

The Effectiveness of Traditional Marketing vs Digital Marketing in the Enrollment of a Satellite Campus: A Comparative Study

¹Janessa Marie S. Comajeg-Guray

¹Bukidnon State University-Kadingilan Campus, Philippines

Received 28th June 2025; Accepted 20th July 2025; Published Online 9th August 2025

DOI: 10.63941/DIT.ADSimrj.2025.1.3.27

ABSTRACT

This study investigates the comparative effectiveness of traditional and digital marketing strategies in attracting students to a satellite campus. Traditional marketing methods, including print advertisements, radio, and community outreach events, have long been used to establish trust and engage with local communities. However, the rise of digital platforms, such as social media campaigns and search engine marketing, has transformed how educational institutions reach prospective students. This research evaluates the perceived effectiveness of both strategies based on their accessibility, attractiveness, awareness-raising capacity, and clarity, as reported by 110 first year students through a structured survey. The findings reveal that traditional marketing remains effective in building community trust and reaching demographics less familiar with digital platforms, particularly older or rural audiences. In contrast, digital marketing demonstrates greater efficiency in engaging tech-savvy students, offering personalized outreach and broader geographic reach. The study highlights the importance of integrating both approaches to create a comprehensive marketing strategy, ensuring that diverse student populations are effectively targeted. Notably, traditional methods excel in fostering localized relationships, while digital tools enable real-time interaction and precise targeting, making both strategies indispensable. The results emphasize the need for institutions to adopt a balanced marketing approach. Recommendations include enhancing traditional marketing with modern elements like QR codes and linking campaigns to digital platforms while using data analytics to refine digital efforts for better engagement. This research contributes valuable insights for educational institutions, helping them optimize their marketing strategies to improve enrollment rates and maintain competitiveness in an evolving landscape. Future studies are encouraged to explore long-term impacts and cost-effectiveness comparisons of these strategies across diverse educational settings.

Keywords: *Traditional marketing, Digital marketing, Student enrollment, Satellite campus, Marketing strategies*

INTRODUCTION

In the competitive landscape of higher education, marketing strategies play a crucial role in attracting prospective students. Satellite campuses, which often face the challenge of being overshadowed by their larger parent institutions and other higher education institutions, must effectively use marketing to reach potential students and promote their course offerings. Historically, traditional marketing methods such as radio, print advertisements, and community events were the primary tools used to create awareness about educational programs. However, with the rise of the digital age, institutions have increasingly turned to digital marketing strategies, such as social media campaigns, search engine optimization (SEO), and email marketing to engage with students online. This shift raises the question of which approach—traditional marketing or digital marketing—yields better results in the enrollment of students to satellite campuses. Kotler and Keller (2016) argue that digital marketing has revolutionized the way educational institutions reach their audiences, offering greater customization and engagement opportunities. Their research highlights how students today are more likely to be influenced by online content and digital experiences, particularly as they rely heavily on 2 social media and the internet for information about schools and programs. However, Chaffey and Smith (2017)

emphasize the importance of an integrated marketing approach, combining traditional and digital strategies. Their study found that while digital marketing effectively targets a broader and more tech-savvy audience, traditional marketing methods remain essential for building trust and credibility, particularly in local communities where a satellite campus is physically located.

Zuboff (2019) underscores the power of digital marketing in today's data-driven world. She highlights how digital marketing enables educational institutions to track engagement and personalize outreach efforts, providing a more targeted approach than traditional methods. This is particularly relevant for satellite campuses that need to optimize their marketing budgets while still reaching the right audience. However, Clark et al. (2020) suggests that traditional marketing methods, such as radio marketing, community engagements and print advertising, still hold significant value. Their research indicates that these methods are effective in establishing a physical presence and fostering relationships with local students and families, which is crucial for smaller, regionally focused campuses. Kalyanam and McIntyre (2017) examine the cost-efficiency of both traditional and digital marketing, concluding that while digital marketing tends to offer a higher return on investment, traditional marketing should not be dismissed, especially when targeting specific demographics such as older prospective students or local communities. Their findings reinforce the idea that a balanced marketing strategy, incorporating both traditional and digital elements, may be the most effective way for satellite campuses to attract a diverse range of students.

Given the increasing importance of digital platforms alongside the enduring relevance of traditional methods, this study has sought to compare the effectiveness of traditional marketing versus digital marketing in the enrollment of students in a satellite campus. By understanding how these different strategies influence student decision-making, this research aimed to provide valuable insights for educational institutions looking to optimize their marketing efforts.

MATERIALS & METHODS

The study has utilized a quantitative research design to compare the effectiveness of traditional marketing and digital marketing in the enrollment of students in a satellite campus. Grounded in the findings of Kumar and Gupta (2021), which highlight the cost-effectiveness and scalability of digital marketing compared to the credibility-building attributes of traditional marketing, the research focused on collecting and analyzing numerical data to identify which marketing approach—traditional or digital, has a greater impact on student enrollment. Furthermore, studies by Lee and McConnell (2018) underscore the unique challenges faced by satellite campuses, noting that digital marketing often enables broader outreach while traditional methods help maintain local community trust. Building on these insights, the design is descriptive and comparative aimed to measure and analyze the extent to which each marketing strategy influences student behavior and enrollment outcomes.

RESULTS AND DISCUSSION

This section covers the study's findings, including analysis and interpretation. It focuses on the effectiveness of traditional marketing versus digital marketing in influencing the enrollment decisions of 1st-year college students at a satellite campus.

Profile of the Respondents

The data reveals that 50.9% of respondents are 18–19, making it the largest age group in the sample. This is followed by respondents aged 20–21, who comprise 35.5% of the population, indicating a strong presence of young adults. A smaller percentage, 7.3%, belongs to the 22–23 age group, while 6.4% are aged 24 and above. In indicating a significant gender disparity in enrollment, the data reveals

that 70% of respondents are female, while 30% are male, this imbalance aligns with broader trends in higher education, where female participation has consistently exceeded male participation in recent years. The data suggests that the institution has been successful in appealing to female students through its current marketing and recruitment strategies. However, in terms of programs of enrollment the data reveals that the respondents are almost equally distributed with 46.4% in male and 53.6% female. This balance suggests that the institution provides programs appealing to both genders, though slightly favoring female enrollment. The distribution reflects various academic interests among the respondents, aligning with institutional efforts to promote inclusivity. Additionally, in terms of current residence, the data reveals that 66.4% of respondents reside outside Barangay Poblacion, while 33.6% live within it. This indicates that most students travel outside the immediate vicinity to attend the institution. The more significant proportion of non-local residents suggests that the institution has a broad geographic reach, extending beyond its immediate community. This finding reflects the effectiveness of marketing and recruitment strategies in attracting students from a wider area. However, it also underscores potential challenges commuting or relocating students.

What are the respondents' perceived level of the effectiveness of traditional marketing in attracting students to a satellite campus in terms of:

- 2.1 Accessibility;
- 2.2 Attractiveness;
- 2.3 Raising Awareness; and
- 2.4 Clarity?

Table 1 presents the respondents perceived level of the effectiveness of traditional marketing in attracting students to a satellite campus in terms of accessibility.

Table 1
The Respondents' Perceived Level of the Effectiveness of Traditional Marketing in Attracting Students to a Satellite Campus in terms of Accessibility

Indicators	Mean	SD	Description	Interpretation
I find the Traditional Marketing materials were accessible when looking out for the information of the satellite campus.	3.33	0.49	Strongly Agree	Extremely Effective
The reach of Traditional Marketing made the satellite campus highly visible to the broad community.	3.33	0.49	Strongly Agree	Extremely Effective
I feel that Traditional Marketing has provided me sufficient details to make an informed decision about enrolling in the satellite campus.	3.36	0.52	Strongly Agree	Extremely Effective
I find Traditional Marketing was convenient for obtaining timely and relevant information about the satellite campus.	3.35	0.48	Strongly Agree	Extremely Effective
Traditional Marketing was effective in providing easy and reliable access to enrollment information for the satellite campus.	3.29	0.59	Strongly Agree	Extremely Effective
Overall Mean	3.33	0.51	Strongly Agree	Extremely Effective

Legend: 1.00-1.75 Strongly Disagree (Not Effective), 1.76-2.50 Disagree (Slightly Effective), 2.51-3.25 Agree (Very Effective), 3.26-4.00 Strongly Agree (Extremely Effective)

The overall mean score of the respondents' perceived effectiveness for accessibility is 3.33, with a standard deviation of 0.51. This indicates that respondents strongly agree that traditional marketing is highly effective in providing accessible information about the satellite campus. Respondents perceived traditional marketing materials as convenient and reliable sources of timely information. The moderate standard deviation reflects consistency in responses, suggesting a shared perspective on the

accessibility of traditional marketing strategies. These findings highlight the importance of maintaining accessibility as a critical element of marketing strategies to support student recruitment. Alvarez (2022) emphasized that accessibility in marketing materials enhances student engagement and ensures informed decision-making. Greene and Patterson (2021) noted the importance of leveraging traditional platforms to reach diverse audiences, particularly in regional settings. Similarly, Liu (2023) found that clear and accessible marketing materials significantly increase prospective students' likelihood of enrolling in academic institutions. These studies collectively underscore the importance of accessible marketing strategies in attracting students effectively. They also highlight the need for institutions to sustain and innovate their traditional marketing approaches to maintain relevance and impact.

Table 2 presents the respondents' perceived level of the effectiveness of traditional marketing in attracting students to a satellite campus in terms of attractiveness.

Table 2
The Respondents' Perceived Level of the Effectiveness of Traditional Marketing in Attracting Students to a Satellite Campus in terms of Attractiveness

Indicators	Mean	SD	Description	Interpretation
I find the materials used in Traditional Marketing to promote the satellite campus was visually appealing.	3.33	0.47	Strongly Agree	Extremely Effective
Traditional Marketing used more engaging visuals that catch my attention and made me interested in learning more about the satellite campus.	3.36	0.52	Strongly Agree	Extremely Effective
I feel that Traditional Marketing materials creative and appealing enough to persuade me to consider enrolling in the satellite campus.	3.34	0.55	Strongly Agree	Extremely Effective
Traditional Marketing has provided visuals that make me excited about the satellite campus environment and student life.	3.37	0.51	Strongly Agree	Extremely Effective
Traditional Marketing has left a lasting impression on me when promoting enrollment opportunities at the satellite campus.	3.28	0.51	Strongly Agree	Extremely Effective
Overall Mean	3.34	0.51	Strongly Agree	Extremely Effective

Legend: 1.00-1.75 Strongly Disagree (Not Effective), 1.76-2.50 Disagree (Slightly Effective), 2.51-3.25 Agree (Very Effective), 3.26-4.00 Strongly Agree (Extremely Effective)

The overall mean score for attractiveness is 3.34, with a standard deviation of 0.51. This indicates that respondents strongly agree that traditional marketing is highly effective in presenting visually appealing materials that capture interest. Respondents perceived traditional marketing visuals as engaging and persuasive, reflecting a shared appreciation for the attractiveness of these materials. The moderate standard deviation indicates consistency among responses, further supporting the reliability of these findings. These results highlight the importance of aesthetic appeal in traditional marketing to sustain engagement and interest among potential students. Garcia and Thompson (2020) emphasized the role of visually appealing marketing materials in capturing attention and fostering interest among prospective students, highlighting that aesthetics are not merely supplementary but integral to communication effectiveness. In an era of digital saturation, where attention spans are increasingly short, the design and visual appeal of marketing materials serve as the first point of engagement. They argued that such materials act as a reflection of the institution's brand identity and values, directly influencing the perception of quality and trustworthiness. Building on this, Roberts et al. (2021) found that attractive marketing visuals significantly enhance recall and engagement, particularly in competitive educational markets. Their study revealed that well-designed visuals attract initial

attention and improve message retention by 40%, as they often evoke emotional connections and provide clarity in communication. The study also noted that institutions leveraging consistent and high-quality visual branding are more likely to stand out, fostering a stronger sense of credibility and differentiation. This is particularly critical in educational contexts, where prospective students and their families often weigh multiple options before making decisions. These findings underscore the strategic importance of investing in visually engaging marketing as a core component of student recruitment efforts, especially in an environment where competition for enrollment intensifies. Institutions should prioritize aligning their visual strategies with their overall branding and messaging goals to maximize impact and achieve lasting engagement.

Additionally, Cruz (2023) highlighted how creative and high-quality visuals elevate the perception of institutional credibility and quality by establishing a strong visual identity that resonates with the target audience. According to Cruz, visuals act as a non-verbal communicator that can convey professionalism, innovation, and the institution's commitment to excellence. High-quality visuals often instill confidence in prospective students and their families, signaling that the institution values attention to detail and invests in presenting itself as a leader in education. This perception can be a decisive factor in attracting students in a competitive market. These studies collectively affirm the critical role of attractiveness in marketing effectiveness, emphasizing that beyond aesthetic appeal, visuals play a functional role in shaping audience perceptions, driving engagement, and fostering loyalty. They provide empirical support for the findings of this study by underscoring the psychological and emotional impact of visual appeal in decision-making processes. By integrating visually compelling elements into marketing strategies, institutions can strengthen their competitive edge, enhance message retention, and create a lasting impression that aligns with their goals of increased enrollment and brand recognition.

Table 3 presents the respondents perceived level of the effectiveness of traditional marketing in attracting students to a satellite campus in terms of raising awareness.

Table 3
The Respondents' Perceived Level of the Effectiveness of Traditional Marketing in Attracting Students to a Satellite Campus in terms of Raising Awareness

Indicators	Mean	SD	Description	Interpretation
Traditional Marketing effective in raising awareness enrollment opportunities at the satellite campus.	3.39	0.53	Strongly Agree	Extremely Effective
Traditional Marketing campaigns has a broader reach in raising awareness among students.	3.33	0.55	Strongly Agree	Extremely Effective
Traditional Marketing strategies were effective in conveying the key benefits of enrolling at the satellite campus.	3.37	0.51	Strongly Agree	Extremely Effective
Traditional Marketing provided clear and immediate information about enrollment deadlines requirements.	3.32	0.51	Strongly Agree	Extremely Effective
Traditional Marketing provided engaging memorable information has more and that help raise awareness about the satellite campus.	3.35	0.54	Strongly Agree	Extremely Effective
Overall Mean	3.35	0.53	Strongly Agree	Extremely Effective

Legend: 1.00-1.75 Strongly Disagree (Not Effective), 1.76-2.50 Disagree (Slightly Effective), 2.51-3.25 Agree (Very Effective), 3.26-4.00 Strongly Agree (Extremely Effective)

The overall mean score for raising awareness is 3.35, with a standard deviation of 0.53. This indicates that respondents strongly agree that traditional marketing is highly effective in raising awareness about the satellite campus. Respondents perceived traditional marketing efforts as informative and impactful

in conveying enrollment opportunities and benefits. The moderate standard deviation highlights consistent perceptions among respondents, supporting the reliability of these findings. These results emphasize the importance of traditional marketing in ensuring wide reaching and effective communication with prospective students. Anderson and Miller (2020) highlighted the effectiveness of traditional marketing campaigns, such as print advertisements, flyers, and local community events, in increasing awareness and visibility for academic institutions, particularly within localized settings. These methods often serve as a direct and tangible way to reach prospective students and their families, making the institution's presence felt in the community. Traditional approaches are particularly advantageous in areas where digital penetration may be limited, ensuring that the marketing strategy remains inclusive and accessible.

Ramos et al. (2021) emphasized that clear and concise marketing messages play a crucial role in driving awareness and interest. They argued that simplicity and clarity in communication reduce cognitive overload, making it easier for prospective students to understand the institution's offerings and value proposition. This is especially critical in a competitive market where potential enrollees are bombarded with information from multiple institutions. Similarly, Harris (2023) found that well-structured traditional marketing campaigns significantly improve the reach and engagement of promotional efforts by leveraging familiar, tangible channels that resonate with diverse audiences. Harris emphasized that traditional mediums, such as community events, print media, and outdoor advertising, often generate trust and authenticity, particularly in localized settings where personal connections hold value. These campaigns can effectively complement digital strategies by targeting specific segments that may not be as accessible through online platforms.

Table 4 presents the respondents perceived level of the effectiveness of traditional marketing in attracting students to a satellite campus in terms of clarity.

Table 4
The Respondents' Perceived Level of the Effectiveness of Traditional Marketing in Attracting Students to a Satellite Campus in terms of Clarity

Indicators	Mean	SD	Description	Interpretation
The information provided in Traditional Marketing materials were clear and straightforward.	3.36	0.52	Strongly Agree	Extremely Effective
The content presented Traditional Marketing materials were easy to understand.	3.29	0.53	Strongly Agree	Extremely Effective
Traditional Marketing presented the satellite campus enrollment benefits in a clear and compelling way.	3.34	0.52	Strongly Agree	Extremely Effective
Traditional marketing materials has provided clear call to action such as where to apply or how to learn more.	3.34	0.54	Strongly Agree	Extremely Effective
Traditional Marketing efforts break down complex information into understandable segments.	3.30	0.56	Strongly Agree	Extremely Effective
Overall Mean	3.30	0.52	Strongly Agree	Extremely Effective

Legend: 1.00-1.75 Strongly Disagree (Not Effective), 1.76-2.50 Disagree (Slightly Effective), 2.51-3.25 Agree (Very Effective), 3.26-4.00 Strongly Agree (Extremely Effective)

The overall mean score for clarity is 3.30, with a standard deviation of 0.52. This indicates that respondents strongly agree that traditional marketing is highly effective in presenting clear and straightforward information. Respondents perceived the traditional marketing materials as easy to understand, which supports their decision-making process. The moderate standard deviation reflects consistency in responses, suggesting a shared perspective on the clarity of the information provided. These findings highlight the significance of maintaining clarity in traditional marketing strategies to

ensure effective communication with prospective students. Hernandez and Cruz (2022) stressed that clear and concise marketing messages are essential for reducing confusion and enhancing audience engagement, particularly in contexts where prospective students may feel overwhelmed by the volume of information. They noted that straightforward communication helps target audiences quickly understand key details, reducing the risk of misinterpretation and fostering a positive initial impression of the institution. Adams (2023) expanded on this idea by highlighting how clarity in messaging improves accessibility, making information more inclusive for diverse audiences, including those with varying levels of familiarity with the educational system. Clarity in marketing not only ensures that critical details, such as enrollment requirements and program benefits, are easily understood but also demonstrates an institution's commitment to transparency and student support. By eliminating unnecessary jargon and focusing on user friendly language, institutions can make their marketing materials approachable and relatable. Adams also emphasized that accessible communication builds trust, as it positions the institution as genuinely interested in meeting the needs of its prospective students.

Together, these insights reveal that clarity in marketing is not just a technical consideration but a strategic priority that enhances audience connection and trust. By prioritizing simplicity and precision, institutions can more effectively engage prospective students, ultimately driving stronger enrollment outcomes. This approach underscores the broader importance of thoughtful communication in creating lasting, meaningful connections with target audiences. Additionally, Ramos (2021) found that well-structured and easily digestible marketing content significantly enhances the perception of effectiveness among prospective students. Ramos argued that when marketing materials are organized logically and visually appealing, they attract attention and make it easier for the audience to absorb and retain critical information. This approach helps potential students feel more confident and informed, positively influencing their decision-making process. These findings, along with those of Hernandez and Cruz (2022) and Adams (2023), collectively underscore the pivotal role of clear communication in traditional marketing strategies. Clarity and structure are not just about aesthetics—they directly impact how audiences perceive the institution's credibility and accessibility. Moreover, these studies highlight that effective communication fosters trust and engagement by minimizing confusion and ensuring that key messages resonate with the target audience.

Table 5 presents the respondents perceived level of the effectiveness of traditional marketing in attracting students to a satellite campus.

Table 5
The Summary of the Respondents' Perceived Level of the Effectiveness of Traditional Marketing in Attracting Students to a Satellite Campus

Indicators	Mean	SD	Description	Interpretation
Accessibility	3.33	0.51	Strongly Agree	Extremely Effective
Attractiveness	3.34	0.51	Strongly Agree	Extremely Effective
Raising Awareness	3.35	0.53	Strongly Agree	Extremely Effective
Clarity	3.30	0.52	Strongly Agree	Extremely Effective
Overall Mean	3.34	0.52	Strongly Agree	Extremely Effective

Legend: 1.00-1.75 Strongly Disagree (Not Effective), 1.76-2.50 Disagree (Slightly Effective), 2.51-3.25 Agree (Very Effective), 3.26-4.00 Strongly Agree (Extremely Effective)

The overall mean score for satellite campus is 3.34, with a standard deviation of 0.52. This indicates that respondents strongly agree that traditional marketing is 73 highly effective in various aspects, including accessibility, attractiveness, awareness, and clarity. The moderate standard deviation reflects consistency in responses, suggesting a shared perception of the effectiveness of traditional marketing

across these dimensions. These findings emphasize the importance of a well-rounded marketing strategy that addresses multiple aspects to attract students effectively. Gonzales and Rivera (2021) underscored the pivotal role of traditional marketing in ensuring comprehensive outreach to prospective students, particularly in contexts where digital access might be limited or where personal, localized connections are highly valued. They argued that traditional methods, such as community events, print advertising, and direct mail, create tangible touchpoints that effectively capture attention and build trust among potential enrollees and their families. Gupta and Sharma (2022) emphasized the importance of campaigns addressing multiple facets of engagement, noting that these campaigns are more likely to resonate with diverse audiences. By incorporating elements such as clear messaging, relatable visuals, and targeted communication, traditional marketing strategies can cater to different demographic groups' varying needs and preferences. This approach ensures that no segment is overlooked, increasing the campaign's overall effectiveness.

Furthermore, Kim and Choi (2020) found that integrating varied approaches within traditional marketing enhances its impact on prospective students by providing multiple channels through which they can connect with the institution. For example, combining print materials with in-person outreach or community involvement ensures the marketing message is visible and relatable, increasing the likelihood of engagement. These studies align with the findings and reinforce the value of multi-faceted marketing strategies that leverage the strengths of traditional approaches while addressing the complexities of diverse audience needs. They highlight that a holistic approach, incorporating various channels and engagement methods, broadens outreach and strengthens connections with prospective students, making marketing efforts more impactful and enduring.

What are the respondents' perceived level of the effectiveness of digital marketing in attracting students to a satellite campus in terms of:

- 1.1 Accessibility;**
- 1.2 Attractiveness;**
- 1.3 Raising Awareness; and**
- 1.4 Clarity?**

Table 6 presents the respondents perceived level of the effectiveness of digital marketing in attracting students to a satellite campus in terms of accessibility.

Table 6
The Respondents' Perceived Level of the Effectiveness of Digital Marketing in Attracting Students to a Satellite Campus in terms of Accessibility

Indicators	Mean	SD	Description	Interpretation
I find the Digital Marketing materials were accessible when looking out for the information of the satellite campus.	3.34	0.58	Strongly Agree	Extremely Effective
The reach of Digital Marketing made the satellite campus highly visible to the broad community.	3.35	0.60	Strongly Agree	Extremely Effective
I feel that Digital Marketing has provided me sufficient details to make an informed decision about enrolling in the satellite campus.	3.42	0.53	Strongly Agree	Extremely Effective
I find Digital Marketing was convenient for obtaining timely and relevant information about the satellite campus.	3.63	0.50	Strongly Agree	Extremely Effective
Digital Marketing was effective in providing easy and reliable access to enrollment information for the satellite campus.	3.32	0.52	Strongly Agree	Extremely Effective
Overall Mean	3.41	0.55	Strongly Agree	Extremely Effective

Legend: 1.00-1.75 Strongly Disagree (Not Effective), 1.76-2.50 Disagree (Slightly Effective), 2.51-3.25 Agree (Very Effective), 3.26-4.00 Strongly Agree (Extremely Effective)

The overall mean score for accessibility is 3.41, with a standard deviation of 0.55. This indicates that respondents strongly agree that digital marketing is highly effective in providing accessible information about the satellite campus. Respondents perceived digital marketing materials as convenient and reliable sources for obtaining timely and relevant information. The moderate standard deviation reflects consistency in responses, indicating shared positive experiences. These findings emphasize the importance of leveraging digital platforms to ensure accessibility in student recruitment efforts. The research of Santos and Garcia (2021) emphasized that the accessibility of digital marketing materials plays a pivotal role in enhancing student engagement by providing on-demand access to information. According to their findings, the ability for prospective students to access resources anytime and anywhere significantly increases their interaction with an institution's offerings, ultimately fostering deeper engagement. Furthermore, they highlighted those accessible materials, such as mobile-friendly websites and downloadable 80 resources, empower students to make informed decisions at their convenience.

Moreover, Ahmed and Khan (2020) noted that digital platforms allow institutions to reach broader and more diverse audiences efficiently, supporting the findings of Santos and Garcia. They argued that the scalability of digital marketing ensures that information is not limited by geographical boundaries, enabling institutions to connect with potential students globally. According to their research, this broad reach, combined with cost-effectiveness, positions digital marketing as an indispensable tool for modern recruitment strategies. Similarly, Tan and Lim (2022) highlighted that well-optimized digital marketing strategies significantly improve the accessibility of enrollment related information for prospective students. They emphasized that strategies such as search engine optimization (SEO), social media integration, and personalized email campaigns ensure that critical information reaches students more effectively. Furthermore, their research demonstrated that optimization not only enhances accessibility but also increases the likelihood of engagement by tailoring content to the preferences and needs of the target audience. These studies collectively validate the critical role of accessibility in determining the effectiveness of digital marketing strategies. Moreover, they underscore the importance of leveraging technology to create seamless and inclusive access to information, ensuring that institutions meet the expectations of tech-savvy prospective students. By prioritizing accessibility, institutions can enhance engagement, broaden their reach, and ultimately improve enrollment outcomes.

Table 7 presents the respondents perceived level of the effectiveness of digital marketing in attracting students to a satellite campus in terms of attractiveness.

The overall mean score for attractiveness is 3.36, with a standard deviation of 0.51. This indicates that respondents strongly agree that digital marketing is highly effective in presenting visually appealing materials that capture interest. Respondents perceived digital marketing visuals as engaging and persuasive, which fosters interest in the satellite campus. The moderate standard deviation reflects consistency in responses, underscoring a shared appreciation for the attractiveness of these materials. These findings highlight the importance of aesthetic appeal in digital marketing to sustain engagement and interest among prospective students. Garcia and Ramos (2021) emphasized that visually attractive marketing materials play a vital role in significantly enhancing audience engagement by effectively capturing attention. According to their findings, well-designed visuals act as a powerful first impression, drawing the viewer's eye and encouraging them to explore the content further. This is particularly important in today's saturated digital landscape, where audiences are often overwhelmed with information. By standing out visually, institutions can increase the likelihood of their message resonating with prospective students.

Table 7
The Respondents' Perceived Level of the Effectiveness of Digital Marketing in Attracting Students to a Satellite Campus in terms of Attractiveness

Indicators	Mean	SD	Description	Interpretation
I find the materials used in Digital Marketing to promote the satellite campus was visually appealing.	3.46	0.54	Strongly Agree	Extremely Effective
Digital Marketing used more engaging visuals that catch my attention and made me interested in learning more about the satellite campus.	3.32	0.50	Strongly Agree	Extremely Effective
I feel that Digital Marketing materials were creative and appealing enough to persuade me to consider enrolling in the satellite campus.	3.26	0.50	Strongly Agree	Extremely Effective
Digital Marketing has provided visuals that make me excited about the satellite campus environment and student life.	3.41	0.50	Strongly Agree	Extremely Effective
Digital Marketing has left a lasting impression on me when promoting enrollment opportunities at the satellite campus.	3.36	0.53	Strongly Agree	Extremely Effective
Overall Mean	3.36	0.51	Strongly Agree	Extremely Effective

Legend: 1.00-1.75 Strongly Disagree (Not Effective), 1.76-2.50 Disagree (Slightly Effective), 2.51-3.25 Agree (Very Effective), 3.26-4.00 Strongly Agree (Extremely Effective)

Moreover, Ahmed and Hussain (2022) highlighted that incorporating creative and high-quality visuals in digital campaigns not only engages audiences but also elevates the institution's credibility and appeal. High quality visuals convey professionalism and attention to detail, which reflect positively on the institution's brand. For instance, vibrant imagery showcasing campus life or sleek graphics presenting program benefits can create a sense of trust and aspiration, making the institution more appealing to potential students. In addition, the research underscores that the synergy between attractiveness and quality in visuals is critical for building both emotional and cognitive connections with the audience. While visually compelling materials capture initial attention, their quality reassures viewers of the institution's commitment to excellence. This dual impact is particularly effective in fostering both interest and trust.

Similarly, Tanaka and Sato (2023) found that visually engaging content has a profound impact on shaping prospective students' perceptions and decisions. According to their findings, visually appealing materials create an immediate sense of professionalism and vibrancy, which can enhance the institution's overall appeal. This influence extends beyond mere aesthetics; visually engaging content helps convey the institution's values, culture, and offerings in a way that resonates emotionally with the audience. Moreover, their research highlights that prospective students are more likely to remember and engage with institutions whose digital marketing incorporates compelling visuals, such as high-quality images, infographics, and dynamic videos. These elements not only attract attention but also reinforce key messages, making them more memorable and impactful. For instance, vibrant visuals of campus life or student success stories can inspire prospective students to envision themselves as part of the institution.

Table 8 presents the respondents perceived level of the effectiveness of digital marketing in attracting students to a satellite campus in terms of raising awareness.

The overall mean score for raising awareness is 3.39, with a standard deviation of 0.51. This indicates that the respondents strongly agree that digital marketing is the highest providing for engaging information that raises awareness in overall campus. According to Gupta and Verma (2022), digital marketing campaigns featuring clear and engaging messages are highly effective in raising awareness

and improving the visibility of educational institutions. Their research demonstrated that concise, well-crafted messaging not only grabs the attention of prospective students but also ensures that key information is easily understood and retained. By presenting information in an engaging and accessible manner, institutions can increase their reach and resonate with a broader audience.

Table 8
The Respondents' Perceived Level of the Effectiveness of Digital Marketing in Attracting Students to a Satellite Campus in terms of Raising Awareness

Indicators	Mean	SD	Description	Interpretation
Digital Marketing was effective in raising awareness about enrollment opportunities at the satellite campus.	3.39	0.49	Strongly Agree	Extremely Effective
Digital Marketing campaigns has a broader reach in raising awareness among potential students.	3.52	0.49	Strongly Agree	Extremely Effective
Digital Marketing strategies were effective in conveying the key benefits of enrolling at the satellite campus.	3.46	0.49	Strongly Agree	Extremely Effective
Digital Marketing has provided clear and immediate information about enrollment deadlines and requirements.	3.31	0.56	Strongly Agree	Extremely Effective
Digital Marketing has provided more engaging and memorable information that help raise awareness about the satellite campus.	3.28	0.51	Strongly Agree	Extremely Effective
Overall Mean	3.39	0.51	Strongly Agree	Extremely Effective

Legend: 1.00-1.75 Strongly Disagree (Not Effective), 1.76-2.50 Disagree (Slightly Effective), 2.51-3.25 Agree (Very Effective), 3.26-4.00 Strongly Agree (Extremely Effective)

On the other hand, Cruz and Santos (2021) focused on the importance of targeted digital strategies in fostering engagement and generating interest among prospective students. They argued that tailoring content to specific demographics, such as age groups, geographical regions, or academic interests, allows campaigns to address different audiences' unique needs and aspirations. This personalized approach ensures that the institution's messaging feels relevant and relatable, increasing its overall impact. Additionally, incorporating multimedia elements into digital campaigns dramatically enhances their effectiveness in raising awareness (Tan & Lim, 2023). Using tools such as videos, interactive infographics, and virtual tours, institutions can create immersive experiences that captivate prospective students and encourage further exploration of their offerings. Multimedia content captures attention and enriches the communication of complex information, making it more engaging and memorable.

Table 9 presents the respondents perceived level of the effectiveness of digital marketing in attracting students to a satellite campus in terms of clarity.

The overall mean score for clarity is 3.33, with a standard deviation of 0.51. This indicates that respondents strongly agree that digital marketing effectively presents clear and straightforward information about the satellite campus. Respondents perceived digital marketing materials as easy to understand and helpful in facilitating informed decision making. The moderate standard deviation reflects consistency in responses, suggesting shared positive experiences regarding the clarity of the information provided. These findings highlight the importance of clarity in digital marketing to ensure effective communication and engagement with prospective students. Garcia and Santos (2022) emphasized that clear and concise communication in digital marketing plays a crucial role in improving audience understanding and fostering trust. According to their research, when marketing messages are straightforward and free from unnecessary complexity, they are more likely to resonate with prospective students, ensuring that key information is absorbed efficiently. This clarity also

enhances the institution's credibility, as audiences perceive transparent and direct communication as a sign of professionalism and reliability.

Table 9
The Respondents' Perceived Level of the Effectiveness of Digital Marketing in Attracting Students to a Satellite Campus in terms of Clarity

Indicators	Mean	SD	Description	Interpretation
The information provided in Digital Marketing materials were clear and straightforward.	3.38	0.51	Strongly Agree	Extremely Effective
The content presented Digital Marketing materials were easy to understand.	3.32	0.49	Strongly Agree	Extremely Effective
Digital Marketing presented the satellite campus's enrollment benefits in a clear and compelling way.	3.37	0.51	Strongly Agree	Extremely Effective
Digital Marketing materials has provided clear call to action such as where to apply or how to learn more.	3.31	0.53	Strongly Agree	Extremely Effective
Digital Marketing materials break down complex information into understandable segments.	3.25	0.53	Strongly Agree	Extremely Effective
Overall Mean	3.33	0.51	Strongly Agree	Extremely Effective

Legend: 1.00-1.75 Strongly Disagree (Not Effective), 1.76-2.50 Disagree (Slightly Effective), 2.51-3.25 Agree (Very Effective), 3.26-4.00 Strongly Agree (Extremely Effective)

Similarly, Patel and Sharma (2021) highlighted that clarity in marketing messages directly impacts the accessibility and usability of campaign content for diverse audiences. By using simple, inclusive language and visually organized content, institutions can cater to audiences with varying levels of digital literacy or familiarity with the education sector. This approach ensures that no prospective student feels excluded, broadening the campaign's reach and effectiveness. Moreover, Zhang and Wong (2023) found that well-structured digital materials with clear calls to action (CTAs) significantly boost engagement and decision-making efficacy. Their study demonstrated that structured layouts guide users through the content intuitively, while prominent and specific CTAs encourage immediate actions, such as visiting a website, signing up for a webinar, or starting an application. This combination of structure and clarity not only captures attention but also drives meaningful interactions.

Table 10 presents the respondents perceived level of the overall effectiveness of digital marketing in attracting students to a satellite campus.

Table 10
The Summary of the Respondents' Perceived Level of the Effectiveness of Digital Marketing in Attracting Students to a Satellite Campus

Indicators	Mean	SD	Description	Interpretation
Accessibility	3.41	0.55	Strongly Agree	Extremely Effective
Attractiveness	3.36	0.51	Strongly Agree	Extremely Effective
Raising Awareness	3.39	0.51	Strongly Agree	Extremely Effective
Clarity	3.31	0.51	Strongly Agree	Extremely Effective
Overall Mean	3.37	0.52	Strongly Agree	Extremely Effective

Legend: 1.00-1.75 Strongly Disagree (Not Effective), 1.76-2.50 Disagree (Slightly Effective), 2.51-3.25 Agree (Very Effective), 3.26-4.00 Strongly Agree (Extremely Effective)

The overall mean score is 3.37, with a standard deviation of 0.52. This indicates that respondents strongly agree that digital marketing is highly effective across various aspects, including accessibility, attractiveness, raising awareness, and clarity. The moderate standard deviation reflects consistency in responses, suggesting a shared positive perception of digital marketing's effectiveness. These findings

emphasize the critical role of digital platforms in enhancing institutional visibility and engagement with prospective students. The study of Lopez and Rivera (2023) emphasized that holistic digital marketing campaigns are instrumental in engaging diverse audiences and achieving improved enrollment outcomes. By addressing various audience segments through tailored content and multiple communication channels, these campaigns ensure inclusivity and resonance across different demographics. This comprehensive approach not only captures a wider audience but also builds stronger connections by addressing the unique preferences and needs of each group. Similarly, Ahmed and Yasin (2022) highlighted that integrating multiple strategies, such as social media advertising, email marketing, and search engine optimization, significantly enhances the overall impact and reach of digital campaigns. They argued that combining various tactics creates a synergistic effect, amplifying the campaign's visibility and engagement. For instance, a campaign that links engaging social media content with targeted email follow-ups can reinforce messages and drive prospective students to take action.

Chen and Wang (2021) found that incorporating interactive tools, such as chatbots, quizzes, and virtual tours, alongside consistent messaging, significantly enhances the effectiveness of digital marketing efforts. Interactive tools actively engage prospective students by inviting them to participate directly in the content, creating a more immersive and personalized experience. For example, chatbots provide real-time answers to queries, quizzes can help students explore programs suited to their interests, and virtual tours allow for an engaging exploration of campus facilities—all of which contribute to a deeper connection with the institution. Moreover, their research emphasized that consistent messaging across multiple channels is equally critical for reinforcing the institution's branding and communication goals. When messages are uniform and cohesive, they eliminate confusion and ensure that prospective students receive a clear and unified narrative about the institution's values, offerings, and advantages. This alignment across platforms, whether through email, social media, or the institution's website, helps to build trust and recognition.

Additionally, the combination of interactivity and consistency creates a synergistic effect that enhances both engagement and credibility. Interactive tools draw in prospective students and make them active participants, while consistent messaging ensures that this engagement is anchored to a reliable and trustworthy brand identity. Together, these strategies foster a sense of connection and confidence, ultimately influencing decision-making. This approach demonstrates how interactive tools and consistent messaging can work in tandem to optimize digital marketing campaigns. Institutions adopting these strategies can create engaging, student focused campaigns that stand out in a competitive landscape while reinforcing their reputation and encouraging meaningful interactions with their audience.

Is there a significant difference in enrollment outcomes of traditional marketing when respondents are grouped according to demographic profile?

Table 11 examines the significant differences in enrollment outcomes of traditional marketing when respondents are grouped according to their age.

Table 11

The Test of Significant Differences in the Enrollment Outcomes of Traditional Marketing when Respondents are Grouped according to their Age

Profile	Student Enrollment Trend					
	Categories	Mean	f-value	p-value	Remarks	Decision on Ho
Age	18 – 19 years old	3.52	1.63	0.000	Significant	Reject
	20 – 21 years old					
	22 – 23 years old					
	24 years old and above					

The results reveal a significant difference ($F\text{-value} = 1.63$, $p\text{-value} < 0.001$), leading to the rejection of the null hypothesis. This indicates that age significantly influences how respondents perceive the effectiveness of traditional marketing strategies in driving enrollment outcomes. Respondents aged 18–19 reported the highest mean score (3.52), suggesting that younger individuals find traditional marketing efforts more impactful compared to older age groups. These findings align with Smith and Garcia's (2021) assertion that traditional marketing strategies can significantly impact enrollment outcomes, particularly among younger demographics. Traditional approaches, such as print materials, television ads, and community outreach events, resonate well with younger individuals because of their broad exposure to institutional outreach efforts from an early age. Moreover, these strategies often seamlessly integrate with digital platforms, creating a dual exposure that enhances message visibility and accessibility. As a result, younger audiences are more likely to engage with and respond to traditional campaigns that align with their interests and values, ultimately influencing their enrollment decisions.

Similarly, Lee and Cruz (2020) emphasized that age-specific preferences play a crucial role in shaping perceptions of marketing effectiveness, which directly impacts enrollment outcomes. Tailored marketing approaches that address generational expectations can create stronger connections and improve the likelihood of prospective students choosing an institution. For example, while older generations might respond favorably to formal and information-driven campaigns, younger demographics often prefer visually engaging, interactive, and socially conscious content. These generational preferences underscore the need for institutions to diversify their traditional marketing efforts, ensuring that they cater to the unique cultural, social, and technological contexts of their target audiences. The variation in perceptions across age groups suggests that institutions should adopt a more segmented marketing approach. By tailoring campaigns to address the specific needs and preferences of each age group, institutions can maximize the effectiveness of their outreach efforts. For instance, younger audiences may respond more positively to dynamic, visually engaging materials, while older groups might prefer information-rich and detail-oriented content. This strategy optimizes resource allocation and broadens the appeal of the institution's marketing efforts, fostering inclusivity and driving overall enrollment outcomes.

Table 12 examines the significant differences in enrollment outcomes of traditional marketing when respondents are grouped according to their sex.

Table 12
The Test of Significant Differences in the Enrollment Outcomes of Traditional Marketing when Respondents are Grouped according to their Sex

Profile	Student Enrollment Trend					
	Categories	Mean	f-value	p-value	Remarks	Decision on H_0
Sex	Male	3.23	0.304	0.012	Significant	Reject
	Female	3.17				

The results reveal a significant difference ($t\text{-value} = 0.304$, $p\text{-value} = 0.012$), leading to the rejection of the null hypothesis. This indicates that sex significantly influences respondents' perceptions of the effectiveness of traditional marketing strategies in driving enrollment outcomes. Male respondents reported a slightly higher mean score (3.23) compared to female respondents (3.17), suggesting a marginally stronger perception of effectiveness among male participants. 111 These findings align with Johnson and Rivera's (2020) assertion that differences in perceptions of marketing effectiveness can arise due to varying preferences and engagement levels across genders, which can directly influence

enrollment outcomes. Gender plays a significant role in shaping how prospective students interpret and respond to traditional marketing strategies, as societal norms, cultural expectations, and individual experiences influence their preferences. For instance, women may be more drawn to emotionally resonant and narrative-driven campaigns that highlight personal growth, inclusivity, and empowerment, while men might favor direct, informational, or competitive appeals that emphasize career-oriented success and tangible outcomes.

Similarly, Carter and Lee (2021) emphasized the importance of addressing gender-specific concerns and interests in educational marketing to achieve equitable engagement. In the context of enrollment outcomes, this translates to crafting campaigns that align with the aspirations and challenges unique to each gender group. For example, marketing that underscores diversity and representation can appeal to women by showcasing opportunities for mentorship, leadership, and supportive environments. On the other hand, campaigns highlighting rigorous academics, competitive advantages, or industry-aligned training may resonate more with men. The results suggest that institutions may benefit from tailoring their marketing strategies to address the unique preferences and needs of different genders. For instance, incorporating diverse role models and showcasing a variety of programs in marketing materials can create a more inclusive appeal. By addressing gender-specific expectations, institutions can enhance the impact of their campaigns and promote balanced representation in enrollment outcomes.

Table 13 examines the significant differences in enrollment outcomes of traditional marketing when respondents are grouped according to their program of enrollment.

Table 13
The Test of Significant Differences in the Enrollment Outcomes of Traditional Marketing when Respondents are Grouped according to their Program of Enrollment

Profile	Student Enrollment Trend					
	Categories	Mean	f-value	p-value	Remarks	Decision on Ho
Program of Enrollment	Bachelor of Public Administration	3.45	1.27	0.032	Significant	Reject
	Bachelor of Science in Business					
	Administration Major in Financial					
	Management					

The results reveal a significant difference ($F\text{-value} = 1.27$, $p\text{-value} = 0.032$), leading to rejecting the null hypothesis. This indicates that the program of enrollment significantly influences respondents' perceptions of the effectiveness of traditional marketing strategies in driving enrollment outcomes. Respondents from the Bachelor of Public Administration program reported the highest mean score (3.45), suggesting a stronger perception of effectiveness compared to other programs. The study of Nguyen and Santos' (2021) assertion that program specific marketing approaches resonate differently across academic disciplines due to students' unique interests and priorities in each field. Students pursuing different academic programs often have distinct motivations, career aspirations, and learning preferences, influencing how they perceive and respond to marketing efforts. The study of Nguyen and Santos' (2021) assertion that program specific marketing approaches resonate differently across academic disciplines due to students' unique interests and priorities in each field. Students pursuing different academic programs often have distinct motivations, career aspirations, and learning preferences, influencing how they perceive and respond to marketing efforts.

Moreover, Taylor and Cruz (2020) highlighted the need for tailored messaging in educational marketing to align with the aspirations and career goals associated with specific programs. Effective

program-specific marketing demonstrates an understanding of the target audience's academic and professional objectives and fosters a sense of connection and relevance. For example, marketing strategies for business programs might emphasize leadership development, networking opportunities, and entrepreneurial success stories, while campaigns for health sciences could focus on patient care, innovation in medical technology, or contributions to public health. The results suggest that institutions should consider adopting program-specific marketing strategies to enhance the relevance and effectiveness of their campaigns. Highlighting program strengths, career opportunities, and success stories tailored to each academic discipline can improve engagement and foster a stronger connection with prospective students. This approach ensures that marketing efforts address students' diverse interests and expectations across various programs.

Table 14 examines the significant differences in enrollment outcomes of traditional marketing when respondents are grouped according to their current residence.

Table 14

The Test of significant differences in the enrollment outcomes of traditional marketing when respondents are grouped according to their Current Residence

Profile	Student Enrollment Trend					
Current Residence	Categories	Mean	f-value	p-value	Remarks	Decision on Ho
	Within Barangay Poblacion Area	3.31	1.54	0.001	Significant	Reject
	Outside Barangay Poblacion					

The results reveal a significant difference ($F\text{-value} = 1.54$, $p\text{-value} = 0.001$), leading to the rejection of the null hypothesis. This indicates that current residence significantly influences respondents' perceptions of the effectiveness of traditional marketing strategies in driving enrollment outcomes. Respondents residing outside Barangay Poblacion reported higher mean scores (3.31) compared to those within Barangay Poblacion, suggesting that non-local respondents perceive traditional marketing as more impactful. According to the study of Hernandez and Garcia (2021), perceptions of marketing effectiveness can vary significantly depending on geographic factors such as accessibility and regional representation in marketing materials. Geographic considerations play a vital role in shaping how marketing efforts are received, as audiences are more likely to engage with 116 campaigns that reflect their local context, values, and identity. For instance, individuals from urban areas might prioritize access to modern facilities and global opportunities, while those from rural regions could value messages emphasizing community development, affordability, and proximity to home.

Additionally, Adams and Cruz (2022) emphasized the importance of tailoring outreach efforts to address the unique needs of both local and non-local populations to maximize engagement. Local audiences often respond positively to campaigns that highlight familiarity, inclusivity, and regional benefits, while non-local audiences may be more drawn to content that showcases diversity, cultural exchange opportunities, and institutional prestige. By acknowledging these differing priorities, marketing strategies can effectively resonate with a wider audience and ensure equitable representation. These findings reinforce the necessity of a geographically sensitive approach in educational marketing. Institutions that thoughtfully incorporate regional nuances and address the distinct concerns of local and non-local students are better positioned to create impactful and inclusive campaigns that drive engagement and build trust across diverse populations. The results highlight the need for institutions to develop geographically inclusive marketing strategies. Emphasizing accessibility features, such as transportation support and regional representation in materials, can strengthen appeal to non-local respondents. For local respondents, fostering community engagement

and highlighting the institution's role in the local area may enhance the perceived effectiveness of marketing campaigns. These tailored approaches ensure that marketing efforts resonate across diverse residential contexts, broadening the institution's appeal and improving enrollment outcomes.

Is there a significant difference on enrollment outcomes of digital marketing when respondents are grouped according to demographic profile?

Table 15 examines the significant differences in enrollment outcomes of digital marketing when respondents are grouped according to their age.

Table 15
The Test of Significant Differences in the Enrollment Outcomes of Digital Marketing
when Respondents are Grouped according to their Age

Profile	Student Enrollment Trend					
	Categories	Mean	f-value	p-value	Remarks	Decision on Ho
Age	18 – 19 years old	3.52	1.63	0.000	Significant	Reject
	20 – 21 years old					
	22 – 23 years old					
	24 years old and above					

The results reveal a significant difference ($F\text{-value} = 1.63$, $p\text{-value} < 0.001$), leading to the rejection of the null hypothesis. This indicates that age significantly influences respondents' perceptions of the effectiveness of digital marketing strategies in driving enrollment outcomes. Respondents aged 18–19 reported the highest mean score (3.52), suggesting that younger individuals perceive digital marketing efforts as more impactful compared to older age groups. The study of Johnson and Patel's (2022) argued that gender-specific preferences can significantly influence enrollment outcomes, particularly in the context of digital marketing. Unlike traditional marketing, digital platforms offer greater flexibility to tailor content to diverse audiences based on real-time analytics and user behavior. Gender-specific interests and communication preferences can shape how prospective students engage with digital marketing campaigns, ultimately affecting their decision to enroll. For example, male students might engage more with direct, career-focused digital content, such as LinkedIn advertisements or program-focused email campaigns that emphasize competitive opportunities and practical benefits. In contrast, female students may be drawn to digital storytelling approaches that highlight community building, inclusivity, and opportunities for personal growth, often conveyed through Instagram stories, YouTube testimonials, or interactive webinars.

Similarly, Cruz and Thompson (2021) emphasized the importance of addressing gender nuances to ensure equitable engagement across demographics in digital marketing strategies. When applied to digital platforms, this means creating content that balances these differing priorities. For example, institutions can design targeted social media advertisements that highlight a mix of data-driven content, such as employment rates and salary expectations, alongside more narrative driven visuals showcasing diverse role models and collaborative learning environments. Campaigns tailored in this way can increase engagement and foster a sense of inclusivity, ensuring that digital marketing resonates across gender lines. The results also highlight the potential for digital marketing to influence enrollment outcomes by integrating gender-specific strategies with age-focused approaches. Younger audiences may respond more positively to visually dynamic, interactive content on platforms like TikTok or Snapchat, while older prospective students may prefer detailed and information-rich digital campaigns, such as webinars or comprehensive program brochures delivered via email. By leveraging the versatility of digital platforms to address both gender and age-specific preferences, institutions can

maximize the effectiveness of their marketing efforts and achieve more balanced and inclusive enrollment outcomes.

Table 16 examines the significant differences in enrollment outcomes of digital marketing when respondents are grouped according to their sex.

Table 16
The Test of Significant Differences in the Enrollment Outcomes of Digital Marketing
when Respondents are Grouped according to their Sex

Profile	Student Enrollment Trend					Decision on H ₀
	Categories	Mean	f-value	p-value	Remarks	
Sex	Male	3.23	0.304	0.000	Significant	Reject
	Female	3.17				

The results reveal a significant difference (t-value = 0.304, p-value < 0.001), leading to the rejection of the null hypothesis. This indicates that sex significantly influences respondents' perceptions of the effectiveness of digital marketing strategies in driving enrollment outcomes. Male respondents reported a slightly higher mean score (3.23) compared to female respondents (3.17), suggesting that male participants perceive digital marketing efforts as slightly more impactful. According to Johnson and Patel (2022), gender-specific preferences significantly influence enrollment outcomes when digital marketing strategies are employed. These differences arise from the distinct ways men and women engage with digital content and respond to messages, shaped by their unique motivations and online behaviors. For instance, men may focus on utilitarian aspects such as program reputation, career outcomes, and practical benefits, gravitating toward digital content that is concise, data-driven, and straightforward.

Conversely, women might be more drawn to campaigns emphasizing emotional resonance and experiential elements, such as supportive communities, personal growth opportunities, and an inclusive campus culture. Digital marketing strategies, including social media campaigns, email marketing, and interactive website content, must account for these gendered preferences to maximize their impact on enrollment outcomes. For example, digital ads targeting men could emphasize clear value propositions, such as employability statistics, alumni success stories, or competitive program rankings. In contrast, campaigns directed at women could leverage storytelling techniques, such as video testimonials, vibrant visuals, and content that highlights the social and cultural aspects of the institution. The results suggest that institutions should integrate diverse perspectives and representations into their digital marketing strategies to foster equitable engagement. For instance, using inclusive imagery, featuring testimonials from both male and female students, and designing gender-neutral messaging can enhance the appeal of digital campaigns across demographics.

Moreover, platforms such as Instagram or TikTok can be utilized for visually dynamic content that resonates broadly, while LinkedIn or Facebook can offer more structured, detail-oriented messaging. This tailored approach ensures that digital marketing efforts not only attract a wide audience but also create meaningful connections, ultimately promoting balanced enrollment outcomes and fostering diversity within the student body.

Table 17 examines the significant differences in enrollment outcomes of digital marketing when respondents are grouped according to their program of enrollment.

Table 17
The Test of Significant Differences in the Enrollment Outcomes of Digital Marketing
when Respondents are Grouped according to their Program of Enrollment

Profile	Student Enrollment Trend					
	Categories	Mean	f-value	p-value	Remarks	Decision on Ho
Program of Enrollment	Bachelor of Public Administration	3.45	1.27	0.000	Significant	Reject
	Bachelor of Science in Business					
	Administration Major in Financial					
	Management					

The results reveal a significant difference ($F\text{-value} = 1.27$, $p\text{-value} < 0.001$), leading to the rejection of the null hypothesis. This indicates that the program of enrollment significantly influences respondents' perceptions of the effectiveness of digital marketing strategies in driving enrollment outcomes. Respondents from the Bachelor of Public Administration program reported the highest mean score (3.45), suggesting a stronger perception of effectiveness compared to other programs. Nguyen and Cruz's (2021) highlights that that program-specific digital marketing content resonates more effectively due to its relevance to the unique interests and aspirations of students in different academic disciplines. Digital marketing's ability to segment and target specific audiences makes it an ideal tool for highlighting program-related features that appeal to prospective students' academic and career goals. By tailoring content to reflect the unique attributes of each program, institutions can capture the attention of students who are actively seeking opportunities aligned with their personal ambitions.

Furthermore, Santos and Garcia (2020) emphasized the importance of customizing digital campaigns to reflect the goals, career opportunities, and industry trends associated with each academic program. For example, students interested in technology may be drawn to digital campaigns featuring cutting-edge research labs, coding boot camps, or partnerships with tech giants, while those pursuing arts and humanities might respond to content showcasing creative spaces, cultural events, or mentorship from renowned faculty. The results suggest that institutions should design program-specific digital marketing strategies to optimize engagement and drive enrollment outcomes. This includes leveraging tools such as program-focused social media ads, tailored email campaigns, and dynamic website content that highlights program-related success stories, testimonials, and career trajectories. Institutions can also use analytics to track and refine these strategies based on the interests and behavior of prospective students.

Table 18 examines the significant differences in enrollment outcomes of digital marketing when respondents are grouped according to their current residence.

Table 18
The Test of Significant Differences in the Enrollment Outcomes of Digital Marketing
when Respondents are Grouped according to their Current Residence

Profile	Student Enrollment Trend					
	Categories	Mean	f-value	p-value	Remarks	Decision on Ho
Current Residence	Within Barangay Poblacion Area	3.31	1.54	0.000	Significant	Reject
	Outside Barangay Poblacion					

The results reveal a significant difference ($F\text{-value} = 1.54$, $p\text{-value} < 0.001$), leading to the rejection of the null hypothesis. This indicates that current residence significantly influences respondents' perceptions of the effectiveness of digital marketing strategies in driving enrollment outcomes.

Respondents residing outside Barangay Poblacion reported higher mean scores (3.31) compared to those within Barangay Poblacion, suggesting that non-local respondents perceive digital marketing as more impactful. To support this, Hernandez and Santos' (2021) observation that digital marketing is often more effective for non-local audiences due to its ability to bridge geographic gaps and provide accessible information remotely. Digital marketing strategies allow institutions to reach prospective students who might otherwise lack the opportunity to visit campuses in person, offering them a comprehensive view of the institution through online content such as virtual tours, program showcases, and digital testimonials. This accessibility makes digital marketing an essential tool for expanding enrollment among geographically dispersed populations.

Similarly, Adams and Lee (2022) emphasized the importance of leveraging digital platforms to address the unique needs of geographically diverse populations. For non-local audiences, digital marketing can highlight features such as online enrollment processes, virtual student support services, and opportunities for remote participation in academic and extracurricular activities. These elements help mitigate the challenges of distance, making the institution more attractive and accessible to students who might not consider it otherwise. For local audiences, digital marketing can play a complementary role by emphasizing community-focused messages and proximity advantages. Content that highlights partnerships with local businesses, internships, and community involvement can resonate more strongly with this demographic, reinforcing the institution's role as a central and supportive part of the local ecosystem.

What are the challenges faced by students in accessing and responding to traditional and digital marketing strategies, and how do these challenges influence their enrollment decisions in a satellite campus?

Table 19 shows the common challenges faced by the students in accessing and responding to traditional and digital marketing strategies.

Table 19
Challenges faced by Students in Accessing and Responding to Traditional and Digital Marketing Strategies

Common Challenges	No. of Respondents
Poor internet Connection	29
No gadgets for internet	11
Limited distribution of flyers remote barangays and schools.	10
The brochures and flyers had smudged or blurred printing.	8
Posters are not prominently displayed in public areas.	8
Delayed responses from BukSU Facebook messenger.	6
Flyers/brochures only distributed during visits	5
Limited slots due to free tuition	5
I prefer digital marketing because it is convenient.	5
Preferred course not announced	4
Traditional materials not reaching remote areas	4
Thankfulness to BukSU	2
No response.	13

Students face several challenges in accessing and responding to traditional and digital marketing strategies, which significantly influence their enrollment decisions at a satellite campus. In traditional marketing, limited reach is a notable barrier. Methods such as flyers, posters, and local advertisements often fail to reach non-local students, restricting their access to essential enrollment information.

Hernandez and Cruz (2021) found that traditional approaches are particularly ineffective in reaching geographically dispersed audiences. Additionally, students may perceive traditional marketing as outdated or less engaging, especially those from younger demographics who prefer interactive and visually dynamic materials. Smith and Garcia (2021) noted that Generation Z students often prioritize engaging content over static formats. Furthermore, traditional marketing materials sometimes lack sufficient depth or actionable follow up resources, such as QR codes or web links, making it difficult for students to explore the institution further (Adams & Lee, 2022). Digital marketing strategies also present challenges, including the digital divide, which disproportionately affects students from rural areas or low-income backgrounds. Limited access to reliable internet or digital devices creates barriers to engaging with online campaigns. Cruz and Santos (2020) emphasized that socioeconomic disparities play a significant role in digital accessibility. Over-saturation of digital content further complicates the issue, as students often struggle to discern key information amidst the abundance of online materials. Tan and Lim (2022) highlighted that excessive digital noise can dilute the impact of marketing efforts.

Moreover, a lack of personalization in digital campaigns can result in disengagement, as generic messages fail to address the specific concerns or interests of diverse student demographics (Nguyen & Santos, 2021). These challenges influence students' enrollment decisions in several ways. Trust and engagement are crucial factors. Transparent and accessible communication fosters confidence in the institution, encouraging enrollment, while gaps in accessibility or relevance can lead to skepticism and missed opportunities (Smith & Patel, 2022). Clear and detailed information supports decision-making, as tailored campaigns with program-specific details and success stories address students' career aspirations, increasing their likelihood of enrollment (Johnson & Rivera, 2021). Additionally, inclusivity and reach are essential. Institutions that address barriers by combining traditional and digital approaches, such as embedding QR codes in print materials or creating user-friendly digital platforms, attract diverse student populations and foster broader engagement (Hernandez & Santos, 2021). To address these challenges, institutions should adopt hybrid marketing strategies that integrate the reliability of traditional methods with the accessibility and interactivity of digital platforms. Providing multilingual content, segmenting campaigns based on demographics and geography, and incorporating interactive elements like virtual tours and testimonials can enhance engagement. These improvements not only address barriers but also build trust and inclusivity, positively influencing students' enrollment decision.

CONCLUSION

The study concludes that both traditional and digital marketing strategies significantly influence enrollment outcomes for a satellite campus. Digital marketing was particularly effective in delivering accessible, attractive, and clear information to prospective students. It enabled broad outreach and created meaningful engagement through visually appealing and interactive content. Respondents consistently agreed on the reliability of digital marketing in providing timely and relevant information, which aids in informed decision-making. Accessibility emerged as its strongest dimension, highlighting the importance of user-friendly platforms and tools in enhancing institutional visibility. Traditional marketing, while still relevant, showed variable effectiveness depending on demographic factors such as age and sex. Younger respondents found traditional approaches highly impactful, aligning with their preference for integrated marketing channels. However, opportunities exist to refine strategies for older audiences and local demographics. Gender-specific responses also suggest the need for tailored campaigns to bridge engagement gaps. In conclusion, combining traditional and digital marketing strategies offers a comprehensive approach to student recruitment. While digital marketing

excels in accessibility and interactivity, traditional methods provide tangible and localized engagement. By leveraging the strengths of both and addressing identified gaps, institutions can create inclusive, efficient, and impactful recruitment campaigns that resonate with diverse audiences and drive enrollment success.

Recommendations

Based on the summary and conclusion of the study, these are the recommendations:

For Students. Students should actively engage with traditional and digital marketing platforms to gather comprehensive information about enrollment opportunities. Leveraging diverse sources ensures well informed decisions. Exploring interactive features like virtual tours and webinars can provide deeper insights into academic programs.

For Educational Institutions. Institutions should integrate traditional and digital marketing strategies to maximize their reach and impact. Regular evaluations of marketing campaigns should be conducted to align with the preferences of target demographics. Emphasis on clear, engaging, and accessible content is essential to attract and retain diverse student populations.

For Marketing Professionals in Education. Marketing professionals should focus on creating visually appealing and interactive digital content tailored to younger audiences. Traditional campaigns should be modernized by incorporating digital elements like QR codes or links to online resources. Ensuring inclusivity in marketing materials can address barriers faced by underserved communities.

For Policymakers and Administrators. Policymakers and administrators should support investments in advanced digital marketing tools to enhance institutional competitiveness. Policies encouraging equitable access to digital resources can bridge gaps for students in underserved regions. Promoting collaboration between institutions and local communities can strengthen traditional marketing efforts.

For Future Researchers. Future researchers should explore the long-term impact of integrated marketing strategies on student satisfaction and retention. Investigating marketing effectiveness across cultural and socioeconomic contexts can provide more inclusive insights. Further studies on the role of emerging technologies, such as AI and AR, in educational marketing are recommended.

REFERENCES

- Adams, M., & Cruz, J. (2022). Regional inclusivity in higher education marketing: Strategies for engaging local and non-local audiences. *Journal of Educational Outreach and Communication*, 19(3), 66–82.
- Adams, M., & Lee, S. (2022). Digital transformation in higher education outreach: Addressing geographic and accessibility barriers. *Journal of Educational Technology and Engagement*, 18(2), 55–70.
- Adams, R. (2023). Clarity in communication: Enhancing accessibility in institutional marketing. *Journal of Higher Education Strategy*, 19(1), 52–67.
- Ahmed, N., & Hussain, M. (2022). Visual impact in digital marketing: Enhancing brand credibility in higher education. *Journal of Marketing Strategies in Education*, 15(1), 33–48.
- Ahmed, N., & Yasin, F. (2022). Integrated digital strategies in higher education marketing: A multi-platform approach. *International Journal of Educational Marketing*, 9(3), 50–66.

- Ahmed, S., & Khan, M. (2020). Digital expansion in education marketing: Reaching beyond borders. *Journal of Global Academic Marketing*, 13(4), 102–118.
- Alvarez, J. (2022). Effective communication strategies in higher education marketing. *Journal of Educational Marketing*, 18(2), 112–124.
- Anderson, L., & Miller, S. (2020). Traditional marketing methods in modern education: A localized approach. *Educational Marketing Journal*, 12(3), 90–105.
- Carter, M., & Lee, R. (2021). Gender-responsive marketing in higher education: Approaches to inclusive recruitment. *Journal of Educational Communication and Strategy*, 16(2), 77–93.
- Chen, L., & Wang, H. (2021). Enhancing student recruitment through interactive digital tools in higher education. *Technology and Education Insights*, 14(1), 25–41.
- Cruz, M. T. (2023). Visual branding and credibility in academic marketing. *Journal of Institutional Communications*, 27(1), 88–102.
- Cruz, R., & Santos, J. (2021). Targeted digital marketing: Personalizing educational campaigns for diverse audiences. *Digital Education & Communication Quarterly*, 12(3), 88–104.
- Cruz, R., & Santos, M. (2020). Socioeconomic disparities in digital marketing engagement among rural students. *Journal of Educational Innovation and Access*, 16(1), 33–47.
- Cruz, R., & Thompson, A. (2021). Gender-sensitive digital marketing in education: A framework for inclusive engagement. *Journal of Digital Education Strategy*, 14(2), 48–64.
- Garcia, A., & Santos, E. (2022). Clarity and transparency in university marketing: Building trust through communication. *Journal of Higher Education Promotion*, 17(2), 40–55.
- Garcia, L., & Ramos, E. (2021). The visual edge: Engaging prospective students through digital design. *Journal of Contemporary Educational Promotion*, 10(2), 55–70.
- Garcia, L., & Thompson, R. (2020). The aesthetic edge: Visual design in student recruitment. *Marketing in Education Quarterly*, 14(4), 45–59.
- Gonzales, E., & Rivera, T. (2021). The continued relevance of traditional marketing in community-based student recruitment. *Education Outreach and Communication Review*, 16(3), 77–93.
- Greene, M., & Patterson, R. (2021). Reaching rural populations: The enduring power of traditional marketing. *Journal of Regional Education and Outreach*, 15(3), 75–89.
- Gupta, A., & Verma, S. (2022). Maximizing reach: Effective messaging strategies in digital higher education marketing. *Educational Marketing Review*, 18(1), 22–39.
- Gupta, R., & Sharma, A. (2022). Multi-dimensional engagement in educational marketing campaigns. *Strategic Communication Journal*, 20(1), 55–70.
- Harris, T. (2023). Building awareness through traditional marketing in higher education. *Journal of Community Engagement and Education*, 17(2), 34–50.

- Hernandez, M., & Cruz, L. (2022). Clear messaging in student recruitment: Reducing confusion through traditional media. *Communication in Education Review*, 15(4), 88–102.
- Hernandez, P., & Cruz, J. (2021). Traditional marketing limitations in reaching modern student populations. *Journal of Higher Education Communication*, 14(3), 72–88.
- Hernandez, P., & Garcia, F. (2021). Geographic representation in educational marketing: Understanding local vs. non-local perceptions. *International Journal of Higher Education Communication*, 15(4), 90–106.
- Hernandez, P., & Santos, A. (2021). Bridging the digital divide: How online strategies support non-local enrollment. *International Journal of Educational Marketing*, 15(2), 91–105.
- Johnson, D., & Patel, K. (2022). Gender-responsive digital marketing strategies in higher education. *Journal of Digital Education Strategies*, 19(1), 38–53.
- Johnson, D., & Patel, K. (2022). Gender-targeted digital campaigns in higher education: Influence on student decision-making. *Journal of Marketing and Education Technology*, 17(1), 35–52.
- Johnson, D., & Rivera, M. (2021). Personalized messaging in student recruitment: How relevance shapes enrollment choices. *Journal of College Enrollment Research*, 17(4), 65–80.
- Johnson, T., & Rivera, M. (2020). Gender-based preferences in educational marketing: Implications for institutional outreach. *Journal of Marketing in Education*, 11(4), 66–81.
- Kim, H., & Choi, J. (2020). Blended outreach: Enhancing student connection through traditional marketing methods. *Journal of Educational Advertising*, 11(2), 44–59.
- Lee, J., & Cruz, B. (2020). Age-differentiated marketing strategies in education: Understanding generational engagement. *International Journal of Educational Strategy*, 13(3), 101–117.
- Liu, Y. (2023). The impact of accessible marketing content on student enrollment decisions. *International Journal of Academic Marketing*, 21(1), 34–49.
- Lopez, R., & Rivera, J. (2023). Holistic digital marketing in higher education: Engaging diverse student populations. *Global Journal of Educational Innovations*, 18(1), 15–32.
- Nguyen, L., & Cruz, R. (2021). Program-specific digital campaigns: Targeting academic aspirations through tailored content. *Journal of Program Marketing and Strategy*, 13(3), 41–58.
- Nguyen, L., & Santos, M. (2021). Program-specific marketing effectiveness in higher education: A comparative study across disciplines. *Journal of Academic Program Communication*, 12(3), 22–38.
- Nguyen, L., & Santos, M. (2021). Understanding the importance of content relevance in educational marketing. *International Review of Educational Communications*, 18(2), 50–67.
- Patel, R., & Sharma, K. (2021). Effective messaging for diverse audiences: The role of clarity in education marketing. *Journal of Inclusive Education Strategies*, 12(1), 30–45.

- Ramos, J. (2021). Designing digestible content: How clarity boosts marketing effectiveness. *International Journal of Student Outreach*, 10(2), 40–55.
- Ramos, J., De Leon, A., & Santos, P. (2021). The power of simplicity: Enhancing awareness through concise communication. *Strategic Marketing for Education*, 16(1), 66–79.
- Roberts, K., Bennett, S., & Martinez, D. (2021). Design to engage: Visual strategies for competitive higher education marketing. *Visual Communication in Education*, 9(2), 100–117.
- Santos, A., & Garcia, P. (2020). Academic discipline-focused marketing strategies: Increasing enrollment through specialization. *Journal of Educational Branding*, 11(2), 24–39.
- Santos, L., & Garcia, P. (2021). Digital accessibility and student engagement in higher education marketing. *International Journal of Digital Education Strategies*, 14(3), 98–114.
- Smith, A., & Garcia, L. (2021). Marketing to Gen Z: Engaging students with visual and interactive content. *Contemporary Trends in Education Marketing*, 12(1), 20–36.
- Smith, A., & Patel, R. (2022). Student trust and communication transparency in university marketing. *Journal of Higher Education Management*, 16(2), 77–93.
- Smith, G., & Garcia, H. (2021). Traditional marketing's relevance in modern student recruitment: A generational perspective. *Educational Trends and Communication*, 10(2), 60–76.
- Tan, J., & Lim, D. (2022). Combating digital fatigue in educational marketing: Strategies for clarity and impact. *Asia-Pacific Journal of Marketing in Education*, 10(3), 59–75.
- Tan, S., & Lim, D. (2022). Optimizing digital marketing for student recruitment: Accessibility and engagement strategies. *Journal of Digital Communication in Education*, 18(2), 60–75.
- Tan, S., & Lim, D. (2023). Multimedia integration in digital recruitment: Elevating student engagement through immersive content. *Journal of Digital Innovation in Higher Education*, 19(2), 61–76.
- Tanaka, H., & Sato, K. (2023). Visual storytelling in university marketing: Building emotional connections with prospective students. *Asia-Pacific Journal of Higher Education Marketing*, 14(2), 45–62.
- Zhang, M., & Wong, S. (2023). Structured digital communication in education: Guiding student engagement with clear calls to action. *Journal of Digital Learning Environments*, 20(2), 58–74.