

# Analysis and Research on University Enrollment Promotion in the Era of Artificial Intelligence

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**Abstract.** Enrollment promotion plays a crucial role in the development of universities, serving as not only the primary means of attracting high-quality students but also as a guarantee for the steady growth of universities. Given the challenges that universities often face during the enrollment season, such as intense competition for students, difficulties in recruitment, and concerns about the quality of incoming students, this paper combines specific university promotional examples to analyze the strengths and weaknesses of universities in online promotion. Addressing the existing issues, this paper proposes fundamental strategies and measures for enrollment promotion, focusing on three aspects: implementing precise targeted promotion, building a professional enrollment team, and enhancing service awareness. These recommendations are intended to help universities better cope with various challenges in enrollment promotion, offering effective strategies and valuable insights to support high-quality and stable development in university enrollment promotion efforts.

**Keywords:** University Enrollment; Online Enrollment Promotion; Internet; Strategy.

## 1. Introduction

As the competition for student recruitment in higher education intensifies, university promotion has become an indispensable part of the enrollment process. With the advent of the digital era, universities not only rely on traditional advertising channels but also actively harness the power of the internet to attract more potential students.

With the rapid development of artificial intelligence technology, recommendation systems have become a core feature on various internet platforms. These systems utilize powerful algorithms and big data analysis to precisely understand users' needs and interests, providing them with personalized content recommendations. From e-commerce to social media, from entertainment to news, recommendation systems are ubiquitous, serving as key tools to enhance user experience and increase user engagement. In this widespread context, universities are also actively using recommendation systems on major platforms to focus their enrollment promotion strategies on potential students. Through collaboration with internet platforms, universities can accurately identify potential applicants among a broad user base and present relevant enrollment information directly to them. This personalized approach not only increases students' attention to enrollment information but also significantly enhances the efficiency of recruitment activities.

Through effective online promotion methods, universities can expand their visibility globally, increase their attractiveness, and provide strong support for various recruitment activities, contributing to the continuous improvement and development of higher education institutions[1]. This includes showcasing the school's advantages on social media platforms, creating appealing promotional videos, sharing university updates, presenting research achievements, and academic research, and directly interacting with potential students to meet their information needs. The rise of internet promotion has transformed the landscape of university recruitment, making it more innovative and global in nature.

## **2. Online Enrollment Promotion in the Internet Era for Universities**

With the development of the internet, universities can utilize various online platforms for promotion. Firstly, universities can establish their own websites and WeChat Public Platform to showcase the school's strength, specialized disciplines, faculty, and student life, among other content. Universities like Nankai University, Sun Yat-sen University, Sichuan University, and others have their official recruitment websites and WeChat Public Platform. These official recruitment websites are clean, and user-friendly, and offer online consultation and application services, greatly facilitating prospective students and parents. They also intensify their promotion efforts by collaborating with official public platforms of provincial enrollment offices.

Secondly, universities can improve their website's search engine ranking through search engine optimization (SEO) techniques to attract more attention from potential students and parents. Universities can also use social media platforms such as Weibo, Douyin (TikTok), and Xiaohongshu (RED) for promotion. For example, universities with a high number of social media followers, like Xiamen University and China University of Political Science and Law, utilize these platforms for promotion. Taking Xiamen University as an example, the videos posted on Douyin can be roughly categorized into five types: campus environment, prominent individuals, recruitment promotion, campus activities, and student life. An analysis reveals that the video with the highest number of likes is related to student life, showing that lighter, relatable content is more favored. Recruitment promotion content accounts for 15%, with most of these videos being posted close to the college entrance examination, and the ones posted right before recruitment promotion content are usually related to the campus environment. By publishing interesting and high-quality content, they capture the attention of potential students and parents.

Furthermore, universities like Xiamen University and Beijing Normal University conduct online live-streaming events to establish an interactive promotional platform between the school and prospective students or parents. Universities can also mobilize their faculty and students for online promotion. For instance, Southwest University encourages its graduate and undergraduate students to share information about the school's recruitment promotion activities on Xiaohongshu.

## **3. Analysis of Internet-Based Enrollment Promotion in Higher Education**

### **3.1 Advantages of Internet-Based Enrollment Promotion for Universities**

#### **3.1.1 Diverse Enrollment Promotion Formats to Meet Varied Needs**

In the realm of higher education, the adoption of diverse and dynamic enrollment promotion formats brings forth numerous advantages, enhancing the efficacy and appeal of promotion efforts to cater to the multifaceted needs of students and parents[2].

Internet-based enrollment promotion enables universities to convey information diversely. It allows universities to create campus promotional videos, specialized program introduction videos, short clips depicting student life, and other content that visually and sonically showcases the school's unique characteristics and atmosphere. The utilization of virtual reality technology offers students the opportunity to take virtual campus tours, allowing them to experience the campus environment and facilities remotely. Online lectures and seminars provide students with information about academic programs and admission policies. Sharing content related to students' campus life and study abroad experiences allows prospective students and parents to gain a deeper understanding of the university's culture and ambiance. The use of social media platforms like WeChat Public Platform and Weibo facilitates the dissemination of promotional information and interaction with students and parents. Displaying a university's research achievements and academic research interests attracts students with an inclination for research. Through online live-streaming

platforms, universities can conduct admission presentations and specialized lectures, fostering interactive engagement with students and parents.

These diverse communication methods vividly showcase the university's campus environment, faculty expertise, and academic specialties. They employ various multimedia elements such as visuals and sounds to create visual impact and appeal, enabling students and parents to gain a more intuitive understanding of the university's atmosphere and immerse themselves in the experience, thereby deepening their impressions of the institution.

On internet platforms, universities can customize personalized enrollment promotion content tailored to the diverse interests, career aspirations, and needs of individual students. This approach assists students in finding the right university and program that best suits their needs. It allows universities to precisely showcase their strengths and unique features and provide more attractive information based on the specific interests and requirements of students. Through personalization, universities can allocate enrollment resources more strategically, focusing on potential students genuinely interested in their offerings. Since personalized content resonates with students more effectively, it enhances the impact and influence of promotional efforts.

Central China Normal University's WeChat Public Platform, Douyin, Bilibili, and other platforms feature campus introductions, records of campus activities, and explanations of the enrollment application process. Through the use of VR maps and youth documentaries, they vividly showcase the campus environment and academic specialties, providing students and parents with an immersive experience of the university's atmosphere. The undergraduate recruitment website includes introductions and explanations for various colleges and programs, along with a series of recruitment-focused live streams. These live streams convey enrollment policies and engage with students and parents online to address their questions. Additionally, the university organizes the "Visiting Our High Schools and Sharing College Life" event, where current students share exam preparation experiences, introduce campus features, and highlight academic strengths with their high school counterparts. This diverse array of enrollment promotion formats has yielded remarkable results.

As shown in Fig.1, in the 2022 Jilin Province enrollment campaign, Central China Normal University significantly improved its ranking in the science category, moving from 15,646th place to 9,678th place by implementing a variety of innovative methods. Simultaneously, the admission cutoff scores increased from 495 to 535, achieving remarkable results. This accomplishment underscores the university's outstanding abilities in enrollment promotion and the effective utilization of diverse promotion methods.

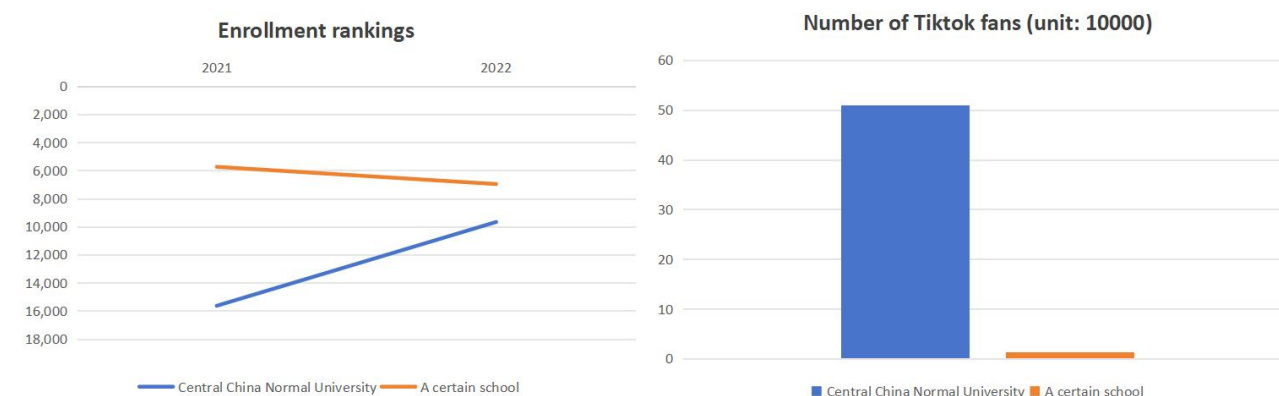


Fig. 1 Comparison between Central China Normal University and a school in terms of enrollment ranking and number of Tiktok fans

By actively promoting the distinctive features and advantages of Central China Normal University, the university has successfully attracted a greater number of high-quality candidates to apply. This has laid a strong foundation for enhancing the quality of education and academic standards. These outstanding results underscore the university's excellent performance in enrollment efforts, creating favorable conditions for the university's long-term development.

### 3.1.2 Timely Dissemination of University Developments and Presentation of a New University Image

By utilizing online promotion methods, universities can swiftly disseminate crucial news, events, policies, and more, ensuring that information is conveyed promptly to students, parents, the community, and other relevant groups. Whether it's academic accomplishments, faculty recruitment, campus activities, or internal reforms, information can be swiftly disseminated, enhancing the efficiency of information delivery.

The timely dissemination of new developments is a notable advantage of internet-based promotional efforts in higher education. Universities can establish news sections on their official websites to promptly release important internal and external news, such as academic achievements, collaborative projects, and accolades. This allows students and parents to stay informed about the university's accomplishments and progress in real time. For significant events, lectures, meetings, and more, universities can leverage online live streaming to enable a broader audience to participate in real-time, free from geographical restrictions, thus expanding the reach of information dissemination. In cases of emergencies or when urgent notices need to be conveyed, online promotional channels can be employed to issue immediate notifications, ensuring the swift delivery of information.

Through digital marketing and web-based promotion, universities can transparently showcase their management, operations, and development plans to the public, fostering trust and positive perceptions. By disseminating the university's new developments to a wider audience, institutions can effectively present a fresh image of the university, highlighting the campus environment, teaching facilities, research achievements, and more. This aids in shaping a modern and positive university image, allowing more individuals to acquaint themselves with the institution's unique attributes and strengths, ultimately attracting high-quality students.

For instance, as shown in Fig.2, Sun Yat-sen University actively employs its Douyin platform to publish a variety of video content, encompassing university introductions, activity records, research achievements, and public science education. This initiative has garnered a positive response on the internet and drawn a substantial number of high-quality applicants to the university. By sharing the university's strengths and activities on the Douyin platform, Sun Yat-sen University has successfully expanded its influence and provided comprehensive insights to students aspiring to study at the university. This innovative promotional approach has helped Sun Yat-sen University stand out in the competitive higher education enrollment market, attracting and retaining more talent. In 2022, Sun Yat-sen University achieved impressive results in the enrollment campaign in Jilin Province. Through various efforts, the university managed to improve its ranking in the science category from 2,580th to 2,331st, making a positive impact on the quality of the university's incoming students.

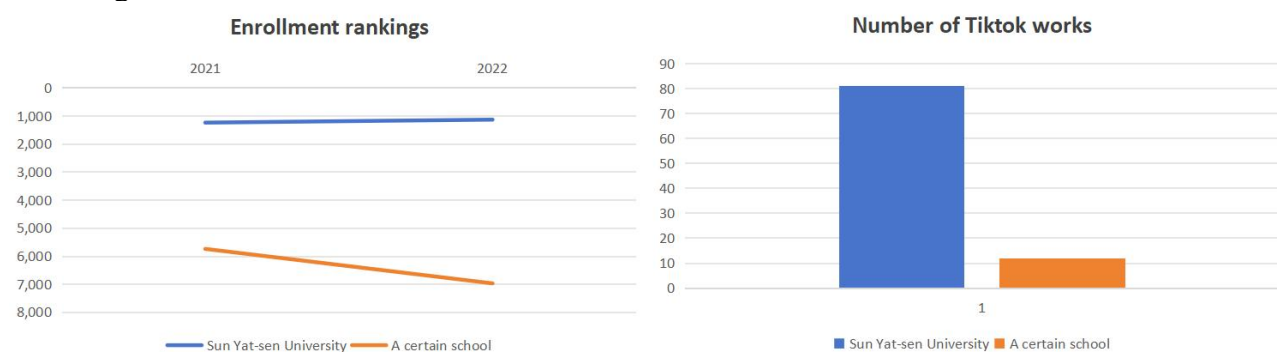


Fig. 2 Comparison of the change of enrollment position between Sun Yat sen University and a school and the number of Tiktok works

### 3.1.3 Expanding the Reach of University Promotion and Enhancing University Visibility

Internet promotion is not bound by geographical constraints, allowing universities to transmit enrollment information to various regions nationwide, attracting the attention of potential students and parents from different areas. Schools can use social media platforms to expand the reach of information dissemination through sharing, likes, retweets, and more, reaching a broader social circle. By optimizing keywords and content, a university's enrollment information becomes more discoverable in search engines, increasing its online visibility.

Through Internet promotion, universities can attract students from other cities or regions, enhancing the diversity of out-of-town enrollment. They can also convey enrollment information to rural and remote areas, enabling students and parents without convenient transportation access to learn about the school, thus broadening the social coverage of their promotional efforts.

Universities can employ artificial intelligence-driven targeted recommendations on various platforms to more precisely deliver promotional information to the target audience with potential interest. This enhances the efficiency and accuracy of information dissemination, showcasing the university's characteristics, advantages, and achievements to a broader audience, and strengthening the institution's recognition among the public. Moreover, internet promotional platforms offer students and parents real-time interaction and feedback opportunities, fostering two-way communication and building closer connections. The widespread reach of the internet and its long-lasting promotional effects allow university information to be disseminated worldwide, effectively expanding the promotional scope. Universities can tailor precise promotions to different regions and audiences, enhancing their visibility and influence.

For instance, as shown in Fig.3, Huazhong University of Science and Technology enriches its Douyin official account content in various forms. This includes detailed campus introductions, vibrant documentation of important on-campus activities, and in-depth sharing and interpretation of current events. This effort has garnered a large following, with the account amassing 1.02 million followers and accumulating 16.41 million likes. Through internet promotion, the university has effectively expanded its reach, spreading the message of its campus features and strengths across the nation, significantly increasing its visibility and influence. In the 2022 enrollment campaign, the positive effects of this promotion are evident, with its science admission ranking improving from 1,246th to 1,145th. The university's online promotion not only enhances its visibility nationwide but also encourages more high-quality students to consider applying to the institution. Additionally, through the targeted delivery feature of online platforms, they can precisely convey promotional information to specific target user groups, effectively leveraging the advantages of digital marketing to ensure that the content reaches the most promising audience, maximizing the impact of information dissemination.

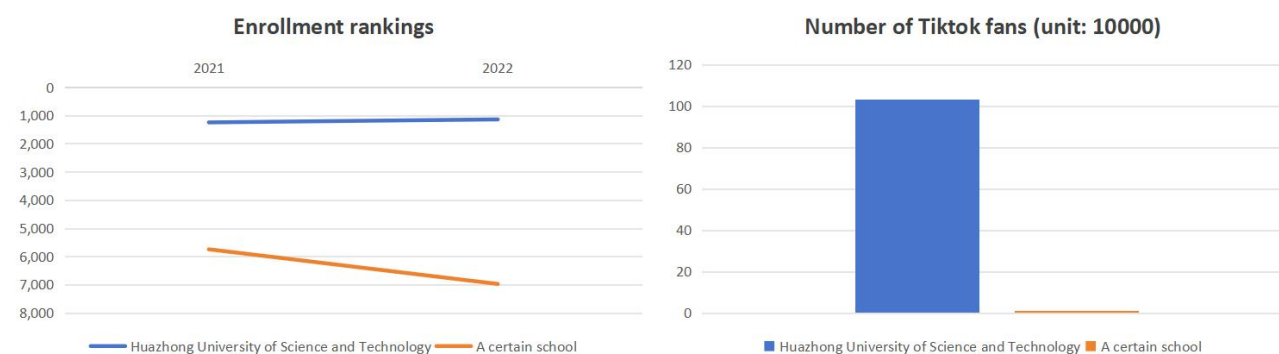


Fig. 3 Comparison between Huazhong University of Science and Technology and the number of Tiktok fans

This successful promotional strategy reflects the university's exceptional capabilities in marketing and promotion, aiding in strengthening the connection and interaction between the university and potential students. It allows the university to establish a firm foothold in the fiercely

competitive higher education enrollment market, providing a reliable foundation for future development and educational quality.

### **3.2 Shortcomings in Internet-Based Enrollment Promotion at Universities**

#### **3.2.1 The Urgent Need for Innovative Enrollment Promotion Content and the Monotony in Promotional Style**

Many institutions focus on achieving comprehensive content in their promotions, leading to a lack of emphasis on key aspects and unique features. This results in a significant issue of homogeneity in both the presentation and content.

In the realm of internet-based enrollment promotion, some universities often stick to traditional methods such as textual descriptions and image displays, failing to utilize innovative means like multimedia and interactivity. As a result, they struggle to genuinely pique the interest and resonance of potential students. Some universities fall short of adequately showcasing information about the university's teaching environment, faculty, and academic research in their internet-based enrollment promotions. This limitation prevents students and parents from gaining a comprehensive understanding of the institution. In some cases, universities overly emphasize academic and quantitative metrics while neglecting emotional resonance with students. This makes it difficult to establish emotional connections between students and the university, hindering student identification and favorability.

Due to the issue of homogenized enrollment promotion content, many universities lack individuality and differentiation. Whether through promotional videos, official websites, or social media, these institutions fail to highlight their unique characteristics and strengths. As a result, the promotional content lacks distinct features and attractiveness, negatively impacting the effectiveness of the promotion. The content often fails to cater to the diverse needs and interests of different students. It may focus too heavily on conveying mainstream information while overlooking the promotion of specific fields or niche programs, leading to a lack of diversity in the promotional content.

The problem of monotonous and homogenized promotional content may lead to confusion among students and parents, preventing them from accurately understanding each university's unique features and strengths. The lack of innovative content and a monotonous promotional style fail to capture the interest of potential students and parents, thus diminishing the promotional appeal. Additionally, the lack of innovation and differentiation in promotions may blur the image of the university, making it challenging to convey the institution's diverse characteristics and strengths, and failing to create a distinct impression in the minds of the audience. The absence of innovative and diverse promotional content and styles can limit the university's promotional reach and influence, placing the institution at a disadvantage in the competitive enrollment landscape and affecting enrollment outcomes and admission quality.

#### **3.2.2 Improving the Internet Environment to Prevent a Decrease in University Reputation**

In the online environment, information spreads rapidly, and university admission information can be distorted by false information and exaggerated marketing. Some universities may even use exaggerated promotions, false promises, and unethical marketing tactics to attract students in order to increase their enrollment numbers. Irresponsible information dissemination can mislead students and parents, leading to unrealistic expectations about the university. Once false advertising is exposed, universities may face recruitment challenges, and potential students and parents may become skeptical about the university's reputation, reducing their willingness to apply, which can impact enrollment goals[3].

In the internet era, the speed and reach of public opinion dissemination have greatly expanded. Online public opinion often carries subjectivity and emotions and can be influenced by individual positions and sentiments, leading to information being exaggerated or distorted, affecting the public's true perception of universities. Positive online public opinion can help universities establish

a good image and reputation. If a university receives positive reviews and endorsements online, students and parents will have more confidence in the institution's educational quality and academic reputation. On the other hand, negative online public opinion can raise concerns and doubts among students and parents, reducing their willingness to choose the university. Although some information may be inaccurate, if negative information spreads rapidly online, it can cause lasting damage to the university's image, affecting its long-term development.

## **4. Adjusting Internet Recruitment Strategies**

### **4.1 Strengthening Data Utilization and Implementing Precise Targeted Promotion**

After the enrollment process, universities should promptly organize and analyze the enrollment situation for the current year and data from previous years. They should analyze the effectiveness of different promotional methods and intensities for various types of enrollment and different regions, drawing conclusions to achieve precise promotion.

Different regions have varying levels of development, and students and parents have varying levels of awareness about information. Therefore, universities should choose the method of promotion based on the data and the region[4]. For less developed areas with low awareness of student information, more intuitive and vivid promotional methods should be used, such as real campus videos and VR campus tours, to help them better understand the university's environment and facilities. Universities can also use offline activities in communities and rural areas to directly reach out to students and parents, emphasizing scholarships and financial aid policies to provide economic support and encourage them to learn about and apply to the university. For regions with higher awareness, detailed information should be released through online channels such as social media and the official university website to meet the needs of these students for in-depth information about the university. Online interactive activities like live campus open days and Q&A sessions should be conducted to interact with students and address their questions. Meanwhile, the advantages of international education and support for innovation and entrepreneurship should be emphasized to attract students who want to explore higher education more deeply.

Students' choices and preferences for universities are often influenced by their region and their high school. Therefore, their requirements for university classification, location, and characteristics may vary. The educational culture and style of students' high schools also affect their demand for university classification. Some high schools may prefer comprehensive education, emphasizing overall strength, while others may focus on nurturing students with specific talents and strengths in a particular field. Additionally, students' family economic status may affect their choice of the university's location. Students from urban areas may find it easier to adapt to universities in big cities, while some families may prefer choosing a nearby university to reduce living costs and burdens. By understanding these differences in requirements for students from different regions and high schools, universities can develop more targeted recruitment and promotion strategies. This helps provide students with more accurate information to make wiser decisions during the university application process, improving the university's attractiveness and fit while better meeting the needs of students.

Apart from basic enrollment data, it is essential to focus on analyzing and summarizing information and data related to enrollment expansion. A comprehensive analysis of the impact of the quantity and methods of enrollment expansion on university enrollment and admission, as well as an evaluation of the roles played by various media such as newspapers, websites, WeChat Public Platform, and more in enrollment promotion, is necessary. Through detailed data analysis, specific methods to improve the quality of student admissions and the effectiveness of enrollment promotion strategies can be identified. This lays a solid foundation for future enrollment promotion work and establishes a sustainable and effective enrollment promotion system.

## **4.2 Enhancing Information Literacy and Building a Professional Admissions Team**

High schools can assign dedicated staff to manage various internet information platforms. All published content should be carefully assessed by these staff to ensure its authenticity and healthiness before being posted.

The primary purpose of high school enrollment promotion is to advertise and showcase the school to society, students, and parents, encouraging students to apply actively. This work is time-sensitive, challenging, and highly targeted, making it a comprehensive undertaking. Throughout the enrollment promotion process, the individuals who have close contact with students and parents are the personnel responsible for conducting high school enrollment promotions. Therefore, by cultivating the information literacy of the members of the high school enrollment team, and enhancing their professionalism and capabilities in internet-based enrollment promotion, they can more effectively convey information, attract prospective students, achieve enrollment goals, and significantly enhance the effectiveness of high school enrollment promotion[5].

High schools should establish dedicated internet-based enrollment promotion teams, recruit personnel with relevant professional backgrounds and experience, and provide training to enhance their expertise and skills in the field of internet-based enrollment promotion, ensuring that the team possesses professionalism in internet-based enrollment promotion. Roles and responsibilities should be defined for team members to ensure a reasonable division of labor within the team. Additionally, interdisciplinary and cross-functional collaboration within the team should be encouraged. This involves partnering with experts and professors from different academic disciplines, adding depth to enrollment promotion efforts, and ensuring the accuracy of academic content in promotional materials. Establishing a knowledge-sharing mechanism within the team is important to foster learning and improvement among team members, maintaining their professional competence and vitality. It is essential to develop a detailed digital marketing plan with clear objectives, strategies, channels, and content. Team members should be encouraged to participate in real projects and promotional activities, gaining experience through practical engagement to enhance their professional skills and problem-solving abilities. Regularly reviewing project experiences, summarizing successful cases and lessons learned, provides valuable insights for future work.

## **4.3 Enhancing Service Awareness and Mitigating Public Opinion Risks**

In the process of enrollment, universities should enhance the quality of services to meet the needs of students and parents while effectively preventing and responding to potential negative public relations issues[6].

Universities should improve the quality and efficiency of their services during the enrollment promotion. Establishing a dedicated and professional enrollment service team responsible for answering students' and parents' questions, providing consultation, and enhancing the professionalism and relevance of the services is essential. Providing various communication channels such as online chat, email, phone consultations, etc., ensures that students and parents can choose the communication method that suits them. At the same time, setting response time objectives ensures that inquiries from students and parents are answered within a specified timeframe, increasing the timeliness and efficiency of services. By tailoring enrollment guidance to students based on their interests, achievements, and fields of interest, personalized guidance can be offered, helping them create a suitable plan for choosing a school and major. Detailed enrollment information and program descriptions should be provided to ensure that students and parents gain a thorough understanding of the strengths and characteristics of different universities. Collecting feedback and opinions from students and parents, understanding their experiences and needs, and continuously improving based on this feedback leads to an ongoing enhancement of service quality. By providing students and parents with a higher quality and more personalized service experience, their satisfaction and trust are increased, helping universities better achieve their enrollment goals.

Universities should also take proactive measures to prevent public relations risks and engage in emergency response and crisis management during the enrollment promotion process. Before



releasing enrollment promotional information, ensuring the accuracy and truthfulness of the information and avoiding false information that may trigger negative reactions is crucial. Establishing a public relations monitoring team that uses monitoring tools to continuously track public sentiment information on social media, forums, and other channels helps in early detection of potential negative public sentiment clues. Based on the monitoring results, an early warning mechanism can be established. Creating a crisis management team composed of professionals from various fields such as public relations, legal, and technology is important. This team should have clearly defined responsibilities and tasks and should develop detailed emergency plans to ensure that measures can be rapidly taken in the event of a crisis. In the event of a crisis, providing students, parents, and the general public with truthful and transparent information in a timely manner prevents the distortion and spread of false rumors, preserving the reputation of the university. Continuous improvement and experience analysis are essential. After the crisis has been managed, a comprehensive evaluation should be conducted to analyze the effectiveness of the crisis management, summarize experiences and lessons learned, and provide reference for future crisis responses, enhancing the team's emergency response capabilities.

## 5. Summary

Taking into consideration the advantages and limitations of internet-based promotional methods in university enrollment, internet marketing offers various forms of promotion and the advantage of rapid information dissemination. However, it also faces challenges such as a lack of innovation in promotional content, concerns about the authenticity of information, and risks to the institution's reputation. Universities can overcome these challenges by implementing a multi-pronged approach that emphasizes the use of data, enhances information literacy, and fosters a strong service-oriented mindset. This will help them better navigate the issues present in the internet promotional environment.

By comprehensively utilizing both online and offline channels, universities can achieve greater success in their enrollment promotion efforts and maintain a positive reputation. In conclusion, universities should tailor their strategies to their specific circumstances and make the most of Internet marketing to enhance the precision and effectiveness of their enrollment promotion, leading to more significant outcomes in student recruitment.

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