

Digital Survey

School marketing feedback

2025 Biennial
Digital Marketing Survey

PART 1 & 2 (of 3): 2025 Insights

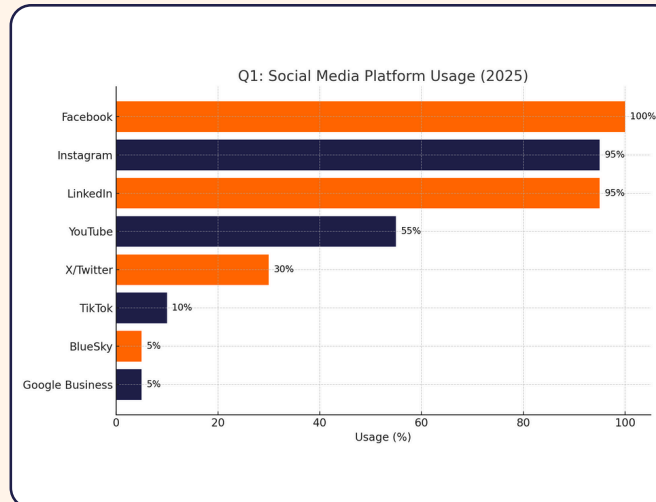


Extra Insights [CLICK HERE](#)

SURVEY 2025

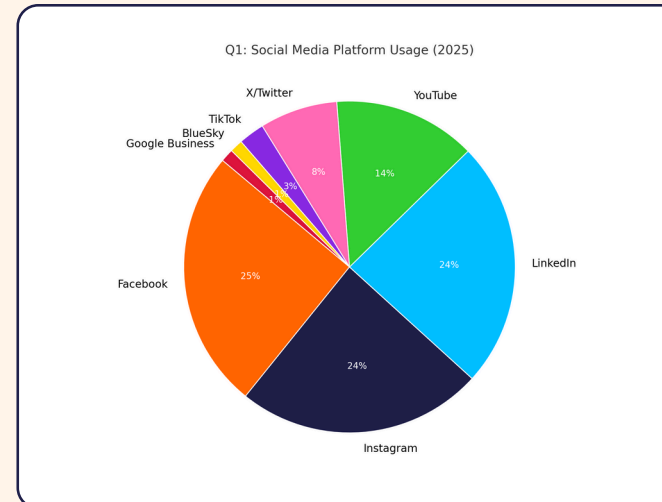
PLATFORMS MARKETERS USE (%)

X (TWITTER) DROPS SIGNIFICANTLY

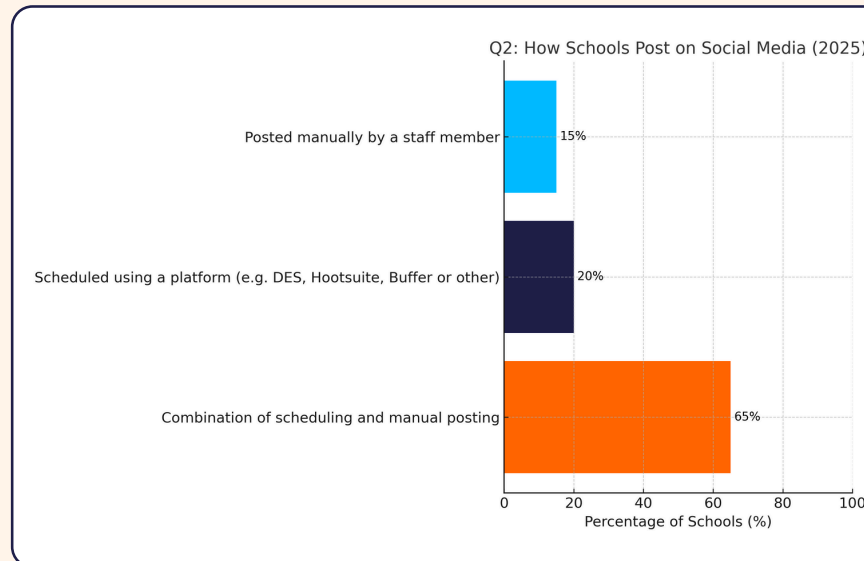


SOCIAL CHANNELS (SPLIT)

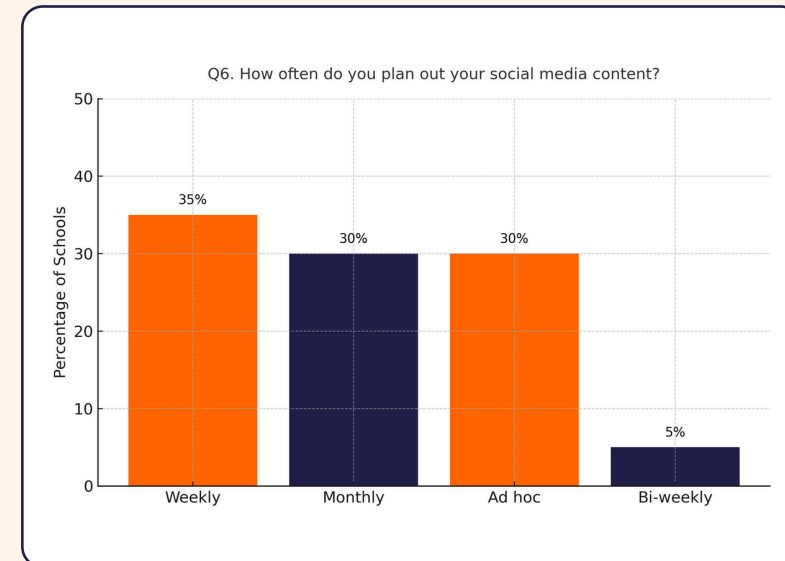
LINKEDIN ON THE INCREASE



SOCIAL MEDIA POSTING - HOW?

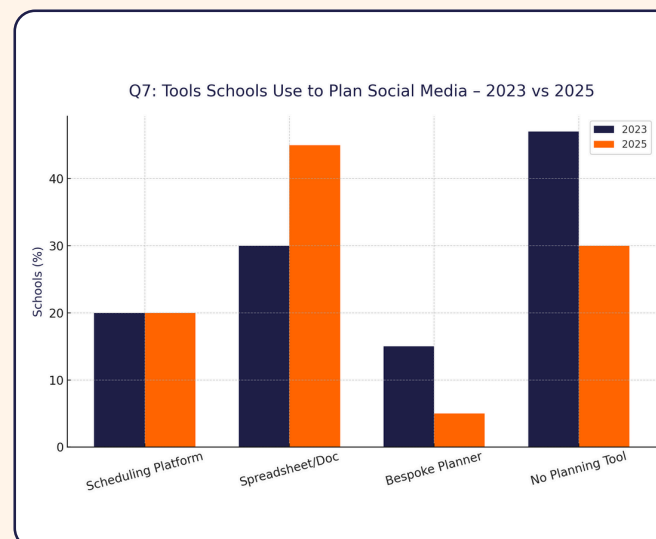


PLANNING CONTENT - WEEKLY LEADS

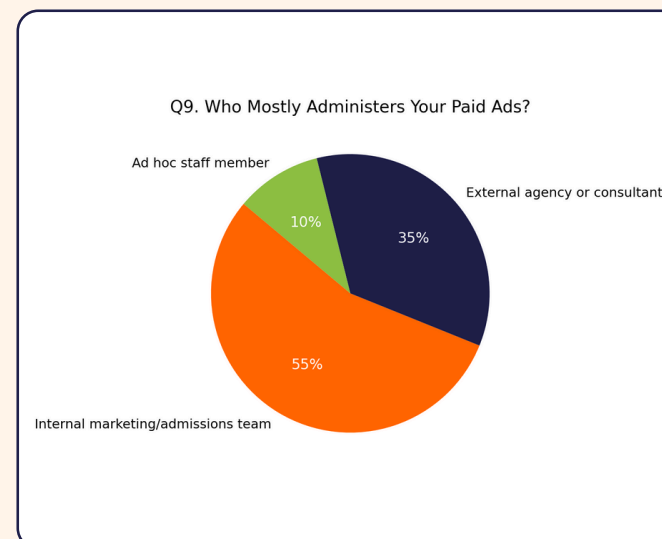


PLANNING TOOLS AND ONLINE AD MANAGEMENT

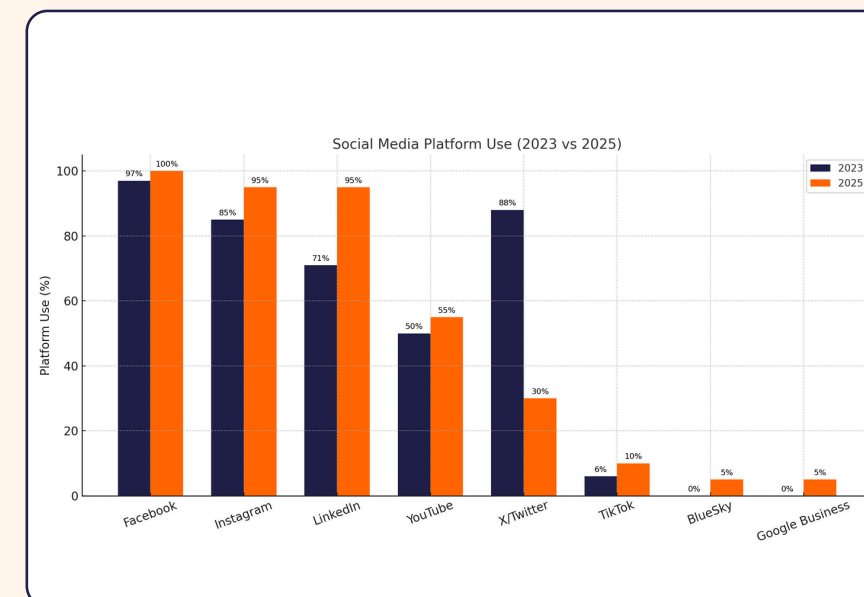
MORE PLANNING TOOL USE IN 2025



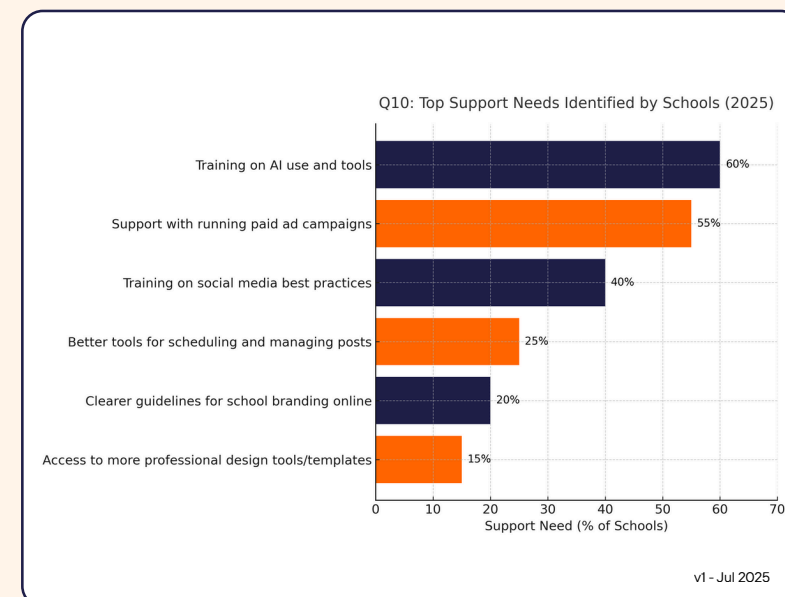
ONLINE ADS - IN-HOUSE LEADING



2025 VS 2023: HOW PLATFORM USAGE HAS CHANGED



SUPPORT NEEDS



The survey captures the digital & social media evolving habits, challenges, and strategic direction of school marketing teams in 2025

MARKETINGADVISERS.CO.UK