The use of Social Media Marketing to Raise Brand Awareness at Brighton International Private School

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Abstract: Social media marketing is a very effective marketing strategy in today's digital era because everything is online and accessible via the internet. The purpose of this action research is to increase parent awareness of Brighton International Private School (BIS) through digital marketing as there is a lack of awareness of the school's existence among parents. As a result, BIS's enrollment is low in comparison to competitors, threatening its long-term viability. This study sought to identify current strategies used by BIS in utilizing Social Media Marketing to raise parent awareness. In a qualitative research method, interviews with the marketing department manager and parents had been conducted to better understand the problem. Methods of social network analysis are also used to comprehend the pre and post intervention of the current school Facebook dashboard. The intervention is found to be effective, where recommendations for long-term success has been made. This research will serve as a reference for other organizations dealing with similar issues regarding customer awareness and how digital marketing can assist the organization in gaining more customers

Keywords: Social Media, Marketing, Brand Awareness, School

Introduction

Brighton International School (BIS) was founded in 2018 as an international school based in Malaysia. It offers the Cambridge curriculum for both primary and secondary as well as A-Levels. The school's students come from various countries. It is currently being promoted through word-of-mouth (WOM). The majority of capable college students, as well as their mothers and fathers, learned about the school through its alumni. These alumni talked about their experiences as BIS students and how the school and its professors provided them with a high-quality education. Apart from WOM, BIS also distributed disclosed flyers and brochures to the public as one of its marketing strategies for reaching out to the public and informing them of its educational programs and activities. Brighton International Schools (BIS) transitioned to virtual structures and promoted its programs heavily on Facebook and Instagram (Ali, 2021). The college's Facebook page is a great platform that is occasionally used to advertise the college to

the broader public. Virtual structures have changed how companies choose the best structures to deliver their advertising messages to clients.

BIS is concentrating on a digital platform now, the Facebook page, but other digital channels may be leveraged to reach a bigger audience for a modest expenditure. Instagram, Twitter, Snapchat, LinkedIn, and YouTube are among the most popular social media sites among young people today. Because the marketer is charged based on reach and clicks, advertising on this platform is inexpensive. The reach is limited to Facebook users solely since the school only utilizes the Facebook page as a digital platform. BIS might have reached a larger audience if they had used alternative media outlets (Ali, 2021).

Problem Diagnosis

Throughout the interview session with the Marketing department, manager of Brighton International Private School had reviewed some related information regarding a lack of awareness about School for organizational diagnostics, the fishbone diagram is used. A fishbone diagram is a graphical representation that depicts the defensive pattern of relationships that exist between a particular result and its causes. The "fishbone structure" and causes and sub-causes are defined by the negative outcome or topic under discussion (Liliana, 2016). This diagram is used to make evaluations or to take practical measures to determine the underlying cause of the problems that have been discovered. The diagram used by the company's managers to convey the impact of the difficulties on management, and the required actions to repair the problem and enhance the organization would be taken.
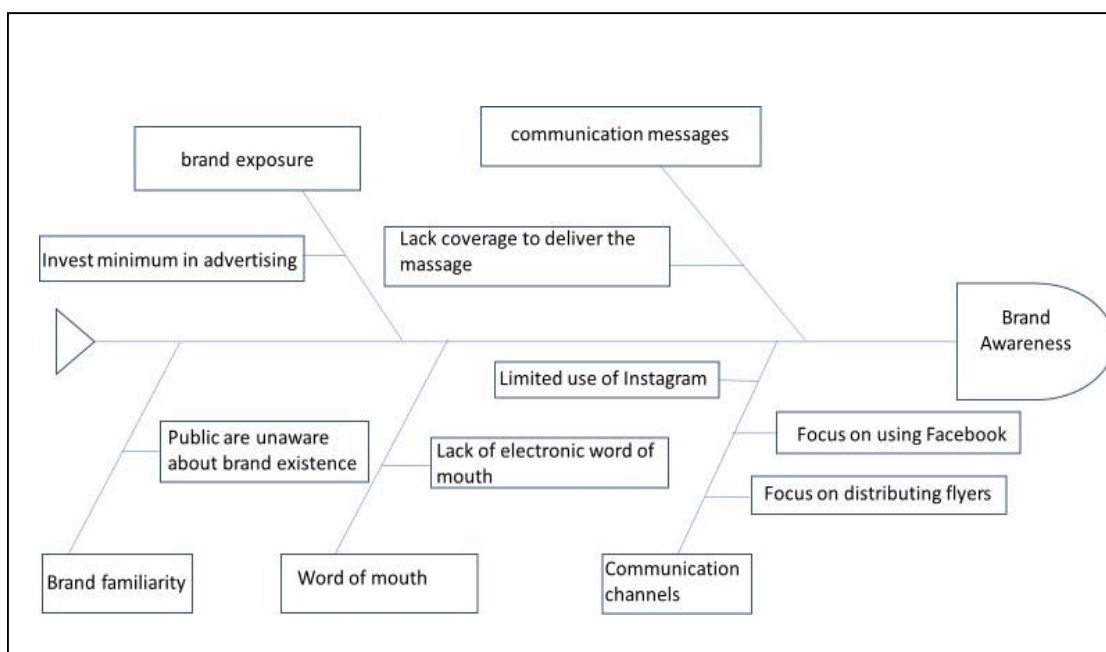

Figure 1: Fishbone Diagram

Literature Review

Social Media Marketing

People's everyday lives are becoming increasingly reliant on social media programs. According to Alalwan et al. (2017), social media is an effective marketing strategy. People use social media primarily for social interaction, but they also use it for things other than social interaction, such as finding stores, ideas, and inspirations, among other things. To achieve greater engagement behavior from their target audiences, social media marketers need to grasp the features and distinctiveness of each social media platform (Awang, Yusof, Rosli, Mustapha, & Al-Mashhadani, 2021).

In the UK, research by Afako (2019) examined the key marketing messages used by universities in promoting the universities to the prospective students and their parents. Key marketing messages include location, courses, student experience, credibility and career progression. According to Mogaji and Yoon (2019), the key marketing messages used by universities in promoting the universities to the prospective students and their parents as follows:

Table 1: Key marketing messages and examples.
Source: Mogaji and Yoon (2019)

Key marketing messages	Examples
Location	The city, the campus, social activities, sport activities, culture and population, amenities, and facilities
Courses	Range of courses, partners on courses, teaching staff, research input into course development and accreditation by professional bodies
Student experience	Students' shared experiences, accommodation, sporting facilities, learning resources, bursaries and financial assistance, nursery, students' union and societies, transportation, religious worship center and student support
Credibility	Local ranking, global ranking, other rankings, alumni, the global reach, history and tradition, university groups, Prizes and awards.
Career progression	Graduate employment record, industry connections, opportunity for placement and employability and career services

Brand Awareness

Foroudi (2019) stated that brand awareness consists of defining and generating the familiarity and recognizability of a target audience towards a particular brand. Consumers' familiarity with a name and logo tend to trust the company's products and services. There are many strategies that the marketer can use to build and increase brand awareness.

Social media is one of the trending channels widely used by businesses to build brand awareness and eventually influence customers' purchase intention. Even though social media is the trending platform, marketers need to publish high-quality content that can capture consumers' attention. Dabbous and Barakat (2020) indicated that the quality of content published by firms on social media influences users' brand awareness.

Research Design

Research context

The purpose of this project was to use social media marketing to raise public knowledge of BIS. The results were then compared to the brand awareness before and after the deployment using the social media platform insights.

The deductive technique involves deducing a specific conclusion from a well-known rule, whereas the inductive method involves deriving a well-known rule from a specific observation. The deductive technique is used in conjunction with the quantitative studies approach since it is more objective.

Population and sampling

To identify the survey's target audiences, the population and sample are required. In the qualitative interviews, the sample size are nine people. Two separate sets of questionnaires sent to various audiences as part of this study. Interviews and Facebook insights are required to obtain data for quantitative questionnaire surveys connected to brand awareness.

Method

A mixed-methods strategy was used in this study. The marketing department personnel at the school was interviewed at the start of the research to have a better understanding of the school's problems. After the Cycle 1 interventions, the case company's representative should be questioned for future research reasons to get the company's final feedback and assess the company's effect. In cycle 1, two sets of questionnaires were given for the quantitative portion: brand awareness and brand recall. These two sets of surveys are being issued to confirm BIS's issues and to discover the preferences and variables that impact parents' school selection. To raise brand awareness, the researcher relied on the influencer's performance as well as the school's Facebook page.

The thematic analysis of the quantitative data obtained from the interviews have gone through the following steps:

    a. Data Logging: Verbatims were generated based on the audio records during the in- depth interview.
    b. Anecdotes: Through summarization of the chronological sequence on the raw data.
    c. Vignettes: Structuring the themes will be possible by restructuring data alongside the researcher's observation.
    d. Data Coding: The data gathered were organized via coding.
    e. Thematic Network: The general meaning of the transcript will be described by creating the thematic network.

Data analysis

The coding approach suggested by Miles et al. (2014) is used to evaluate all of the interview data. After the interview was videotaped, the researcher began taking notes and labeling the data for storage. For the sake of analysis, the interview was transcribed. Using the coding procedure, the potential keywords in the transcript were classified based on themes. The theme patterns were then detected and recognized in order to arrive at compelling conclusions. The data from social media platform insights was examined in charts and tables to see the pattern of changes before and after the intervention the study was done with the help of a social media platform analytics tool.

The results of Cycle One are analyzed and presented. The findings are evaluated by answering the research questions and objectives of the study. Table 2 and Table 3 are the list of research questions and objectives

Table 2:   Challenges faced by Brighton International School

Code	Challenges Encountered
CHALLENGE 1	The competition we faced as we have many schools in our local district.
CHALLENGE 2	BIS was and is still a new school of a sort.
CHALLENGE 3	Low awareness in society.
CHALLENGE 4	To communicate with the public about the School offerings during covid 19
CHALLENGE 5	Bring the brand to the public (people were attracted to those well known.

CHALLENGE 6	To increase brand exposure
CHALLENGE 7	Student and parents' preferences.
CHALLENGE 8	Have enrollment issue due to lack of brand awareness, but enrollment is not the biggest issue.
CHALLENGE 9	We have limited outdoor facilities.
CHALLENGE 10	COVID-19 legislations and their effect on the education system.

Objective 1: To Identify the Challenges Faced by Brighton International School

An interview was carried out with the Marketing department representatives in BIS to identify the challenges faced by BIS. The following quotes were made by Participants 1,2, and 3. "There sure was a lot of challenges because BIS was and is still a new school of sort, but I have to say the main challenge was the competition we faced as we have a lot of schools in our local district, and many of them have history and have been there for a while, so people were attracted to those well known. In addition, the Low awareness in society. Also, limited outdoor facilities." **(Participant 1)**

"Due to COVID-19, we have many cases where students & parents are stuck in their countries and are not allowed to travel. COVID-19 has impacted the parents looking at financial assistance looking for ways to cut costs and spend less. Another challenge on the first impression, parents are not comfortable with the school location, building, and facilities. Hence, we always encourage parents to visit the School to assure them that we have some of the best facilities. **(Participant 2)**

"The students and parents present a challenge for me. We need to find out how they feel, what they want to do, and what they want from BIS. As a result, the challenge for marketers is to identify and solve problems. According to my experience, we had a roadshow prior to the pandemic. We went to a mall and distributed flyers in order to recruit students. This was a very effective strategy for us. But because we are in the midst of a pandemic, it's difficult for me to find figures." **(Participant 3)**

All these challenges are then categorized by two themes which are brand awareness and management strategy. Thus, Table 3 shows the categorized code of the challenges to the selected themes. Theme 1, brand awareness, consists of CHALLENGE 1,2,3, 4, 5, 6, 7, and 8, while theme two, management strategy, consists of CHALLENGE 9 and 10. From the finding, it can be concluded that brand awareness is repeatedly being mentioned by staff during the interview session. This finding also shows that brand awareness is the biggest challenge faced by BIS.

Table 3: Categories of challenges in Brighton International School

	THEME 1: BRAND AWARENESS	
CHALLENGE 1	The competition we faced as we have many schools in our local district.
CHALLENGE 2	BIS was and is still a new school of a sort.
CHALLENGE 3	Low awareness in society.
CHALLENGE 4	To communicate with the public about the School offerings during covid 19
CHALLENGE 5	Bring the brand to the public (people were attracted to those well known.
CHALLENGE 6	To increase brand exposure
CHALLENGE 7	Student and parents' preferences.
CHALLENGE 8	Have enrollment issue due to lack of brand awareness, but enrollment is not the biggest issue.
THEME 2: Management strategy		
CHALLENGE 9	Limited outdoor facilities.
CHALLENGE 10	COVID-19 legislations and their effect on the education system.

Objective 2: To Identify Factors, Influence the Parent's Decision in The Selection of Private Schools.

An interview was done with the potential customers of BIS to achieve the objective2 of this research which is to identify the factors that influence parents when choosing a particular school. The identified influential factors would help Brighton formulate and design a marketing strategy and determine suitable social media content.

The following quotes are from the response's interviewees about the factors, influence their decision when they choose private schools.

"Would like for the school to have high-quality teachers. Also, for the school environment to develop their skills and the important thing school should to have a unique mission and Multi culture of teachers and students. Parent/school collaboration is also very important for me. These are the factors that I consider when I choose a private school for my children. **(Participant 1)**

"Actually, the factor that I consider is the fees, location and expert teachers. the main factor is the diversification in School many nationalities from different backgrounds with different languages that is a great opportunity for my kids. **(Participant 2)**

Firstly, for me, is diversity. It's very important for me to send my child to School that understand their needs understand the difference because I tried before local schools they more on local citizens. I felt that my kids, they are not included. They feel excluded. They needed to see the other side of the world they needed to see. People look like the same background have a different culture. The second factor is the budget; we are from the middle class. We have a limited budget. The third factor is the budget for nonacademic activities in the school. It's very important not only to focus on their academic because we tried that before, and there was huge neglect for developing skills. Also, one factor for me is transportation. I prefer the school to be near my house **(Participant 3)**

I have a few factors as I'm Malaysian. And as a parent, firstly I would like to consider the fees and how that relates to their facilities. Secondly, I will look into their location as well. I would like to choose a place near my house. So, it's convenient for me to go for emergency purposes to meet the teacher. Thirdly, I want to send my children to a school that building up my children with good values. I like for the school environment to instill values in them. It's not just activity based. It's not just teaching and learning **(Participant 4)**

"Concerning that I am an international staff and my husband job mainly travelling to different countries. We prefer the private school because they are giving the main thing multilingual that gives our children the opportunity to meet multinational students and gain more skills and knowledge about a different culture. I'm also concerned about fun learning in terms of outdoor activities more than indoor activities. Not to forget the expert teachers and qualified who can deliver the curriculum very easy especially now because they contact us throw the internet and social media, we can have all of your questions answered regarding our children behavior." **(Participant 5)**

"I prefer choosing a private school for my children, I look for the school that has a good environment in terms of activities and developing their skills. Also, I wish for my kids to learn more than one language from an international staff to learn the culture. Also, moving to another important factor for me is the school's location. This is the main factor that I consider for my choice you. (**Participant 6**)

Now, let us go through the factors mentioned by parents are listed in Table 4 in influencing them deciding in the selection of private school

Table 4:Factors influencing parent's decision in the selection of private School

Code	Factors Identified
FACTOR 1	Fees
FACTOR 2	location.

FACTOR 3	Multinational environment.
FACTOR 4	A unique mission.
FACTOR 5	Parents and school collaboration.
FACTOR 6	Qualified teacher's
FACTOR 7	School valuable environment with good facilities.
FACTOR 8	Outdoor activities.
FACTOR 9	Transportation.
FACTOR 10	Teaching multi-languages.

These factors showed how the researcher and schools should formulate their advertisements, campaign, and social media content to attract potential customers. Furthermore, based on the data analysis conducted on the qualitative feedback from the participants, it is obvious that the proposed intervention must be conducted on the social media platform to increase school brand awareness. Therefore, the school chose Facebook, as it was seen as the most preferred by the customers.

Objective 3: Implementing a Marketing Strategy to Improve Brand Awareness of BIS.

Based on a paper by Dabbous and Barakat (2020), brand awareness is one of the outcomes of social media engagement. Once social media has an outstanding follower's engagement performance, it will be easier for the brand to build its brand awareness through social media. Brand awareness is essential to communicate with the audience about the organization's offerings. In addition, people tend to trust the services and products offered by companies if they are familiar with the brand (Foroudi, 2019). Hence, based on the two-questionnaire, it can be concluded that BIS needs to have a better followers engagement behavior to increase its brand awareness through social media marketing and engagement behavior because the followers have the intention to engage. However, the content may not likely being engaging for them to engage with it.

Among the three (3) interviewees who responded, two of them mentioned social media.

"The most effective strategies are special promotions, word of mouth (parent recommendations), and social media campaigns." **(Participant 1)**

We have Facebook and Instagram because our digest is 25 to 45 years. We're constantly posting. In one week, we have 4 posts, and the rest is just stories on Facebook. So from there, we need to promote our promotions which are to attract parents. We also mention the extra curriculum and new projects. **(Participant 3)**

Participants 1and 3 made the following quotes stating that special financial promotion is very effective in recruiting students.

"The most effective strategies are special promotions, word of mouth (parent recommendations), and social media campaigns." **(Participant 1)**

"We have Facebook and Instagram because our digest is 25 to 45 years. We're constantly posting. In one week, we have 4 posts, and the rest is just stories on Facebook. So, from there, we need to promote our promotions which are to attract parents. We also mention the extra curriculum and the new projects." **(Participant 3)**

Participant 1 mentioned caring and listening to parents are classified as good communication skills.

"Care. I find that caring about the student/ parents and spending the extra 5 minutes listening to their story builds the connection you need to close the deal**. (Participant 2)**

The following quotes were made by participants 1 & 2 comments that they agree to social media being used for advertising schools would attract potential customers.

"Social media marketing will take BIS to a much higher level as everyone is on social media. It is easier to find out about School online before you visit. BIS has utilities for social media platforms such as Instagram, Facebook, Twitter, and YouTube. This truly assisted in increasing about 45% more awareness to the school. I believe going forward with social media marketing will enable the school to reach its target easily. Especially during this pandemic, it is challenging to meet up with new clients; however, with the aid of social media platforms, the school managed to bring awareness and attract new leads as well as satisfying the current parents and give them a chance to follow up with what's going on online." **(Participant 1)**

Social Media Marketing is a tool to create a presence on the internet. With the internet, parents tend to 'Google' everything before even making contact with the school, which is why it is important to put out content. The more content we put out, the more impressions we leave, potentially leading to more attraction. We will never know which content the potential/ parent would relate to and decide to approach us**. (Participant 2**)

The following quotes show social media support the effort to attract current customers from Participant 1.

"Social media marketing will take BIS to a much higher level as everyone is on social media nowadays. It is easier to find out about school online before you visit. BIS has utilities the benefit of social media platforms such as Instagram, Facebook, Twitter, and YouTube. This truly assisted in increasing about 45% more awareness to the school. I believe going forward with social media marketing will enable the school to reach its target easily. Especially during this pandemic, it is difficult to meet up with new clients; however, with the aid of social media platforms, the school managed to bring awareness and attract new leads as well as satisfying the current parents and give them a chance to follow up with what's going on online." **(Participant 1)**

The following quote from the interviewee agrees that social media is useful and helped School existence.

"Social media marketing will take BIS to a much higher level as everyone is on social media nowadays. It is easier to find out about School online before you visit. BIS has utilities the benefit of social media platforms such as Instagram, Facebook, Twitter, and YouTube. This truly assisted in increasing about 45% more awareness to the school. I believe going forward with social media marketing will enable the school to reach its target easily. Especially during this pandemic, it is difficult to meet up with new clients; however, with the aid of social media platforms, the school managed to bring awareness and attract new leads as well as satisfying the current parents and give them a chance to follow up with what's going on online." **(Participant 1)**

"Being a new school, it is a big challenge to compete with schools that have been established for a long time. Without much information or 'track record' to prove our school's capabilities, which is why it is important to have content published regularly and be active on social media and ads. Our reasonable price for an international school syllabus is also what makes us stand out.

Budget. Being a new school also means that the budget for any form of marketing is limited. We rely primarily on traditional marketing. However, we are slowly transitioning into digital marketing." **(Participant 3)**

"Social Media Marketing is a tool to create a presence on the internet. With the internet, parents tend to 'Google' everything before even making contact with the school, which is why it is important to put out content. The more content we put out, the more impressions we leave, potentially leading to more attraction. We will never know which content the potential/ parent would relate to to make them decide to approach us". **(Participant 2)**

Therefore, in the intervention, increasing BIS brand awareness must be done via the utilization of short and informative content of the brand. The use of short videos, pictures, and posts with the main

details of the offers must be included to increase the attraction level of the customers. School started a video series titled meet and learn each month to show an activity done by school students, teachers, and management staff.

The researcher suggests that social media videos reflect some activities done by students to show one of the school's attractiveness to propose and increase awareness. This video is one episode of the series. Each episode reflects part of school quality. School and researcher work together to achieve the objectives of the proposed intervention. The parents interviewed were concerned about multilingual and multicultural school; hence, the researcher suggests that the school feature videos reflecting this value. BIS students are the actors with their teacher guidance. Then, the video was posted on school social media platforms. Facebook analytic tools can assist the researcher in quantifying, comparing, and interpreting their performance and measure reflection on intervention. The implementation and effectiveness of some interventions may be limited due to internal financial, technological, and the impact of the restriction movement imposed to curb Covid 19's infection. Therefore, the study should consider and attempt to avoid these negative factors.

Objective 4: To Measure the Effectiveness of Marketing Strategy Implemented to Solve the Problem in BIS

The marketing strategy was implemented to grow the brand of BIS. Therefore, the follower's growth, impressions, reach, and profile visits are observed before and after implementing the Facebook Analytics tool. The intervention was done from 7 January 2021 until 11 January 2021. Therefore, all the data are observed starting from 30th December 2020 to see the improvements from the intervention.

Table 5: The Impressions history of BIS Facebook

Date	Impressions
30th Dec	5
31th Dec	2
1st Jan	58
2nd Jan	198
3rd Jan	61
4th Jan	39
5th Jan	55
6th Jan	71
7th Jan	506
8th Jan	920
9th Jan	2391

10th Jan	4338
11th Jan	1982
12th Jan	1970
13th Jan	96

Table 6: The Reach history of Brighton International School Facebook

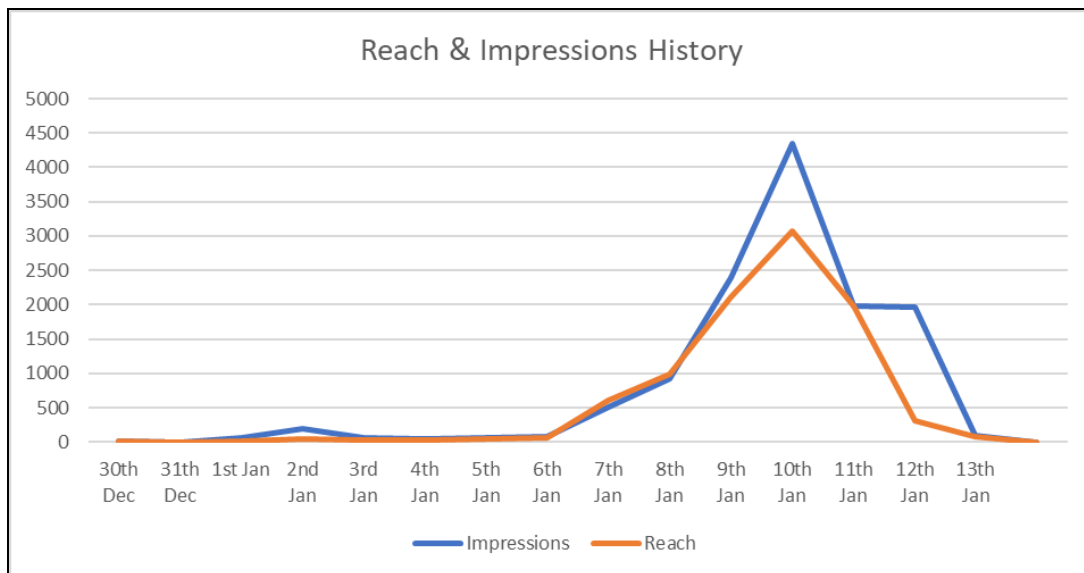| Date	Reach
30th Dec	7
31th Dec	2
1st Jan	8
2nd Jan	48
3rd Jan	29
4th Jan	30
5th Jan	51
6th Jan	56
7th Jan	601
8th Jan	985
9th Jan	2105
10th Jan	3067
11th Jan	1974
12th Jan	312
13th Jan	77

Figure 2: Facebook Reach & Impressions History Chart

BIS Facebook profile managed to get the most vital impressions on 10th January 2021. Therefore, the school started a campaign promotion from 7th January until Jan 11. That is why the number of impressions from 7th January 2021 to 11th January is the highest compared to the other days. Even though no promotions for the other days, BIS still managed to get many impressions compared to 30th December 2020. BIS has used hashtags for its latest post to reach a bigger audience group. Table 5 represents the impressions count from the start until the end of the intervention period, while Figure 2 shows the chart of the impression's history.

Reach is the number of individual accounts that have seen the content posted by BIS. The highest reach that the school managed to acquire was on 10th January 2021. From 7th January 2021 to 11th January 2021, BIS started a promotion campaign using the Facebook ads feature. The campaign successfully reached thousands of unique Facebook users. In addition, starting from 7th January until 13th January, the numbers of reach for all the posts are notably high compared to before the intervention is done. Table 6 above summarizes BIS Facebook, while Figure 2 visually shows the daily changes from 30th December 2020 to 13th January 2021.

Table 7: The profile visits history of Brighton International School Facebook

Date	profile visits
30th Dec	2
31th Dec	11
1st Jan	19

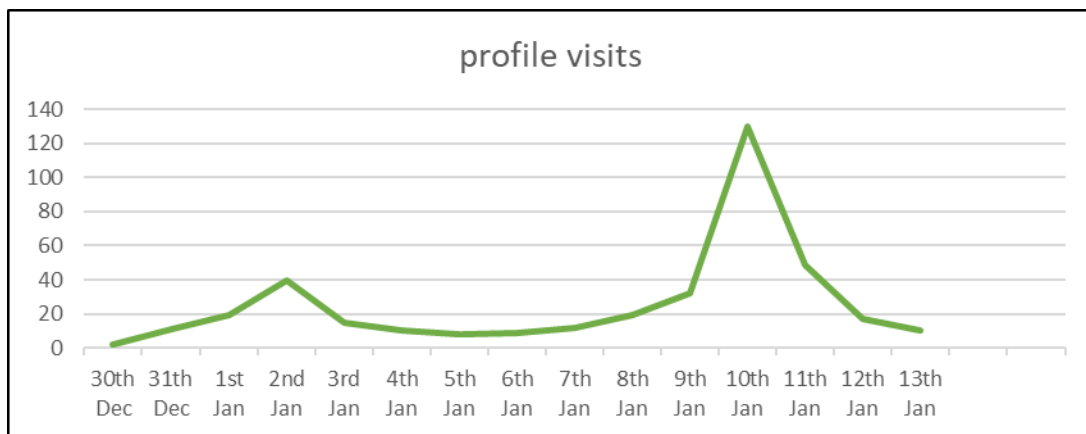|	
2nd Jan	40
3rd Jan	15
4th Jan	10
5th Jan	8
6th Jan	9
7th Jan	12
8th Jan	19
9th Jan	32
10th Jan	130
11th Jan	49
12th Jan	17
13th Jan	10

Figure 3: Facebook Profile Visits History Chart

Starting on 1st January 2021, the visits to Facebook profile started to grow, and it had the highest-profile visit on 10th January 2021. The school's Facebook account managed to achieve a high-profile visit because of the ongoing Facebook ads promotion that started on 7th January 2021until 11th January 2021. BIS still manages to acquire a few profile visits during no promotion period because hashtags are used in their postings. Table 7 represents the number of Facebook profile visit during the intervention period while Figure 3 visually summarize the profile visits history.

Table 8:   Followers Grow of Brighton International School Facebook

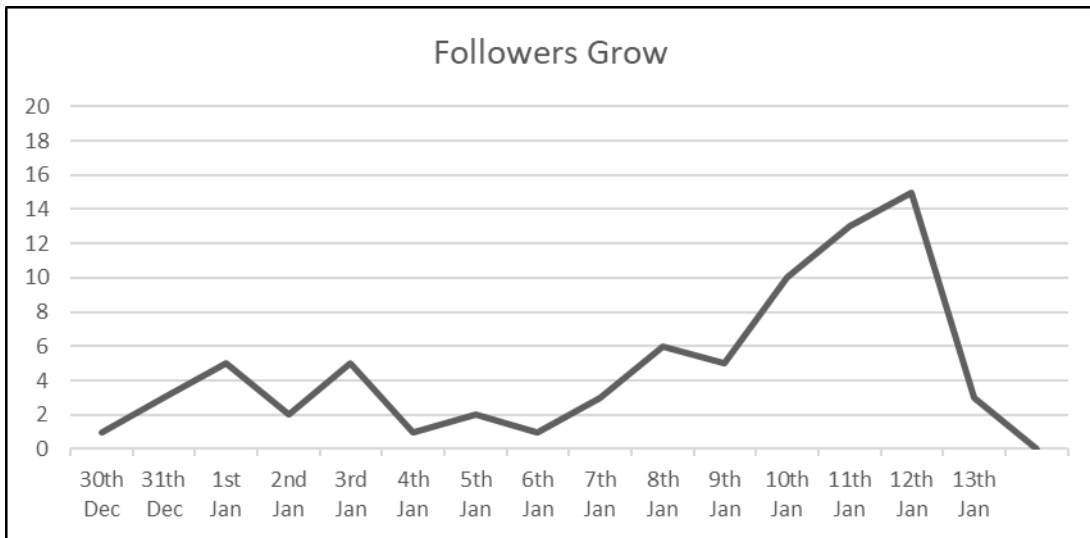| Date	Followers Grow
30th Dec	1
31th Dec	3
1st Jan	5
2nd Jan	2
3rd Jan	5
4th Jan	1
5th Jan	2
6th Jan	1
7th Jan	3
8th Jan	6
9th Jan	5
10th Jan	10
11th Jan	13
12th Jan	15
13th Jan	3

Figure 4: Facebook Followers Grow Chart

There are 55 followers gained during the intervention period starting from 7th January 2021 until 13th January 2021. The number of followers of BIS on Facebook is 1896, and after the post and the promotions made, the number of followers increases to 1951. The number of followers increased on Aug 12th January 2021, which occurs during the promotion period. Table 8 and Figure 4 show the improvements of the followers for the BIS Facebook account.

Once social media has an outstanding followers' engagement performance, it will be easier for the brand to build its brand awareness through social media. Brand awareness is critical to communicate with the audience about the organization's offerings. In addition, people tend to trust the services and products offered by companies if they are familiar with the brand (Foroudi, 2019).

Discussion

A.   Discussions on the Research Findings

The discussion on the research finding is discussed based on the research objectives stated in Chapter 1.

1)   Objective 1: To Identify the Challenges Faced By BIS

The interview session's finding answered the first research question: What are the challenges faced by BIS? Ten challenges were identified from the interviews; most of them are related to brand awareness. Only two of them are related to the management strategy. Two themes categorized the challenges; one of them is brand awareness and the research's topic of investigation.

Brand awareness is a significant problem, especially for a new school like BIS. The school needs to have a perfect marketing strategy while investing money in advertising and promotions to cope with this challenge. Once the brand awareness problem is resolved, the school should compete with the other schools within the vicinity and become an institution known for offering good quality education.

Objective 2: To Identify Factors, Influence the Parent's Decision in The Selection of Private Schools

After analyzing the qualitative data result for objective 1, another qualitative interview conduct, the researcher interviewed parents, who are the potential customer for the school, to identify factors

influencing their choices when choosing a private school for their children. The qualitative data showed that parents focused on several aspects. Apart from fees and location, most parents focus on multicultural environments and collaboration between expert teachers and students through school activities. Therefore, qualitative data analysis of the parents' responses supports employee's qualitative data analysis to develop the proper intervention. The identified factors would help Brighton formulate and design a marketing strategy and determine social media content. Based on a paper by Mogaji and Yoon (2019) to examine the key marketing messages used by universities in promoting the universities to the prospective students and their parents. From the research, the key marketing messages found are location, courses, student experience, credibility and career progression.

Objective 3: To Implement A Marketing Strategy to Improve the Public's Brand Awareness Towards BIS

From the interview session, staff mentioned that the public has limited knowledge about BIS. This result shows that people out there never heard of the brand name or even see it anywhere because they are unfamiliar with the brand and do not recognize it.

Based on a paper by Dabbous and Barakat (2020), brand awareness is the one of the outcomes of social media engagement. Once the social media has a very good followers engagement performance, it will be easier for the brand to build its brand awareness through social media. Brand awareness is important to communicate with the audience about the organization's offerings. In addition, people tend to trust the services and products offered by companies if they are familiar with the brand (Foroudi, 2019). Hence, from the outcome of these two surveys conducted, it can be concluded that BIS need to have a better followers engagement behavior to increase its brand awareness through social media marketing and engagement behavior because the followers have the intention to engage but the content may not likely being engaging for them to engage with it.

Objective 4: To Measure the Effectiveness of Marketing Strategy Implemented to Solve the Problem in BIS

The marketing strategy implemented is social media marketing, one of the digital marketing strategies (Nitheesh and Kumar, 2018). The implementation was done by posting a better content design and using hashtags to reach a wider audience. Moreover, BIS carried out promotions through Facebook advertisements. After all these implementations, the impressions, reach, profile visits, and followers' growth are analyzed. Overall, the impressions, reach, profile visits, and follower's growth show positive changes towards the BIS' Facebook account's performance.

According to Martirano (2016), social networking helped people to provide positive or negative feedback related to products or services offered by the company. Social media that can reach over two billion internet users (Godey *et al*., 2016) can build brand awareness to the public quickly with a well-planned social media marketing strategy. The Facebook performance finding can determine that the

marketing strategy implemented is effective as Facebook increased its followers during the implementation period. Social media marketing must consistently implement and monitor to gain more brand exposure over time.

Reflections

BIS's social media marketing intervention has shown the improved performance of its social media platform to communicate with a broader audience in Malaysia. The major problem faced by BIS is communicating with the public to deliver the message of its school. This problem occurred because the school has low brand awareness and overlooked the significance of using social media platforms from the beginning of its establishment. Simultaneously, the Facebook account followers have low engagement behaviour towards the content of BIS Facebook. BIS decided to use social media marketing to communicate with the people to inform them about its message.

The intervention was thoroughly planned by the BIS's marketing staff and the researcher. However, the time constraints have given many limitations to the parties involved in implementing the strategy. One way to measure the implementation's effectiveness was based on the impressions. However, measuring impressions could be misleading because people may see the post through impressions, but they may ignore the content.

Another measurement method that is believed to be more effective is by analyzing the number of profile visits. When people who come across the post see the content and want to know more about the brand and the offers, they visit the Facebook profile. If the message were delivered to them, they would follow the account to follow all the updates from BIS.

Recommendation

There is so much more to improve in the next phase of implementation. In the previous implementation, the implementation period was as concise as it was for seven days only. A more extended period of implementation needs to be planned in the next phase so that a more extensive insight into social media performance can be observed and analyzed. Secondly, BIS's social media manager can thoroughly plan more organized content. More videos should be added as a part of the content so that the profile feeds will become more attractive and engaging. Firms that wish to communicate an emotional and long message simultaneously achieve an active engagement should utilize more videos in their content (Al-Mashhadani, & Ahmad, 2018). Shahbaznezhad *et al.* (2021) state that social media posts with richer content (e.g., videos) are more effective in social media communication compared to lower rich content (e.g., photos), and therefore will facilitate behaviour that reflect greater engagement in the form of active engagement.

This action research is purely focusing on BIS. The current trends in BIS are may be different from the trends of other schools in the education industry. Other schools may face a similar problem but do implement the intervention as effectively as in BIS. The result might also differ due to the school's culture or management. Therefore, the intervention might not apply to other schools. Hence, future researchers could expand the context to other schools within the same market or the whole of Malaysia.

The small sample size could lead to difficulty in imposing results in the education industry. Therefore, the result might have a limited influence on the current situation. Future researchers recommend proceeding to further similar organizations in the education industry to get a higher percentage of effect size for the research model.

In addition, the contents must consistently be posted so that people who are about to recognize the brand will come across the brand often. They will remember the brand as one of the schools in Kuala Lumpur that provide an excellent study experience. Furthermore, further research related to the suitable hashtags in the post needs to be done. Hashtags are one way that the brand can reach a broader audience without spending any money, but it needs detailed research to choose the best hashtags discoverable by the right audience.

Several limitations, both internal and external factors, were faced when conducting this investigation, including. Firstly, locating the proper and relevant literature review was the first prevalent issue. The current usage of action research in similar investigations is minimal, which made finding trustable and robust sources of information a challenging task. Most journal articles and other usable academic materials are published not using the action research mixed-method approach. Eventually, more efforts are allocated to finding usable information from the literature review.

Secondly, there was a limitation regarding gathering the primary quantitative and qualitative data from the selected samples. Due to the inconvenience related to Covid-19 pandemic movement restrictions, collecting feedback was very challenging. Furthermore, the participants' busy schedules and respondents clashed with the cooperation of many of them that were not willing to be involved with this investigation. Eventually, and due to this limitation, the statistical T-test was not applicable to be used as an additional tool for comparing the intervention's performance. Thus, the intervention performance was measured based on the secondary data collected from the company. Last but not least, this study's outcome is limited in terms of its usage to regions that have similar characteristics as in Malaysia, especially in consumer behaviour.

Conclusion

The implementation of social media marketing in this research has improved BIS's Facebook performance and brand awareness. Based on the analysis, the BIS Facebook profile has attracted hundreds

of people and followed the account. Many people are interested in joining BIS. The school offers interesting programs and activities that meet parents' expectations and students' needs. Nevertheless, BIS still faces many challenges. Its primary challenge is communicating with the public about the school's mission, vision, and message. Proper marketing message planning would help the school to reach the public and communicate with them easily.

This study will be useful in marketing, particularly in terms of how social media marketing affects brand recognition. The findings can also be used as a future reference for students and scholars conducting research on the subject. Most significantly, the findings of this study will serve as a roadmap for future academics interested in comparable themes. Social media marketing is suggested as a way to raise business recognition and improve Facebook interaction behavior.

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