

СТРАТЕГИИ ОБРАЗОВАТЕЛЬНОГО МАРКЕТИНГА, НАПРАВЛЕННЫЕ НА РАЗВИТИЕ ОБРАЗОВАТЕЛЬНЫХ УЧРЕЖДЕНИЙ

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Аннотация: В данной статье рассматриваются основы образовательного маркетинга, обсуждаются эффективные стратегии и исследуются последние тенденции. Целью этой статьи является дать представление о современных тенденциях в маркетинге образования, а также объяснить основы маркетинга образования.

Ключевые слова: маркетинг, образовательный маркетинг, цифровой маркетинг, школьный маркетинг, маркетинг высшего образования.

EDUCATIONAL MARKETING STRATEGIES TARGETING THE DEVELOPMENT OF EDUCATIONAL INSTITUTIONS

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Abstract: This article discusses the basics of education marketing, discusses effective strategies, and explores the latest trends. This article aims to provide insight into current trends in education marketing.

Keywords: marketing, educational marketing, digital marketing, school marketing, marketing for higher education.

Introduction

Owing to the number of opportunities created by the internet and other modern technologies and facilities in the pandemic situation, the educational sector has experienced a massive boom. According to research conducted by Orbis, the global e-learning market is anticipated to surpass \$275 billion worldwide by 2022 driven largely due to the escalating usage and growing access to broadband internet and the number of internet users with mobile phones and other smart devices with online facilities. More than 500000 educational apps have been released available on the App Store and Google Play so far by traditional educational institutions and private developers. The e-learning market is saturated with multiple scores of online courses, videos, eBooks, and websites making it challenging for newcomers in the field.

Main part

Education marketing promotes integral educational content and makes it available to individuals and educational institutions. Educational content includes courses, how-to videos, research applications, software applications for mobiles and computers, and lots more. Educational marketing uses strategies to make educational content useful to academic institutions and available to students. While marketing in education has been present for a long time, it has advanced and adapted a lot throughout the years, especially during the global turmoil caused by the pandemic. The purpose of education marketing is to promote valuable educational content with the help of various marketing strategies. It is often considered the only single way to reach students and catch their attention. The essence of marketing in the education sector is considerably overlooked in the industry to drive revenue and promote growth. To thrive in this era of cut-throat

competition the leaders in the education industry must leverage the power of education marketing.

However, one shouldn't confuse education marketing with education-based marketing which is a specific marketing strategy that focuses on educating the prospects rather than just pitching them to establish trust among them. Whereas, education marketing comprises all the marketing activities in the education sector, encompassing the following:

School marketing: Tech-savvy millennial parents turn to the internet to reinforce their decision-making rather than relying on word of mouth like the traditional era. Schools need to actively market themselves to catch the attention of all those parents who are constantly in search of the best.

Marketing for higher education: Marketing for higher education benefits colleges and universities as such higher education helps them to elevate and promote their brand and drive a flood of enrollments. Students as individuals also benefit from the same as they can choose for themselves while choosing their educational path.

Digital marketing for the education sector: Traditional marketing strategies are no longer sustainable and are of no help in today's digital world for targeting younger demographics. Digital channels must be embraced to convey your message to a larger group of audience and it turns out to be very cost-effective. Such digital channels include email, web content, blogs, paid searches, social media platforms, and others. The potential of digital marketing will eventually lead to decreased cost per lead, thus making digital marketing a really important cornerstone of any education marketing strategy.

Social media marketing for educational institutions: Both students and their parents spend a greater deal of time on social media sites and thus educational institutions must establish a significant presence on sites like Facebook, Twitter, and Instagram to engage and learn about their wants and expectations.

There are a few things to remember to guarantee the success of the chosen marketing strategy to develop educational institutions:

Understand social media. There are currently roughly 3.2 billion online social media users around the world, which is likely to be around 42% of the population. Web-based entertainment platforms like Facebook, Twitter, Instagram, and Reddit are the most well-known among recent college grads, followed by Gen Z, Gen X, and Gen X-ers. Since their initial days, social media platforms have developed inside and out, and they currently give a bunch of various ways how they can be utilized in advanced education promotion. Despite which platform you choose to focus on, the objective ought to be similar all the time: establish and develop significant connections with the main interest group by offering them engaging content.

Rank highly on Google. Whenever guardians and students are searching for suitable education providers, universities must be a top outcome. Google is the most popular search engine. Google Ads can be a compelling method for helping to drive traffic to your site. There is a huge amount of relevant and significant competition in Google Ads. It's a good idea to work with somebody who has the knowledge and relevant experience in web search engine marketing (SEM), if not, it can turn out to be extravagant.

Get some credibility! Testimonials from ex-students, awards won as well as most recent outcomes are critical to developing the validity behind the story. These are of extraordinary support which can be incredibly strong.

Make a Mobile-Friendly Website with an Optimised Landing Page. It has been quite a long while since the number of smartphone internet users has surpassed the number of individuals who access the web from desktop computers and laptops. In 2022 the number of smartphone users overall is projected to arrive at 2.87 billion, and that implies that no one who needs to prevail in schooling advertising can bear to not have a versatile site with an enhanced and optimised landing page.

Encourage Students to Leave Online Reviews. It's a well-known fact now that 90% of consumers read web-based audits before visiting a business or paying for a service. That is the reason why online surveys ought to be a fundamental part of all advanced education marketing strategies and techniques. The most ideal way how

to urge students to leave online reviews is to make the review process as simple as could be expected.

Conclusion

Marketing in the education sector is markedly difficult. Well-known obstacles incorporate spending and budget restrictions and having to entice a new group of customers every year. With the predominance of advanced promoting channels, effectively marketing your educational institution becomes even more challenging and complex. Nowadays, students and their parents expect a seamless online experience, and a credible presence via social media, and since candidate recruitment has become a year-round activity even reputed and established educational suppliers re-evaluate their marketing strategies on an annual basis.

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