

Особливості цифрового просування освітніх програм закладів вищої освіти

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Анотація

Стрімка цифровізація сучасного суспільства пов'язана не лише з розвитком диджитальних й інтернет-технологій. Обмеження, запроваджені у багатьох країнах у 2020 році через пандемію коронавірусу, прискорили цей процес. Молодь покоління Z задовольняє свої комунікаційні потреби здебільшого за допомогою соціальних медіа. Традиційні інструменти часто безсилі дістатися до цієї цільової аудиторії та вплинути на її поведінку. З огляду на необхідність досягнення результату саме в цій групі, потрібно мати чітку маркетингову онлайн-стратегію та ефективно використовувати цифрові інструменти. Але треба враховувати, що інтернет-маркетинг різних закладів, компаній та напрямів діяльності має свої особливості. Представлене дослідження — практичний кейс програми диджитал промоушн освітньої програми «Диджитальні медіа» Дніпровського національного університету імені Олеся Гончара. На прикладі цього кейсу демонструються особливості стратегії інтернет-маркетингу освітньої програми закладу вищої освіти. Розглядаються етапи проведення промоційної кампанії. Акцентується, що реалізація розробленої програми, зокрема, створений лендинг з автоматизованою функцією, та серія креативів, розміщених протягом п'яти місяців у обраних цифрових каналах комунікації відповідно до контент-плану, привела до належного охоплення та якісного інформування цільової аудиторії про нову освітню програму. Автоматизація зворотного зв'язку дозволила створити базу зацікавлених у навчанні за цією освітньою програмою абітурієнтів та налагодити персональну комунікацію з ними. Як наслідок, ці заходи допомогли досягти поставленої мети — здійснити набір студентської групи на перший курс. Практична значущість цього кейсу полягає в тому, що представлена маркетингова програма не потребує великих фінансових витрат і може бути реалізована будь-яким навчальним закладом вищої освіти. Програма використовує метрики, які дозволяють відстежувати ефективність кожного інструменту в онлайн-режимі і дають можливість здійснювати оперативне керівництво маркетинговою кампанією.

Ключові слова: інтернет-маркетинг; освітня програма; онлайн-комунікація; цифрові медіа; аналітика Web 2.0; соціальні медіа; промоція; диджитальні медіа.

1. Introduction

Formulation of the problem. The digitization of modern society is taking place at an accelerated pace, which, not least, was facilitated by the quarantine measures taken in connection with the COVID 19 pandemic. The development of online communication and remote forms of work and learning have not only taken root in our everyday life. They also caused changes in the behavior

model of society in terms of relationships between people. Digital communication channels, social media, messengers have become the main communication tool and source of news in Ukraine. In this country the war invasion was added to the factor of the COVID 19 pandemic in 2022. In 2024 Ukrainian universities graduated bachelors who had practically never been in classrooms during their studies. The described trend is well illustrated by the results of a study of

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ДОСЛІДЖЕННЯ УКРАЇНСЬКИХ МЕДІА: СТАВЛЕННЯ ТА ДОВІРА У 2022 РОЦІ

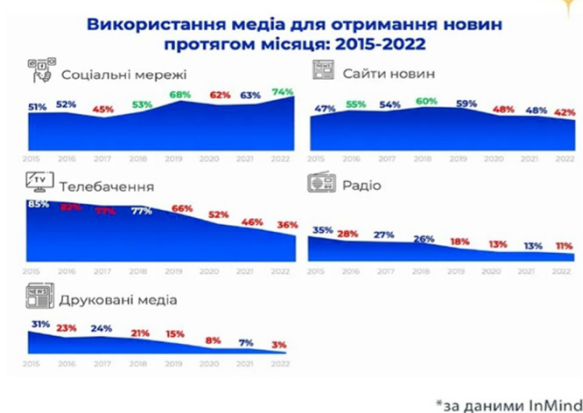


Figure 1. Research of Ukrainian media 2015–2022 (InMind)

(<https://internews.in.ua/wp-content/uploads/2022/11/Ukrainski-media-stavlennia-ta-dovira-2022.pdf>)

Ukrainian media (InMind, 2022). We can see (Fig.1) obvious increase in online media consumption and a significant decline in traditional media consumption.

The development of the mobile Internet and social platforms has made personal gadgets the main source of information, entertainment and mean of communication. Taking information from different screens is the most characteristic feature of today's world. Thus, Phillip Kotler writes: "A Google survey shows that 90 % of our interaction with mass media now takes place thanks to screen devices: this are smartphone, tablet, laptop and television screens. 'Screens' have become so important in our lives that we use multiple screens consecutively and simultaneously for more than four hours of our free time. The Internet is the backbone of these interactions. Global Internet traffic grew 30 times from 2000 to 2014, connecting four out of every ten people in the world." (Kotler et al., 2021, p. 11).

Researches Nip Eyal and Ryan Hoover note, "a 2011 university study found that on average, people check their phones 34 times a day. However, insiders with more detailed information in this area believe that the number is closer to an impressive 150 times." (Eyal, Hoover, 2017, p. 19). A huge number of alternative sources of information and fast access to the mobile Internet gave the opportunity to choose, what information, when and where to consume. This greatly complicated the task of reaching the necessary audience.

The consumer today has the opportunity to avoid advertising by choosing a suitable subscription to

YouTube, using Netflix or Spotify services. In addition, the 'concept of trust' has changed, which, according to Kotler, "is no longer vertical — it is now horizontal. The latest studies in various industries show that most customers trust the 'f-factor' (friends, families, Facebook fans, Twitter followers) more than marketing communications." (Kotler et al., 2019, p. 22). Although for Ukrainian realities, the last two communities will most likely to be fans from Instagram and contacts from Telegram.

Before gaining the trust of the modern consumer, nowadays it is necessary to actively fight for his/her attention. The huge volume of information that is saturated in the modern communication field puts pressure on the consumer every day. That is why he/she is simply unable to focus attention on all the information that is pouring in on him/her. It is not by chance that our era is called the era of the 'goldfish', in which the attention span is 9 seconds, and that of the modern consumer is just 8 seconds.

Generation Z, as they call those born between 1996 and 2011, does not know a world without gadgets and mobile Internet. Generations of late millennials and Z, or 'mercury', as Andrii Dligach calls it, "cannot be kept either as employees or as customers (mercury in the hand is also impossible to keep). They don't have preferences, they get news from social networks, they live one day at a time." (Dligach, 2024). According to Gregg Witt and Derek Bird, they "have not yet reached full maturity, but already have a deep and detailed idea of what approach they will take in life" (Witt & Bird, 2022, p. 13). "Generation Z tends to avoid companies that

don't have clear brand stories, and content that evokes an emotional response. Generation Z is looking for brands that relate to their passions and interests, brands that complement their lives or support what they're trying to do." (Witt & Bird, 2022, p. 23). This audience today enter the institutions of higher education, and become students. They are the target audience of educational programs offered by universities. Only understanding this audience and using appropriate communication channels can help to achieve the particular goal. We assume that any educational program is a product, and the goal of a marketing campaign is to 'sell' this product to the appropriate target audience. This is a purely marketing approach, which is rarely used by state Ukrainian universities to promote their educational services. There one can see a whole range of reasons: from the lack of awareness of such a need to the budget deficit and lack of qualified specialists. However, the market situation requires the use of a marketing approach.

In 2008, there were about 350 higher education institutions in Ukraine, and one of them had an average quantity of 6,700 students. As of 2021, before the start of a war invasion, the number of institutions of higher education had decreased to 300, but now each of them had an average of about 3,400 students. Currently, there are 100 private institutions of higher education (excluding branches), 40 communal and about 170 state universities operating in Ukraine (<https://odessa-life.od.ua/uk/news-uk/chomu-v-ukraini-mozhe-stati-vtrichi-menshe-vishiv>). But all the same, the number of Universities and other higher education institutions is greater than the demand. The number of enrollees decreased significantly, many of them went abroad because of the war. This led to an intensification of competition between universities for the remaining enrollees.

Therefore, such conditions encourage institutions of higher education to use a marketing approach to promote their products, i.e. educational programs. On the example of the presented case, we aim to demonstrate the peculiarities of Internet marketing in this area. In particular, we'd like to describe the specificity of using marketing tools relevant to the target audience of generation Z and to Ukrainian realities.

Analysis of recent researches and publications.

Internet marketing of Ukrainian institutions of higher education is a brunch of researches' interest, that has received considerable attention in recent years. Thus, Lyudmila Bozhuk reveals the actual problem of

forming and maintaining a positive image of the country's higher education institutions by using the modern Internet technologies. The internet website of the educational institution is among the main tools that accumulate and generate information about institutions of higher education, position them on the market of scientific and educational services, and create their positive image. The scientist traces all these on the particular examples and their use by the management of the National Aviation University (Bozhuk, 2020).

Iryna Zhars'ka presents the concept of forming a system of marketing communications of higher education institutions on the Internet in the form of a chain of three interrelated areas of activity. These are: advertising in social networks, detailed information about specialties and educational programs on the official website of the institution of higher education and publications in social networks and Telegram-channels of the University. The researcher proposes the principles of building of a system of marketing communications of a higher education institution on the Internet. In particular, she considers that University's account in social networks should perform the function of a universal call center that can give advice the enrollees of all categories and their parents on any issue, related to both admission and future studies and the specifics of specialties in 24x7 mode (Zhars'ka, 2020). In her other research, Ирина Zharska examines the issue of using the Internet environment to promote educational services of higher educational institutions (Zhars'ka & Zin'kovs'ka, 2015).

Lyudmila Filippova and Anna Shelestova explore digital advertising tools for higher education institutions. In their research, the authors analyzed the most effective digital tools for the advertising activities of higher education institutions. These are:

- social networks (Facebook, Instagram, Telegram, LinkedIn);
- Internet advertising (Google Ads);
- search optimization of the websites (SEO);
- email marketing;
- video content;
- blogging;
- analytics and testing;
- influencer marketing.

They also described in detail the features of these advertising tools for effective advertising and informational, educational activities. Their aim is in establishing contacts with enrollees, students and graduates (Filipova & Shelestova, 2024).

Victoriia Shuklina investigates the effective organization of the marketing communications system of an institution of higher education. It provides for an optimal combination of direct communication measures with applicants and a set of digital marketing tools, which make it possible to build direct interaction with each interested user during the entire period of decision-making about choosing future University (Shuklina, 2023).

Another researcher, Nataliia Zinchuk, examines the problem of implementing a marketing approach in the activities of domestic educational institutions. This includes the organization and implementation of the institution's positioning through the use of integrated marketing communications (Zinchuk, 2015).

Inna Deineha devoted his research to the organization of communications of educational institutions and their stakeholders in the Internet network (Deineha, 2017).

The problem of personnel resources to ensure Internet marketing of educational, cultural and library institutions is relevant. The work of Tetyana Novalska and Vladyslav Kasyan is devoted to this aspect. The authors conclude that the main concepts of the theoretical and methodological educational platform of innovation for the training of an Internet marketer in the specialty "Information, library and archival work" (specialty 029) are social and communicative technologies and management of document and information resources (information management) (Novalska & Kasyan, 2021).

Many studies made by well-known specialists have been devoted to the problem of the peculiarities of marketing communication in the era of the 'digital society'. For example, marketing guru Philip Kotler in the work *Marketing 4.0*. From traditional to digital examines how marketing communication should change, if we take into account changes in consumers' behavior due to the development of the mobile Internet, digital technologies and the spread of gadgets (Kotler Kartajaya, & Setiawan, 2021). Kay Wright (2023) analyzes, how to build effective communication of a modern brand in the modern world, how to win the attention and trust of consumers. Gregg Witt and Derek Bird (2022) explore the characteristics of Generation Z and provide practical recommendations for effective communication and interaction between representatives of this generation and brands. Matt Johnson focuses attention on the subconscious influence of

communication, especially in circumstances when the consumer has little time to perceive information due to the modern accelerated pace of life (Johnson, 2023).

Therefore, it is important to study the real impact of specific marketing tools for the promotion of the educational program and the ways of attraction of future students, getting higher education.

The purpose of the article is to demonstrate the peculiarities of the Internet marketing strategy of the educational program of the higher education institution and its implementation on the basis of a practical case, i.e. the digital promotion campaign of the educational program *Digital Media* of Oles Honchar Dnipro National University.

Research methods. The research analyzes the marketing strategy of promoting the educational program *Digital Media* in the online space. Attention is also paid to the specificity of its implementation. Intermediate and final results are analyzed on the basis of data from Google Analytics, Facebook Ads and data from the Telegram channel linked to the website.

2. Results of the research

The educational program *Digital Media* at the Faculty of Systems and Mass Communication of Oles Honchar Dnipro National University was launched in January 2023, so there were a little more than 5 months left to inform the target audience, interest people in the new program and motivate enrollees to choose it. Taking into account the preference of the target audience for digital communication channels, a number of relevant Internet marketing tools were chosen for the implementation of the content promotion plan. The promotion strategy provided for the construction of an architecture of representation on the Internet and a marketing funnel for attracting potential enrollees in the form of the following scheme:

- Targeting of advertising creatives in social networks Facebook and Instagram with an active link transition to the landing website of the educational program.
- Landing site, which gives the user the basic information about the educational program and admission conditions. There was also provided the possibility to send a preliminary application by filling in the minimum data in the application form.
- A preliminary application with the data that interest the enrollee, which gets into the Telegram chat of the responsible employee of the department.

This person took it into work and in any convenient way (using email, messenger or phone call) carried out direct communication with such an applicant.

Next, we analyze the way of realization of this scheme.

Stage 1. Creating of the landing site

First of all, for our marketing campaign a landing page was needed. It was planned to be as accessible as possible, perform presentation functions and provide basic answers to the target audience. Therefore, the first stage of the promotion marketing strategy was the development of the landing site of the new educational program — www.zkt.dp.ua (the domain name uses the abbreviation of the department where the new educational program was launched).

The development of a landing page for a specific marketing task is not something unique. The primary task here was to make correct content and structure, oriented to the target audience, which consists of two groups — parents of the future students and enrollees themselves. Both of them make a choice. Parents choose an institution of higher education and admission conditions, the latter choose an educational program relevant to their interests. This distribution is confirmed by the practice of communicating with parents and their children during the “Open Door Days” of Oles Honchar Dnipro National University. Therefore, the content and the structure of the website had to satisfy the informational needs of both groups.

In particular, the web resource had to contain answers to the main questions interesting TA. The requirement of brevity and ease of information perception was also relevant. Such websites are often characterized by information overload, which makes their use quite difficult. Such peculiarity often distinguishes the web resources of state institutions in various fields, including educational sphere. The desire to cram everything into the website, including inappropriate formalism, leads to the fact that the user simply does not understand where to look for the necessary information, and most often leaves the website, as he/she doesn't want to waste time for searching answers hidden somewhere. Websites of this kind, instead of being a presentation agent of an institution in the Internet environment, become a kind of obstacle for establishing contacts with a potential client.

The design of the website is also important. In this matter, it is necessary to maintain a balance between officiality, which is important for parents, and the

modern embodiment of the ‘picture’, which is paid attention to by enrollees, representatives of generation Z.

As a significant part of the development of the website, the logo of the department was created. It exactly corresponds to the ideas of the youth of generation Z. It is laconic, goal-oriented, modern. When choosing colors for both the logo and the website itself, we avoided complimentary color combinations, because opposite, contrasting shades create the effect of conflict and opposition that we need. Instead, the choice fell on a consistent color solution, that is, colors that are next to each other on the palette. They are more harmonious and friendly. The choice was stopped on orange and crimson. They are almost the lightest, so they have the best impact on young audience, thereby associating teenagers with our logo in a certain way. Also, these colors are very active and attract additional attention, and this, in turn, intersects with the shape of our logo — a symbolic image of a loudspeaker and an exclamation mark combined into one element (Fig. 2).



Figure 2. Logo of the department

Based on the above, the structure of the website of the educational program *Digital Media* was developed as follows:

1. The main page emphasizes the university and the field of study. It has quite an official look, which makes it relevant for parents of enrollees. The menu is clear and allows one to move immediately to the aspect of interest.

2. The second page is aimed at the enrollee him/herself. It consists of the name of the educational program and areas that will be studied, and which are potentially interesting to this audience.

3. The third page is also aimed at the enrollees. Here is a list of professions and competencies that a student will receive after graduation.

4. The fourth page-block is containing the most popular questions of the target audience and their answers, i.e. learning conditions, contract cost, passing grade level, availability of practice, etc. Thus, the user receives basic answers to the questions of the primary interest for the major part of future students.

5. The fifth page-block is dedicated to the teaching stuff, i.e. specialists, who provide the educational process. Here is a brief information about professors, who will work in this educational program. Also there is a link to their more detailed profile posted on the faculty's website. This unit is important because it illustrates the competence of the department in terms of teaching this program.

6. The sixth page block presents potential employers and stakeholders who cooperate with the department and the new educational program. This block is important because it illustrates the enrollee's future employment opportunities. Later, when the students of the first year for the *Digital Media* educational program started their classes, photo gallery and news sections covering the students' and the department's life were added to the website. Such content helps to create a community around the department and educational program, and the space provides a platform, like social networks, for the self-expression of Generation Z students.

The main page of the website of educational program is shown in Fig.3. There were involved some web-design specialists. They helped to develop this landing site. But nowadays this is a simple and not very expensive job. Today, there are a sufficient

number of free site builder tools, including Weebly, WordPress, Weblum, with the help of which one can create a website him/herself. The key to this task is in understanding the content and structure that correspond to the goal and the specificity of the target audience.

Stage 2. Automation of the feedback

The second step of the marketing strategy was the development of a feedback tool for the site visitors. In Iryna Zharska's research, which has already been mentioned, it is emphasized that a University's account in social networks should perform the function of a universal call center that can give an advise to enrollees of all categories, and to their parents, and answer any question on any issue (Zharska, 2020). But in our opinion, the task of social networks is to communicate with users and in this way to create a community around the educational program. Interesting, useful and entertaining content should help to establish friendly, trusting relationships with enrollees and form an image of expertise of the educational program, and of the department in the chosen field. In order for the account to work in question/answer mode, it is necessary to fix certain basic information in the form of a post, but social networks are not as efficient and convenient to perform this task. But landing website is.

Also, the option of creating a chat on the website itself was not considered. This would require the administration of the web resource 24/7, and it would be necessary to involve someone from the staff of the department, because any modern user wants to get an answer and satisfy his/her information need immediately, just here and now, without any waiting. Therefore, the Telegram messenger was chosen to

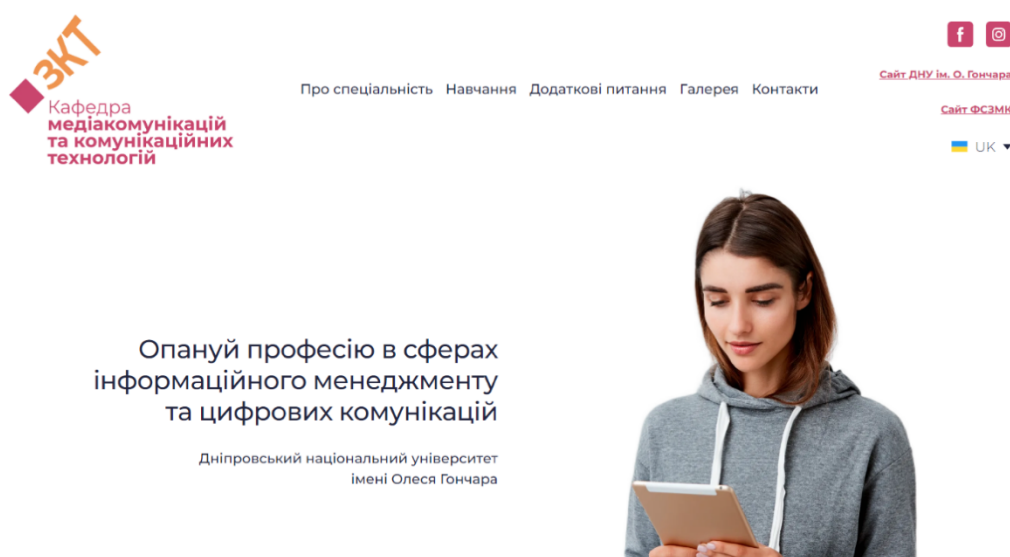


Figure 3. The main page of the website www.zkt.dp.ua

ДОСЛІДЖЕННЯ УКРАЇНСЬКИХ МЕДІА: СТАВЛЕННЯ ТА ДОВІРА У 2022 РОЦІ

Переважаюча мережа для отримання новин у соціальних мережах, 2021-2022

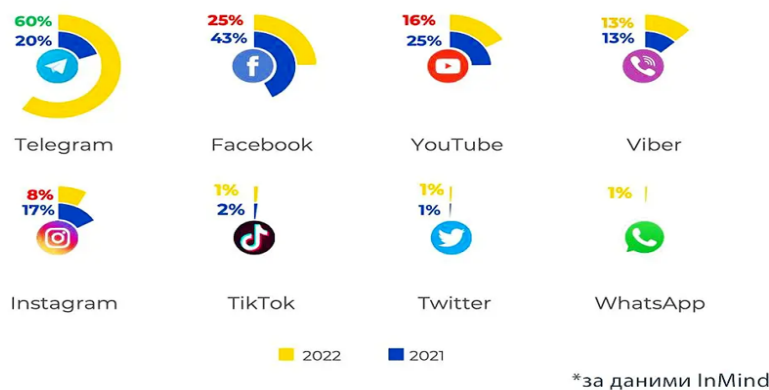



Figure 4. Ukrainian media research: attitudes and trust in 2022

(<https://internews.in.ua/wp-content/uploads/2022/11/Ukrainski-media-stavlennia-ta-dovira-2022.pdf>)

perform the function of the call center. This choice is not accidental. According to InMind research (Fig.4), Telegram is the most popular channel in Ukraine in terms of news consumption. In 2023, this fact was confirmed by the repeated survey.

Therefore, this messenger is popular with enrollees and their parents. After selecting a channel for feedback, a query automation tool was

developed. On the second page of the website, focused on the enrollee, an active button Enrollee’s application was created. After filling in the minimum data — full name, phone number, email, the user sends a request, which, with the help of the Telegram bot, was redirected to the personal Telegram page of the department employee, whose phone number was linked to the Telegram bot.

 Перший (бакалаврський) рівень вищої освіти

**Освітня програма
«Диджитальні медіа»**

Спеціальність 029 "Інформаційна, бібліотечна та архівна справа"
Факультет систем і засобів масової комунікації

- SEO
- SMM
- КОНТЕНТ МАРКЕТИНГ
- КОПІРАЙТИНГ
- БЛОГІНГ
- МЕДІАКОМУНІКАЦІЇ
- ВЕБ ДИЗАЙН

ПРО СПЕЦІАЛЬНІСТЬ

ЗАЯВКА АБИТУРІЕНТА

Figure 5. Website page www.zkt.dp.ua with an active Enrollee’s application button

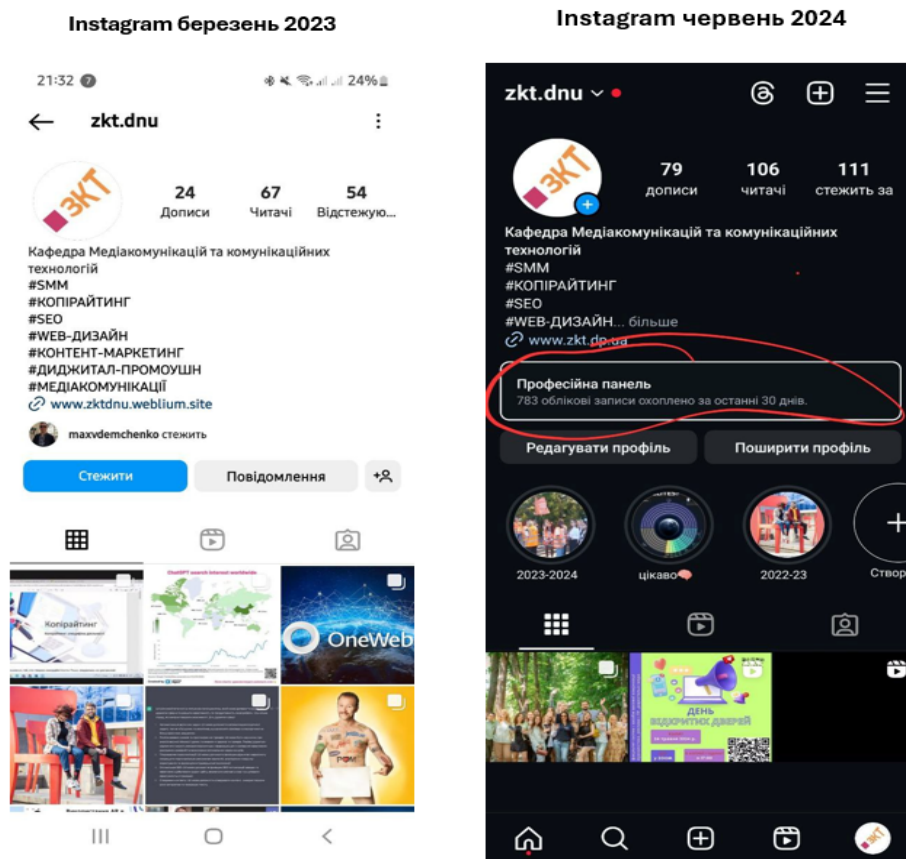


Figure 6. Organic growth of the department's Instagram account

User's data was visible online, so it was convenient to contact a potential enrollee in any way — by sending an email or a message in the messenger or simply by calling. Such a feedback organization has proven its effectiveness, as it allowed us to respond promptly to users' requests and questions, to have a personalized format with respect for confidentiality, which is highly valued by the target audience, representatives of Z —generation. An active Enrollee's application button is shown in the Fig.5.

Stage 3. Promotion

The first quite simple step in the promotion of educational program *Digital Media* was the dissemination of information through the base of friends on Facebook and Instagram. This is just simple networking, because every professor has graduate students among their friends in social networks. We've just asked them to spread the word about the new educational program on their accounts. 62 people shared our announcement, which contained a link to the website, and as a result, we received two applications from enrollees who came to the Telegram chat through the website. The department's Instagram and Facebook accounts were also created. As we have already mentioned, the role of the account in the social network was secondary for our

purposes. The main task of this communication channel was the formation of a community around the new educational program. The account began to fulfill its task already after the forming the students group, when the enrollees began to administer these accounts themselves. This was a part of their practical semester's task. The social media accounts are linked to the website but have never been promoted separately. Therefore, it is nice to see organic growth (Fig. 6), which was made possible solely thanks to the content strategy. So, since information about the new educational program was also posted on the department's social network accounts, we should mention them here.

The main promotion program aimed at the development of advertising creatives with an active link to the site and their placement on Facebook and Instagram social networks. Targeting was quite difficult, as Meta limits the distribution of ads to users under the age of 18. Therefore, in order to reach enrollees, and not only their parents, it was necessary to adjust the display of our creatives to topics and interests, related to the field of the new educational program and, at the same time, relevant to the target audience. Therefore, there was conducted a survey. The students were asked about their interests in the



Figure 7. Fragments of advertising creative banners of the educational program *Digital Media*

field of digital media, social networking, and digital technologies themselves. The goal was to distinguish more accurately our targeting directions.

As for the content of the creative banners, since we focused on the same two groups of target consumers that the website was also aimed at, on parents (this determined the choice of Facebook in addition to Instagram) and their children. The principles of the content of the advertising creative banners did not change, as well as necessity of their correspondence to the chosen strategy. It was supposed to mention the name of the university and the educational program, the submission of a list of the main areas of competence that are in demand among enrollees, and an active button-link to the site (Fig. 7). Similarly, according to the chosen concept, the color solution for creative banners was also developed.

The program started at the end of February, 2023. Its management was built on the daily analysis of Google Analytics and Meta Ads. The first one made it possible to monitor the conversion of the website and

the behavior of users during their visit. The second was to monitor the effectiveness of online targeting based on the main metrics and choose the most effective creative banners to spend the budget only on them. Already in March, based on the received data, adjustments were made to the promotion program. The first problem that needed to be solved quickly was the lack of future students' applications in the Telegram chat associated with the website. Studying the heat map of visiting the site, we found out that moving from top to bottom along the site structure, users do not return to the top, and therefore do not have the opportunity to get to the area where the "Enrollee's application" button was placed again. Thus we lose potential leads. To fix this, we added a button to the footer of the site and designed a pop-up window, that appeared after 25 seconds of the visitor being on the website. The chosen time of the pop-up window was based on the average time users spent on the site, i.e. 30 seconds. Thus, the application window appears at the end of the intended session, which does not annoy the

Table 1. Results of the marketing campaign in March 2023

Period 02.01. 2023 — 04.02.2023				
Source	Number of users	Conversion, %	Number of applications	Percent of applications
Google organics	7	14	1	4
Direct access to the website	90	4	5	19
Target	580	3	20	77
Total	838	3	26	100

Період звітності 01/06 - 01/07								
Назва рекламного оголошення	Кількісні показники			Якісні показники		Ключові показники маркетингу		
	Покази	Кліки	Сума витрат на рекламу (грн/\$)	CTR: кліки/покази (%)	CPC: плата за клік (грн/\$)	Разом лідів: заявки + дзвінки (од)	CR: Конверсія (%)	CPL: Підсумкова вартість ліда (грн/\$)
ОА Конверсії 5\$ День #2 14-03-2023	24 654	745	104	↑ 3%	● 0,1	5,0	↑ 0,7%	● 20,9
Всього по усіх РК	24 654	745	104	↑ 3%	● 0,1	5	↑ 0,7%	● 20,9

Figure 8. Results of the marketing campaign in June 2023

visitor, but on the contrary, stimulates him to take the next step.

Second, creative display settings have been reworked. These changes affected geotargeting. We have optimized the reach to only those regions from which enrollees would most likely be willing to consider the university's offer. We also experimented with targeting interests and topics in order to more accurately get into the field of vision of target applicants. These measures had an immediate impact on the result: on 06/03/2023, changes were made, and on 07/03/23, enrollees' applications appeared in the Telegram chat. Below there are the campaign results for March 2023 (Tab. 1):

Increasing the advertising budget during the key summer period (July is the period when applications for entering the University are submitted) allowed to increase conversion rates and reduce the cost of the lead. These two indicators were the main for us. No doubt, reach and clicks are also important. They have doubled in proportion to the increase in costs. The increase, albeit insignificant, in the percentage of conversion and the decrease in the cost of the lead

indicate a correctly chosen targeting strategy and the effectiveness of creative banners. Below the campaign figures for June and July are given (Fig. 8):

The result of the promotion strategy, which was implemented from 02.27.23 to 07.31.23 (Fig. 9), with a break in April, i.e. the duration was 80 days (almost 11.5 weeks), there were the following indicators:

- Displays — 210,428.
- Clicks — 5053.
- Budget — \$583 (approximately UAH 22,737).
- Applications of enrollees sent to the Telegram chat — 69.
- Became students — 6 enrollees.

Thus, the final result of the conversion of the building the marketing funnel from advertising creative banners in social networks to contact with the enrollee based on the sent application and final admission to the educational program is equal to 9 %.

3. Discussion

As a result of the selection campaign of the 2023–2024 academic year, the required number of students was recruited for the *Digital Media* educational

Період звітності 02/07 - 31/07								
Назва рекламного оголошення	Кількісні показники			Якісні показники		Ключові показники маркетингу		
	Покази	Кліки	Сума витрат на рекламу (грн/\$)	CTR: кліки/покази (%)	CPC: плата за клік (грн/\$)	Разом лідів: заявки + дзвінки (од)	CR: Конверсія (%)	CPL: Підсумкова вартість ліда (грн/\$)
ОА Конверсії 10\$ День #2 14-03-2023	54 132	1608	203	↑ 3%	● 0,1	13,0	↑ 0,8%	● 15,6
Всього по усіх РК	54 132	1 608	203	↑ 3%	● 0,1	13	↑ 0,8%	● 15,6

Figure 9. Metrics on the Meta Ads dashboard for June and July 2023

program. We got 12 students. The entrance of six of them, i.e. 50%, is a direct result of the implemented promotion strategy. In our opinion, this is a good result, if we take into account the spent budget.

For the sake of objectivity, it should be noted that during the implementation of the marketing campaign, other communication channels also worked. During this period, there were several "Open Door Days" of Oles Honchar Dnipro National University, several online meetings with graduates of city schools. Also, information about the new educational program was posted on the social network accounts of the faculty and the University. However, these events had secondary meaning for the promotion of Digital Media. And here there are the reasons. Parents and their children attend "Open Door Days" according to two scenarios. Some come to gather as much information as possible, without going into details, so that they can make a choice later, at home. Others come to confirm the correctness of the already made choice and to learn about the necessary details of its implementation. The first ones are difficult to attract, because they postpone the choice until later. No matter how well the product is presented, in our case it is the educational program, in the future, the decision to enroll will be influenced by the environment, recommendations of people they trust, friends and relatives, information in the communication channels they prefer. Others have already made their choice. They are not in the mood to change it, they won't even accept other offers. They came to take another look at the already selected positions to clarify the details of studying and entrance.

As for the digital channels of the University and the faculty, they cannot convey the specificity of every specialization, the details of each direction offered by the university. To a greater extent, the University and to a lesser extent, faculty build their brand through these channels. Like an umbrella under which various offers are collected. This task is important, because, as we remember, parents choose universities. But these channels are unable to qualitatively reach the target enrollees of the online educational program. It is simply impossible to simultaneously build the general image of an educational institution and appeal to some narrow community.

Therefore, the task of each division of the University, of the departments in particular, that represent specific educational programs, is to build systematic communication with their communities, united by the topic, field, direction with a specific

educational program. And such a significant task, due to number of divisions and educational programs of higher education as DNU is to create an attractive brand for the parents of enrollees, then the task of the departments is to establish and maintain trusting relationships with enrollees whose interests coincide through social networks, direct targeting, websites with the field of the educational program. And, ultimately, turn these enrollees into students.

In our opinion, the main marketing function of attracting customers should be performed by these departments. And we can digitize and specify the result of this activity using various metrics. We can evaluate the communication effect with the help of Web 2.0 analytics. Google Analytics will show us how the number of visits to the department's website and the number of visitors change. We can evaluate the position of the site in the download of search engines. We can separately monitor the number of followers in social networks and their involvement. i.e. comments, likes, reposts. An important indicator, of course, is the immediate result, that is, the enrollment of students in the educational program. The number of students recruited each year, changes.

Although the direct work of the representative of the educational program in the selection committee is important for the result, the recruitment itself is the result of the entire promotion campaign that was carried out. In addition, it is possible to calculate the economic effect by developing an appropriate model relevant to the specificity, and costs of a particular department. We know that 6 students were recruited to the *Digital Media* education program directly by the help of the promotion campaign. The campaign budget is UAH 22,737. Therefore, the cost of receiving one student was UAH 3,790. Is it a lot or a little? The contract for this program in 2023 cost UAH 26,500 per a year.

Thus, the investment for obtaining one student is 14% of the amount of his/her annual contract. And if we consider that once we invested, we got a student for 4 years, then the investment percentage is 4%. And if some of these recruited students get into the state budget, which in 2023 was 60,000 per year, then the investment in one student will be 2% of revenues for 4 years. So, for the correctness of the calculations, it is necessary to take into account not only the costs of promotion, but also the costs of learning, which is different for each University and for a particular department. In this case, you can create a working model for evaluating the economic result and for building further economic plans.

In any case, conscious systematic marketing activity will help departments in developing educational programs to be successful and meet the demands of the education market.

4. Conclusions

Departments and divisions of the Universities, developers of educational programs in today's realities need to master the skills of Internet marketing. The career orientation work that was conducted earlier and involved several meetings a year with potential enrollees as part of "Open Door Days" and meetings with graduates in several schools, is no longer sufficient to recruit the required number of students.

This is due to several reasons. First, the development of digital technologies and online communication require any organization or company to build its architecture of presence on the Internet. After all, the modern consumer prefers to look for what he needs right there. The modern consumer prefers to receive information, communicate, and often make purchases on the Internet. If the company or institution is not represented on the web, it is difficult to attract the attention of the target audience and establish communication with it.

Secondly, the target audience of educational programs are representatives of generation Z. These are young people who do not know the world without a smartphone and the Internet. In order to become close for this audience, it is necessary to win their trust, and without conducting modern communication in both form and content, it is extremely problematic to achieve this.

Third, the decrease in the total number of enrollees because of the war in Ukraine has exacerbated the already serious competition in the field of education. Although even until 2022, many enrollees preferred European institutions of higher education, which was greatly facilitated by the introduced visa-free regime, now entire families simply left for Europe because of the war.

Because of these reasons, it will be difficult to compete for entrants without an internet marketing strategy and systematic online communication. As we have already found out, it is the departments, as developers of the product. i.e. educational programs, and as divisions that directly provide education services, that should take on marketing functions. It is also necessary to supplement career guidance work, which is already the responsibility of the departments, with Internet marketing.

Such work requires a budget and professionals. In today's reality, universities do not have either. How to get out of this situation? The presented case demonstrates that it is possible to implement a promotion program with a minimal budget, which can be reduced only to the costs of placing creative banners in social networks. That is, before paying for platform services. High-quality preparation of these advertising creatives and effective targeting, based on good knowledge and understanding of your target audience, will allow you to achieve optimal results at minimal costs. As for the shortage of professional Internet marketers, this task can be solved with the help of various advanced training courses and specialized workshops. This is exactly what the article by Maxim Demchenko and Vladlena Myronenko (2023) is about. The researches see an opportunity to solve this task in the developed system of improving the level of qualifications in the field of online communication of employees of state and non-profit organizations, such as libraries, educational and cultural institutions. Employees of the department already have a basic understanding of the digital space and digital communication channels. After all, they, like any other modern consumer, have personal accounts in social networks, have experience of purchasing goods and services in online stores, use messengers for communication and receiving news, carry out the learning process on digital platforms such as Microsoft Teams, etc. Therefore, if there is a desire and systematic work, it is possible to develop activities related to Internet marketing at any department of any university. The presented case will help to understand how to implement the chosen marketing strategy better.

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Maksym Demchenko, Illia Zhuk and Neliia Blynova. Peculiarities of digital promotion of educational programs of higher education institutions

The rapid digitization of modern society is connected not only with the development of digital and Internet technologies. Restrictions introduced in many countries in 2020 because of Coronavirus pandemic accelerated this process. Generation Z youth satisfy their communication needs mostly with the help of social media. Traditional tools are often powerless to reach this target audience and influence their behavior. Taking into account the need to achieve results in this particular group, universities need to have a clear online marketing strategy and use digital tools effectively. But it should be taken into account that Internet marketing of various institutions, companies and areas of activity have their own peculiarities. The presented research is a practical case of the digital promotion campaign of the educational program Digital Media of Oles Honchar Dnipro National University. On the example of this case, the peculiarities of the Internet marketing strategy of the educational program of the institution of higher education are demonstrated. The stages of the promotional campaign are considered. It is emphasized that the implementation of the developed program, in particular, the created landing page with an automated function, and a series of creative banners placed for five months in selected digital communication channels in accordance with the content plan, led to proper coverage and high-quality information of the target audience about the new educational program. Feedback automatization made it possible to create a database of enrollees interested in studying under this educational program and establish personal communication with them. As a result, these activities helped to achieve the set goal of recruiting a student group for the first year of study. The practical significance of this case is that the presented marketing program does not require large financial costs and can be implemented by any institution of higher education. The program uses metrics that allow to monitor the effectiveness of each tool in online mode and provide an opportunity to implement operational management of the marketing campaign.

Keywords: *Internet marketing; educational program; online communication; digital media; Web 2.0 analytics; social media; promotion.*

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