, affective, and behavioural engagement of audiences towards campus brands.

This shows that digital participatory campaigns have succeeded in moving the audience from just passive spectators to co-creators of meaning. That is, individuals who are actively involved in creating a brand through likes, comments, shares, and saves the content.

This result reinforces the view of Brodie et al. (2013) that brand engagement is the result of dynamic interactions driven by the value of experience and trust in the brand. In the context of higher education, digital engagement not only reflects interest in academic information but also affection for institutional identity displayed in creative, inspiring, and aspirational forms on social media.

Therefore, IIB Darmajaya's viral marketing strategy can be said to have succeeded in building authentic brand engagement. Not just algorithm-based exposure engagement, but also relational engagement based on emotional values and voluntary participation from prospective students.

3) The Relationship Between Viral Marketing, Digital Brand Engagement, and Brand Image

The findings of the structural model show that viral marketing has a significant effect on brand image both directly (T-statistic = 4,252) and indirectly through digital brand engagement (T-statistic = 16,594). This shows that digital brand engagement plays an important role as a mediating variable in shaping the image of the institution.

A theoretical interpretation of these results suggests that viral marketing functions as a perceptual amplifier. Because it expands the reach of messages while instilling a positive perception of campus values. However, without meaningful digital engagement, virality does not automatically transform into a strong brand image. The process of mediation by engagement shows that images are built through repeated interactions and emotional experiences, not just from high exposure to information.

This result is in line with Keller's (2013) conceptual model of brand equity, where interaction plays a role in strengthening consumers' associative network memory of brands. In the context of IIB Darmajaya, engagement through TikTok strengthens the perception of credibility, positive reputation, and institutional attractiveness.

In practical terms, these findings confirm that marketing strategies need to combine content creativity with two-way interaction patterns so that audiences are not only aware of the brand but also feel its existence emotionally.

4) The Influence of Brand Image on Intention to Enroll

The test results showed that brand image had a significant influence on intention to enroll, with a T-statistic of 16,594 and an F-square of 0.827 (great category). This means that the stronger the positive image of the campus in the minds of the audience, the higher the tendency of prospective students to consider enrolling at IIB Darmajaya.

Psychologically, brand image acts as a heuristic cue in the decision-making process. Young people tend to perceive the reputation, credibility, and emotional appeal of institutions as signals of their quality and relevance to self-worth. Within the framework of the Theory of Planned Behavior (Ajzen, 1991), brand image plays a role in forming a positive attitude attitude) which then encourages behavioral intentions to register.

These findings confirm the results of previous research that the image of universities is the main determinant in shaping the intention of new student registration. In the digital age, that perception is increasingly determined by exposure to social media content, not simply by formal academic reputation.

Thus, a brand image that is strategically built through viral campaigns and digital engagement becomes a bridge between awareness and conversion, turning interest into a concrete intention to go to college.

3.12. Theoretical contributions

Overall, this research model managed to explain 58.1 of % variance in brand image, 58% in digital brand engagement, and 44.9% in intention to enroll. These values show that the predictive power of the model is in the medium to great category, using this strategy. This study makes several significant theoretical contributions to the literature on digital marketing and the economics of education. First, it extends the application of the Stimulus–Organism–Response (SOR) framework in higher education marketing by empirically testing the role of viral marketing on TikTok as a stimulus, digital brand engagement and brand image as organisms, and enrollment intention as a response. The results show that viral marketing has a significant effect on digital brand engagement and brand image, and that brand image plays an important role in driving enrollment intention, thereby strengthening the validity of the SOR framework in educational institutions. Second, these findings contribute to the theoretical debate regarding the effects of short-term virality versus long-term brand image formation. Empirical results show that viral marketing not only functions as a tool for temporary engagement but also has structural implications for institutional brand image formation, which ultimately influences enrollment intentions. Thus, this study bridges the gap between the literature on viral marketing and institutional branding in the higher education sector.

3.13. Managerial and policy implications

From a managerial perspective, the results of this study have important implications for higher education administrators, particularly in decision-making related to the allocation of marketing resources. The finding that viral marketing on TikTok has a significant effect on brand engagement and brand image shows that investing in creative content-based digital campaigns can be a relatively efficient alternative to high-cost conventional promotional strategies. Therefore, educational institution management needs to consider shifting part of their marketing budget to digital channels that have high engagement rates among Generation Z.

In addition, the implications of marketing policy are also related to digital marketing governance. Educational institutions need to develop strategic guidelines that ensure consistency of message, quality of content, and alignment with academic values in every viral campaign. Sustainable brand image strengthening requires cross-unit coordination, including marketing, academic, and public relations units, so that the content delivered is not only visually appealing but also reflects institutional excellence.

In terms of performance measurement, the results of this study emphasize the importance of using more comprehensive digital marketing performance indicators, not limited to the number of views or likes, but also including brand engagement, image perception, and its

contribution to enrollment intentions. This approach helps educational institutions evaluate the effectiveness of digital marketing in a more accountable and performance-based manner.

3.14. Research limitations and future research agenda

This study has several limitations that need to be explicitly acknowledged. First, the focus of the study, which only covers one institution, namely the Darmajaya Institute of Informatics and Business (IIB), limits the generalization of findings to other higher education contexts with different characteristics, both in terms of reputation, scale, and market segmentation. Therefore, the results of this study need to be interpreted with caution when applied to other higher education institutions.

Second, this study uses a cross-sectional design, so it is not yet able to capture the dynamics of changes in perceptions and enrollment intentions in the long term. Future research is recommended to use a longitudinal approach to evaluate the sustainability of the impact of viral campaigns on brand image and enrollment decisions. In addition, future studies can broaden the scope by comparing several educational institutions or integrating additional economic variables, such as the cost-effectiveness of campaigns and return on marketing investment, to enrich the understanding of digital marketing strategies in higher education.

4. Conclusion

For campus management, this study proves that an effective digital marketing strategy needs to integrate three main dimensions:
1) Content design based on the emotional values and identities of the young generation, in addition to informative messages.
2) A digital interaction and participation mechanism that builds two-way engagement.
3) Consistency of campus brand identity across all digital channels, to create a sustainable, positive image.

With this strategy, the campus not only appears in the digital realm but also is expected to merge into the social identity of prospective students.

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