

# Analysis of the Promotional Strategies of Private Schools in Zaragoza, Nueva Ecija

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**Abstract**— This study intended to analyze the promotional mix of private schools in Zaragoza, Nueva Ecija, regarding marketing communication and the utilization of promotional tools to increase the number of enrollees. It also aims to create a strategic plan based on the results of this study. The study found that all of the participating schools believe that marketing is crucial to drawing in new students and improving their standing as an institution. Due to its cost-effectiveness and reach, social media has become the most popular instrument for audience interaction. However, the amount of money that schools have available for other promotional items, such printed ads, can restrict the extent of their advertising. In order to provide a varied and effective promotional strategy, future plans should concentrate on a balanced budget that supports both digital and traditional media. Growth and competitive positioning still depend on these strategies' ongoing innovation.

**Keywords**— Marketing Communication, Marketing Strategy, Private School, Promotional Mix, Promotional Tools.

## I. INTRODUCTION

One of the difficulties private schools face every school year is the number of students enrolling in private schools. Despite promotional discounts from private schools and financial support from the local government, students still prefer to enroll in public schools. This research paper aims to explore and analyze the different promotional mix of private schools in Zaragoza, Nueva Ecija in terms of their respective organizations' strategies in promoting their schools and create a comparative analysis among them. It will focus on marketing communication and promotional tools. Additionally, the study will analyze the factors that shape school organizations' perception of promotion, such as organizational communication and leadership support for sustainable operations (Balaria, et al., 2017).

In order to establish their reputation, draw in potential students, and keep a close relationship with the community,

schools advertise their institutions using a range of marketing platforms and instruments. One popular strategy is digital marketing, which includes social media sites where schools interact with parents and students, highlight events, and highlight their accomplishments. Families may immediately learn about the school's options because to this presence, which fosters a sense of accessibility and transparency. In order to make it easy for prospective students to learn more about what each school has to offer, schools frequently use their websites to offer comprehensive information about academic programs, extracurricular activities, and enrollment procedures. The community can also be updated about important developments, enrollment deadlines, and any financial help or scholarships that may be offered through targeted advertisements and email newsletters (Tay, et al., 2023).

Developing connections within the community is another key element that influence important marketing tactic (Fonda, 2023). Schools regularly hold informational seminars, campus tours, and open houses to give parents and potential students a firsthand look at the atmosphere and culture of the school. Participation in educational fairs, sponsorship of neighborhood events, and alliances with nearby companies can raise awareness and position the school as an engaged member of the community. Furthermore, happy families frequently share positive experiences and serve as advocates for the school, demonstrating the continued value of word-of-mouth in educational marketing. Schools can successfully communicate their principles, accomplishments, and distinctive services to draw and keep students by fusing contemporary digital initiatives with more conventional techniques (Subia, 2018) like print advertising and community involvement.

Furthermore, the paper will investigate the impact of promotion on the number of enrollees, considering factors such as retention, satisfaction rate, and organizational behavior.

**II. RESEARCH METHODOLOGY**

The researcher used the descriptive method of the research. According to Kumar (2014) as cited by Zabala, Gutierrez and Subia (2018), “descriptive survey can systematically describe a situation, problem, phenomenon, service or programs, or provide information or describe the attitude towards an issue”. The respondents will choose their choice from (4, 3, 2, 1) in a particular statement, 4 being the highest (Strongly Agree) and 1 being the lowest (Strongly Disagree).

The information gathered from computing the percentage can be summarized in a formula:

To get the percentage:  $P = f/N \times 100$

**Where:**

P= percentage

f= frequency (number of responses)

N= total respondents

**III. RESULTS AND DISCUSSIONS**

This section presents the findings of the survey conducted to assess the different strategies used by private schools in Zaragoza, Nueva Ecija. The study involved employees and administrators from the participating schools. The data collected provides valuable insights into the perceptions, methods, and strategies used by private schools in

Zaragoza. Out of the six operating schools, only three agreed to participate in the survey. A follow-up interview was conducted to validate the survey results and to gather additional information.

**Demographic Profile of Participants**

Table 1. School Information (Years of Operation)

Years of Operation	Frequency	Percentage
1–5	0	0%
6–10	2	67%
10 and above	1	33%
<b>Total</b>	<b>3</b>	<b>100%</b>

As presented in Table 1, the number of years the participating schools have been in operation varies. Two out of the three schools (67%) have been operating for 6 to 10 years, while one school (33%) has been operating for more than 10 years. None of the schools in the sample have been in operation for less than 5 years.

Table 2. Current Promotional Activities

Current Promotional Activities	Weighted mean	Description
Social Media Marketing	4.0	Strongly Agree
Local Community Events	2.3	Disagree
Print Advertising	2.0	Disagree
School Campaign	4.0	Strongly Agree
<b>Average WM</b>	<b>3.1</b>	<b>Agree</b>

As shown in Table 2, Social Media Marketing and School Campaigns are the most strongly supported promotional activities, both receiving a weighted mean of 4.0. In contrast, Local Community Events and Print Advertising are less favored, with weighted means of 2.3 and 2.0, respectively, indicating disagreement. Overall, the average weighted mean of 3.1 suggests general agreement with the promotional strategies used.

Table 3. Target Audience for Promotional Activities

Target Audience	Weighted Mean	Description
Parents	4.0	Strongly Agree
Students	3.3	Agree
Community members	2.0	Disagree
<b>Average WM</b>	<b>3.1</b>	<b>Agree</b>

Table 3 indicates that Parents are strongly agreed upon as the primary target audience for promotional activities, with a weighted mean of 4.0. Students are also seen as an important target, with a mean of 3.3, suggesting agreement. However, Community Members are not considered a key target, with a mean of 2.0, indicating disagreement.

Table 4. Unique Selling Proposition (USP)

Unique Selling Proposition	Weighted mean	Description
High Academic Standards	4.0	Strongly Agree
Small Class Sizes	3.7	Agree
Specialized Programs	3.0	Agree
<b>Average WM</b>	<b>3.6</b>	<b>Agree</b>

In Table 4, High Academic Standards are strongly agreed upon as the most important unique selling proposition, with a weighted mean of 4.0. Small Class Sizes are also seen as a strength, with a mean of 3.7, while Specialized Programs are agreed upon with a mean of 3.0. The overall weighted mean of 3.6 suggests that these features contribute to the schools' appeal.

Table 5. Marketing Channels

Marketing Channels	Weighted mean	Description
Social Media	4.0	Strongly Agree
School Website	4.0	Strongly Agree
Local Community Events	2.0	Disagree
<b>Average WM</b>	<b>3.3</b>	<b>Agree</b>

Based on the weighted mean scores, Social Media and the School Website are strongly agreed upon as effective marketing channels, both with a weighted mean of 4.0. Local Community Events, however, are less favored, with a mean of 2.0. The average weighted mean of 3.3 reflects overall agreement on the use of these marketing channels. Integrated marketing communication (IMC) emerged during the late twentieth century and its importance has been growing ever since (Chaniago & Ariyani, 2023).

Table 6. Budget for Promotional Activities

Budget Items	Weighted mean	Description
Digital Marketing	4.0	Strongly Agree
Printed Ads	1.0	Strongly Disagree
Paid Advertisement	1.0	Strongly Disagree
<b>Average WM</b>	<b>2.0</b>	<b>Disagree</b>

Table 6 shows that Digital Marketing is strongly supported in the budget allocation, with a weighted mean of 4.0. However, Printed Ads and Paid Advertisements receive very low support, with weighted means of 1.0 each, indicating strong disagreement. The overall average weighted mean of 2.0 reflects a general disagreement with the current budget allocations for these activities.

Table 7. Goals and Objectives for Promotional Strategy

Goals and Objectives	Weighted mean	Description
Increase Enrollment	4.0	Strongly Agree
Improve Brand Awareness	4.0	Strongly Agree
Enhance Community Engagement	4.0	Strongly Agree
<b>Average WM</b>	<b>4.0</b>	<b>Strongly Agree</b>

Table 7 shows that all the goals and objectives, which include Increasing Enrollment, Improving Brand Awareness, and Enhancing Community Engagement, received a weighted mean of 4.0, indicating strong agreement. The unanimous agreement highlights the shared focus of the schools on these critical promotional objectives. Goal setting, in all organizations, is a vital function through which individual goals are transformed into organizational policies and actions (Han, Campbell & McKenna, 2023).

Table 8. Future Plans

Future Plans	Weighted mean	Description
Digital Marketing	4.0	Strongly Agree
School Expansion	4.0	Strongly Agree
<b>Average WM</b>	<b>4.0</b>	<b>Strongly Agree</b>

In Table 8, the Future Plans of Digital Marketing and School Expansion are strongly supported, with both receiving a weighted mean of 4.0. This suggests a strong consensus on the direction these schools intend to take moving forward.

**IV. CONCLUSION**

The survey results showed valuable results in analyzing the promotional strategies of private schools in Zaragoza, Nueva Ecija. It shows significant results that all schools recognize the importance of promotional activities in attracting new students and enhancing their reputation (AlKhour, Halteh, Halteh, & Tiwari, 2024).

All participating educational institutions agreed on the power of effectiveness of social media to gain an audience.

Strategic promotion requires overcoming obstacles like funding shortages for additional promotional materials like printed advertisements.

Future planning should center on these strategies. Setting aside a sufficient amount of money even though it was more expensive than social media (Simanjong & Nawawi, 2022).

While the private schools in this survey are making good use of a variety of promotional techniques, innovation and improvement are always welcome.

**RECOMMENDATION**

<b>Provide Clear Objectives</b>	State the goals you have for your promotion plan. This could include raising community involvement and raising company exposure.
<b>Know your Target Audience</b>	Identify those who are in your target audience. These could be community members, parents, or students.
<b>Create a Unique Selling Proposition (USP):</b>	Determine what distinguishes your school. This could be in the form of specialized programs, small class sizes, or strict academic requirements.
<b>Develop Key Messages</b>	Create essential messages that help your target audience understand your unique selling proposition.
<b>Select Marketing Channels</b>	Determine which advertising channels will help you reach your target most effectively.

<b>Solid Budget Allocation</b>	Establish your promotional activity budget. Allot funds according to how well each type of promotion works.
<b>Continuous Monitoring and Evaluation</b>	Monitor and assess the results of your marketing initiatives regularly.

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