

AI Strategies in EdTech Social Media Marketing: A Study Based on Primary Data

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V. K. Maragathavalli

Assistant Professor

Department of Corporate Secretaryship, Ethiraj College for Women, Chennai

Abstract

AI has been introduced as a significant element of new-digital marketing and is especially prominent in the fast-growing EdTech industry. AI-driven tools are becoming popular with EdTech companies that use them to improve their social media marketing plans, increase customer engagement, and provide potential learners with personalized content. This research is aimed to explore the efficacy and importance of the AI strategies in the social media marketing of EdTech. Primary data will be used in the research and it was collected in the form of a structured questionnaire survey. The study involved 100 respondents who were primarily students and users of the social media who engage with EdTech platforms. The results demonstrate that most of interviewees know about the AI-related marketing tools and react positively to the personalized recommendations, to AI-produced advertisements, and chatbot communication. The paper finds that AI is an effective marketing tool and promotes interaction among users, and thus should be considered as a key resource EdTech firms in the online education market.

Keywords: AI Marketing, EdTech, Social Media Marketing, Artificial Intelligence, Digital Education

Introduction

The blistering development of digital technologies has changed the education industry greatly and gave rise to the creation and growth of EdTech platforms worldwide. These mediums offer affordable, open, and customized education to learners in the form of online classes, virtual classroom and online learning materials (Bhattacharjee & Balakrishnan, 2025). As the competition among EdTech firms is growing, they have been compelled to adopt marketing strategies that will help them attract and retain learners. “In this regard, the social media platforms like Instagram, YouTube, LinkedIn, and Facebook have proven to be strong to facilitate the promotion of educational services, interaction with potential users, and creation of brand awareness.

Artificial Intelligence (AI) has also transformed digital marketing in a further way providing companies to provide more personalized and data-driven campaigns. AI is used to analyze the behavior, preferences, and engagement patterns of the users and optimize marketing performance by EdTech organizations. As an example, AI-driven systems offer users content suggestions that are personalized and depend on their interests and their learning history. Chatbots are also popular to respond instantly to the questions asked by the students to enhance the customer support and interaction (Amin, 2023). Moreover, predictive analytics enables the organizations to determine the anticipated behavior of the users and construct the successful advertising campaigns, whereas automated social media platforms facilitate scheduling the postings and arrange the marketing campaigns in the most effective way possible.

The topic of AI affecting the efficiency of social media marketing in EdTech should be understood to enhance interaction and reach.

Thus, the research paper will focus on analyzing the application and importance of AI strategies in social media marketing in EdTech.

Objectives of the Study

- To study the application of AI in EdTech social media marketing.
- To examine how AI-based marketing strategies are perceived by the users.
- To determine how effective AI-based social media advertisement is in changing student engagement.

Literature Review

Recent research states that the role of Artificial Intelligence (AI) in reshaping digital marketing in different industries continues to grow. Kaplan and Haenlein (2019) reviewed the application of AI technologies in marketing and concluded that AI services allow companies to process vast amounts of consumer information, forecast the actions of users, and offer them marketing communications. Their work has highlighted that AI-based marketing approaches enhance customer engagement and decision-making activities to a large extent.

On the same note, examined the potential of AI in digital marketing analytics and reported that machine learning algorithms are used to assist marketers to monitor how consumers interact at the social media platforms (Raj, 2022). They propose that AI-based analytics can help organizations to comprehend the preferences of the audience and make marketing campaigns more efficient.

Basing the discussion on the aspect of social media marketing, Dwivedi et al. (2021) mentioned that AI-based social media analytics contributes to better brand communication and consumer engagement. The research found out that companies can use AI technology like sentiment analysis, recommendation systems and automated content to provide customers with personalized marketing messages and enhance customer relationships.

The studies on the sphere of education technology also emphasize the role of AI in marketing. In the study conducted by Kumar and Gupta (2020), marketing practices of EdTech firms have been analyzed, and the authors found out that social media platforms are

vital in marketing online learning services (Senecha & Srivastava, 2022). The article highlighted that recommendation systems that operate with the assistance of AI can assist EdTech platforms in providing customized course recommendations to students.

Moreover, (Goyal & Jain, 2023) examined how AI tools like chatbots and predictive analytics affect the consumer engagement. Their results suggest that AI-powered communication systems contribute to better interaction with the users since it can deliver immediate feedback and offer personalized service (Jami Pour et al., 2021). Altogether, these researches indicate that AI-driven approaches contribute much to the increased efficiency of marketing, consumer interaction, and brand coverage, especially in such a fast-developing field as EdTech.

Research Methodology

Research Design

The proposed study will follow a descriptive research design in order to investigate the existence of Artificial Intelligence (AI) strategies in EdTech social media marketing. The descriptive research would be suitable to comprehend the perception, awareness, and interest of users in the AI-based marketing practices practiced by EdTech platforms. The design assists in the systematic description of the features of the respondents and their answers in terms of AI-based marketing strategies.

Data Collection

The research has its foundation on primary data, which was obtained via a structured questionnaire. The questionnaire was structured to receive the data related to the awareness of the respondents on AI-based marketing, their use of EdTech advertisements on the social networks, their attitude towards AI-based tools, including chatbots and personalized recommendations. The questionnaire was created based on multiple-choice and rating-scale questions so as to capture clear and measurable answers.

Sample Size

The survey was conducted on 100 respondents. The sample population was mainly made up of the social media users and students who often use or follow EdTech sites in social media.

Sampling Method

A convenience sampling technique was employed in the study, according to which the respondents were picked on the basis of their availability and desire to take part in the survey.

Data Analysis Tools

The data obtained were examined under the percentage analysis and mean score analysis and the findings were given in the form of tables and charts to facilitate the interpretation.

Data Analysis and Results

In this section, the primary data analysis will be provided on 100 respondents in terms of their awareness and their perception of AI strategies in the field of EdTech social media marketing. The percentage analysis is used to analyse the data and it has been presented in the form of tables to ensure easier comprehension.

Awareness of AI in Social Media Marketing

| Awareness Level | Number of Respondents | Percentage |
|------------------|-----------------------|-------------|
| Highly Aware | 30 | 30% |
| Moderately Aware | 45 | 45% |
| Not Aware | 25 | 25% |
| Total | 100 | 100% |

Interpretation

According to the table, it indicates that 45 percent of the respondents have moderate awareness of AI uses in social media marketing with 30 percent having high awareness. Nevertheless, one-fourth of the participants said that they do not know about AI-based marketing strategies. It means that despite the increased awareness about AI marketing, a part of users remain unaware of such technologies.

5.2 Platforms Where Users See EdTech Advertisements

| Social Media Platform | Number of Respondents | Percentage |
|-----------------------|-----------------------|------------|
| Instagram | 35 | 35% |
| YouTube | 30 | 30% |

| | | |
|--------------|------------|-------------|
| LinkedIn | 15 | 15% |
| Facebook | 12 | 12% |
| Others | 8 | 8% |
| Total | 100 | 100% |

Interpretation

Most of the respondents (35-percent) said they saw advertisements of EdTech on Instagram, then later on YouTube with (30-percent). Smaller proportions were achieved on LinkedIn and Facebook. This is an indication that EdTech companies engage more in marketing via visual and video based platforms.

Perception of AI-Generated Advertisements

| Perception Level | Number of Respondents | Percentage |
|------------------|-----------------------|-------------|
| Very Positive | 28 | 28% |
| Positive | 42 | 42% |
| Neutral | 18 | 18% |
| Negative | 12 | 12% |
| Total | 100 | 100% |

Interpretation

A majority of respondents (70%) expressed positive or very positive perceptions toward AI-generated advertisements. Only 12% reported negative opinions. This indicates that AI-driven advertisements are generally well accepted by social media users.

Influence of Personalized Recommendations

| Response | Number of Respondents | Percentage |
|-----------------------|-----------------------|-------------|
| Highly Influenced | 40 | 40% |
| Moderately Influenced | 38 | 38% |
| Slightly Influenced | 15 | 15% |
| Not Influenced | 7 | 7% |
| Total | 100 | 100% |

Interpretation

The results indicate that personalized recommendations have a high level of influence on 40 percent of respondents, and a moderate level of influence on 38 percent of respondents. This school

of thought underscores the significance of AI-driven personalization to capture the attention of the prospective learners.

Effectiveness of Chatbot Interactions

| Opinion | Number of Respondents | Percentage |
|----------------|-----------------------|-------------|
| Very Effective | 32 | 32% |
| Effective | 41 | 41% |
| Neutral | 17 | 17% |
| Not Effective | 10 | 10% |
| Total | 100 | 100% |

Interpretation

More than half of the respondents believe that chatbots are effective in addressing queries related to courses and services. Only a small percentage consider them ineffective, indicating that AI chatbots play an important role in improving customer support.

Engagement with AI-Based Content

| Engagement Level | Number of Respondents | Percentage |
|---------------------|-----------------------|-------------|
| High Engagement | 36 | 36% |
| Moderate Engagement | 39 | 39% |
| Low Engagement | 17 | 17% |
| No Engagement | 8 | 8% |
| Total | 100 | 100% |

Interpretation

The findings indicate that a considerable number of the respondents are moderate to highly engaged with AI-based marketing content. It indicates that automated marketing systems based on AI will be helpful in drawing the attention of the users and motivating them to use technologies.

Discussion

The research results indicate the growing role of Artificial Intelligence (AI) in the development of social media marketing in the EdTech industry (Do, 2023). This analysis shows that AI can be influential in improving the degree of personalization since most respondents said that personalized recommendations

and targeted advertisements are some of the factors that can make them interested in online courses (Hossain, 2023). This is an indication that AI algorithms can be successfully deployed to analyze the user behavior and preference to provide pertinent marketing content. The outcomes also indicate that social media users react favorably to AI-oriented marketing efforts, especially on Smartphone applications like Instagram and YouTube where most EdTech advertisements can be noticed (Dingre, 2022). Moreover, AI-based chatbots were also discovered to enhance communication through its faster response to questions raised by students about the course and the enrollment procedures. These results are consistent with the past literature that highlighted the use of AI to enhance customer interaction and engagement. Nonetheless, a few respondents raised the issue of privacy and personal information usage, stating that such an approach was crucial to the transparency and accountable data treatment in the context of AI-based marketing (Aryanti & Dalimunthe, 2025).

Findings

- Most of the respondents are fairly to very familiar with AI-based marketing by EdTech sites.
- Instagram and YouTube are the most frequent social media where the users can see EdTech advertisements.
- The majority of the respondents positively rate AI generated advertisements.
- Recommendations powered by AI in a personalized manner greatly determine the interest of users on the online learning tools.
- AI-driven chatbots are viewed as the effective means of responding to the queries of students and enhancing the communication process.
- The AI-based marketing content produces moderate to high engagement levels among social media consumers.
- Some of the respondents raised the issue of the privacy and security of personal information employed in AI marketing systems.

Conclusion

AI is an important part of contemporary EdTech social media marketing as it allows the individual

communication, targeted advertising, and better user interaction. The use of AI applications like the recommendation system and chatbots increases the efficacy in marketing and communication with customers. Nevertheless, EdTech corporations should be transparent and respond to the issue of data privacy and apply AI-based marketing approaches.

Limitations of the Study

- The research was done using a small sample of 100 respondents.
- The study had primarily targeted social media consumers who are users of EdTechs.
- The results can be different in regions, age, and occupational background.
- The analysis was focused on the selected AI marketing tools and strategies.

Suggestions for Future Research

- Future research will involve the use of a bigger sample that is more diverse in order to enhance generalizability.
- Compare and contrast studies may be implemented in order to look at the efficiency of AI-based marketing and conventional marketing strategies.
- Additional studies can examine which AI-based tools are adopted by the large EdTech corporations.
- Future research can also address the issue of consumer confidence and ethical issues of AI-driven marketing systems.

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