

Benefits of Social Media Marketing Services and Their Use in Higher Education Institutions

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Abstract

Social media has more than 3 billion active users worldwide. Businesses use social media to increase brand awareness, gain new customers, connect with existing customers, and build brand loyalty. Social networks also allow businesses to receive valuable feedback from their customers, as well as information about their preferences and needs. This information helps companies improve their products and services, which in turn helps maintain customers and increase revenue.

Keywords: *social media, marketing, business, customer*

Introduction. To be competitive in the market, it is very important to use social media marketing. It also gives brands the opportunity to establish personal contact with customers and build brand loyalty. There are different ways to use social media marketing. One common way is to create content that interests your target audience. This content can take the form of photos, videos, text or audio recordings that will become popular among social network users.

Social media marketing plays an important role in modern business. This allows companies to communicate effectively with customers, provide them with important information about their products and services, increase brand awareness and increase revenue.

It is also worth noting that social media marketing makes it easier for companies to measure the effectiveness of their campaigns and build relationships with customers based on analytical information. This allows companies to work most efficiently and efficiently in real time.

One of the main advantages of social media marketing is its convenience and adaptation to various types of business. Most social networks also provide tools for creating and running advertising campaigns, making social media marketing convenient and easy to use.

Using social media marketing services can be beneficial for higher education institutions as it allows them to better connect with current and prospective students, improve their online presence, and create more visibility for their programs.

One way to use social media marketing is to create social networking pages for educational institutions. This will allow the institution to receive a large number of subscribers who will receive information about the news, events and events that are happening in the educational institute. Social

media can also be used to run online marketing campaigns. It can be an advertisement, competition, or request that allows students to interact with and benefit from the institution.

Social media advertising can also be an effective advertising method. Most social networks offer targeted ads based on demographic information, which gives the target audience more accurate access.



Figure 1. Distinctive features of social media marketing

Another way to use social media marketing for higher education is to use influencer marketing. This means working with people who have many fans on social networks to advertise your institution. You can attract bloggers, scientific blogs, teachers and speakers, eminent professors and other opinion leaders to advertise and represent your institution.

With the help of social media marketing, higher education institutions can expand their audience, attract many new students, as well as create unique content for their students. Through this, they can build strong relations with students, as well as build more successful and long-term collaborative relations with past, present and future students.

Social media marketing helps institutions track their online reputation. With social media monitoring, you can find out what students and the general public think of your institution, as well as answer their questions and worry about the satisfaction of your customers.

The use of social media marketing helps higher education institutions to conduct their advertising campaigns more dynamically, track competitors, and analyze social media activities. Through an in-depth analysis of social networks, the institution can determine which marketing

tools work best, how to improve advertising campaigns, as well as determine which moments are resonating the most with the most active users.

It should also be noted that the use of social media marketing should be rational and orderly. It is necessary to take into account the target audience, the choice of social networks and thematic areas, the compatibility of content and much more. Marketing campaigns should be specific and attractive to parents and students. Do not forget about security in the social network, the subsequent creation and maintenance of social communities, the cessation of crisis situations in communities, etc.

The use of social media marketing services in higher education institutions has a high potential in attracting students and raising the prestige of institutions. At the same time, do not forget that social media marketing is not only an account registration on the social network, but also a complex tool that must be used competently and effectively.

Studying the characteristics of each of the social networks, understanding the needs of the target audience, a reliable trend in the main indicators and engaging an audience - all this must be taken into account when conducting marketing campaigns on social networks. Focusing on students' social media activism, engaging them to discuss and engage in dialogue is also an important part of successful social media marketing for higher education institutions.

Many higher education institutions use social media marketing services to attract students, improve their image and increase awareness. Here are a few examples:

- Georgetown University-uses Instagram to showcase its campus life, showcase student achievement, and attract new students.

Facebook Instagram, Facebook, Twitter and LinkedIn are active to share news, app updates, and student achievements.

- University of Florida-uses Facebook to showcase its campus life, stream sports games and music events, share projects and public lectures.

- Oklahoma State University-uses Facebook, Twitter, and Instagram to share news and events on campus, honor students and faculty, and hold online open days.

- The University of California, Los Angeles – actively uses Snapchat, Instagram, and YouTube to reach youth audiences, showcase their projects, research, and achievements, and share student culture.

- The University of Maryland-actively uses LinkedIn to attract job applicants and complete internships, as well as disseminate information about the achievements of professors and graduates.

Instagram Facebook, Twitter, Instagram and LinkedIn – Oregon State University-uses it to attract new students, share information about university work, and see campus life.

- The University of Texas-uses Instagram to show its International Programs, Organize views and share information about upcoming events.

- University of Virginia-uses Facebook, Twitter and Instagram to attract new students and promote its brand through online activities.

- The University of Washington uses Instagram and Twitter to attract students and showcase their research and achievements.

Thus, social media marketing is an effective tool that helps higher education institutions promote their brand, attract new students and improve their image. Social media marketing also allows universities to engage with students, faculty, and alumni, as well as expand their audience through new platforms. It also helps interoperate with potential suppliers and sponsors to improve the financial situation of educational institutions.

When using social media marketing, higher education institutions should be careful about what they post and how they present their brand on the Internet. Content that generates negative public opinion, such as racial or political propaganda, must be avoided and privacy standards must be observed. Universities must provide their employees and students with adequate training and experience in the use of social media in order to avoid being exposed to events that are perceived negatively by society.

The most successful social media marketing strategies are implemented by universities through a variety of content. This content may include professors' lectures, projects, University testimonies, student recruitment campaigns, and more.

Thus, social media marketing is of great importance for higher education institutions. This tool helps universities to improve their image, expand the audience, attract new students and, most importantly, always remain competitive.

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