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PECULIARITIES OF THE ADVERTISING CAMPAIGN DEVELOPMENT ON THE MARKET OF EDUCATIONAL SERVICES

Abstract. *The article demonstrates the need and specific features of the advertising campaign for higher education institutions. The research method involves the method of synthesis, generalization, classification, and generalization. Providing the benefits of marketing activities for higher education institutions. The importance of the stage-by-stage development of the advertising campaign for the educational institution was substantiated and ways of optimization of the process in general and at each stage were proposed.*

Keywords: *communication; the market of educational services; educational institution; advertising campaign; positioning.*

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ОСОБЛИВОСТІ РОЗВИТКУ РЕКЛАМНОЇ КАМПАНІЇ НА РИНКУ НАВЧАЛЬНИХ ПОСЛУГ

Анотація. *У статті показано необхідність та особливості проведення рекламної кампанії для вищих навчальних закладів. Метод дослідження включає метод синтезу, узагальнення, класифікації. Досліджено переваги маркетингової діяльності для вищих навчальних закладів. Обґрунтовано важливість поетапного розвитку рекламної кампанії для навчального закладу та запропоновано шляхи оптимізації процесу в цілому та на кожному етапі.*

Ключові слова: *комунікація; ринок освітніх послуг; навчальний заклад; рекламна кампанія; позиціонування.*

Introduction. In recent years the market of educational services has been strongly competitive for potential consumers – applicants. The transition to market economy became a trigger of marketing development in the sphere of education. He is aimed at creating a positive social status and realization of educational services, a product of the institution. Under these circumstances, the role of marketing in the activities of educational institutions has grown very much.

Not so long ago advertising was a business prerogative, but today higher educational institutions also pay increasing attention to the promotion of their services in the education market.

Problem-solving. In connection with the rapid pace of modernization of higher education, the role of advantageous advertising is constantly growing. This is because it is necessary to constantly search for new methods of encouragement of consumers to choose your product, and this is possible only on condition of constant use and improvement of marketing strategy for educational institutions. But some factors hinder marketing development in this sphere at a faster pace: Biased attitude of administration, distrust, post-socialist approach to the management of the educational institution, lack of financing, etc. so studying of this problem is urgent and necessary, so that educational institutions can overcome existing problems in their marketing activity and develop it in the future.

Analysis of the latest scientific researches. The issue of marketing activity in educational institutions is constantly investigated by scientists. Many of them have made a significant contribution to the solution of this problem, namely: E.P. Golubkov, T.P. Evseenko, A. Pankrukhina, Yu. Petrunya and other domestic and foreign authors.

An example of the basic material. The modernization of the market of educational services has led to significant changes in this sphere: Increased competition between educational institutions, increased requirements to the services provided by consumers. These factors make it necessary to organize marketing activities not only for preservation of reputation, but also for strengthening the educational institution in the market of educational services.

Today more attention is paid to the formation of strategy and tactics of advertising activity. The main elements of marketing activity are: Well-designed strategy formation, promotion of educational services on the market, formation of communication plans, organization of advertising activity.

Also for promotion of educational services will be effective, apply different communication technologies, introduce them into the system.

Educational institutions that analyze the problems of consumers, take into account their problems, can provide a large range of educational services (specialities, disciplines, convenient form of education: Distance, point, correspondence, individual), develop and implement measures to form and enhance their image in the eyes of potential consumers, have a greater potential to be kept on the modern market of education.

One of the effective means of communication activity is advertising, which is a number of measures aimed at achieving a specific goal, covered by a certain period of time and intended for a certain group of population.

The process of creating an advertising campaign takes a lot of time and is not very simple. Therefore, for a good result should follow all stages in a certain sequence. These stages include:

- clear definition of the purpose and task of the advertising campaign;
- identification of the subject and object of the advertising campaign;
- development of advertising application;
- choice of advertising facilities;
- planning of advertising events;
- calculation of the advertising budget;
- evaluation of effectiveness and expediency of advertising campaign.

A clear adherence to the sequence of each stage will allow you to move to the next stage with a better understanding of what the final result should be and allow you to arrive at a well-defined and concrete decision.

The purpose and objectives of the advertising campaign. The main goal of the advertising campaign is to attract and select high-quality applicants who enter the higher education.

To achieve this goal, the following tasks must be accomplished:

- strengthening of the institution's popularization among applicants;
- formation of a stable and positive image in the eyes of society and consumers;
- organization of effective professional orientation of entrants to higher educational institution;
- clear definition of the rating of the educational institution on the market of educational services.

The subject of the advertising campaign. Advertising of educational institution should contain more detailed information than the transfer of faculties, departments and specialities. An applicant, as a consumer goes to a school with a desire to get a certain number of knowledge, skills and understanding how to use them to become a required specialist in the chosen sphere, and this set of factors should be the subject of advertising. For the best result it is necessary to

study the advertised object thoroughly, and the main thing to allocate the distinguishing features of this educational institution, for example:

- low cost of study compared to other educational institutions;
- possibility of foreign studies;
- the weight of the diploma received at the international level;
- wide range of specialities;
- high level of qualification of the educational staff of the institution;
- use of advanced educational technologies and methods in the educational process;
- provision of high-quality dormitory with minimal expenses for living;
- providing additional opportunities during training;
- well-organized entertainment, etc.

Objects of advertising influence. In order to increase the effectiveness of advertising campaigns and understanding of its consumer, it is better to divide all objects of advertising influence into groups according to the following characteristics:

- 1) by territorial attribute (residents of the city and neighboring cities and rural areas, citizens of other countries);
- 2) by social indicator (by income level);
- 3) by demographic sign (age, sex, level of education).

This division is necessary for a better understanding of the motivation of representatives of each group to enter the higher educational institution. Focusing on each of the groups of advertising means will differ depending on the specific characteristics of the particular group.

It should be taken into account that the main number of potential entrants will always be a graduate of schools, from other groups of young people should pay attention to working young people. In recent years, I have added another group of middle-aged people who want to receive the second higher education, to raise their level of specialty, or to get radically different education from the first one, to discover themselves in a new specialty. Do not forget about the environment of future entrants (parents, friends, teachers), because they can significantly influence the final decision of the applicant. This category of consumers should also be balanced.

One of the main points that will play an important role in the creation of the advertising campaign is the specifics of the activity and educational process of a particular university. Therefore, the object of advertising influence should be provided with all information in a simple and clear form. Conclusion the main object of advertising activity should be informative and explanatory nature.

Each advertising campaign requires the development of an individual strategy that is adapted to each consumer group:

- strategy to the most potential entrants (graduate of schools);
- strategy to the population who already have higher, secondary and specialized education;
- strategy for individuals seeking additional higher education.

Development of an advertising address. In order to create an advertising address it should be considered that it should be based on the needs and attention to the target audience and correspond to the main communication task. It is the main means of bringing important information to potential consumers.

After the final approval of the advertising appeal, the next stage of the choice of advertising means should be worked out in detail. The most effective types of advertising: Information, reminding, support. Also, you should not forget about different message type templates, such as:

- rational messages (their purpose is to transmit information and satisfy the needs of the consumer to show that the chosen institution is satisfied with the expected tasks);
- emotional messages (such types of messages should cause negative or positive emotions, the main thing it should stimulate to actions);
- moral messages (direction to give the audience a sense of dignity and correctness).

A special place in the advertising campaign of the educational institution is occupied by prestigious advertising. It aims to create a positive image of the educational institution among the target audience. Such advertising is formed on the social activity of the university, participation in funds, carrying out of various events for youth, presentations, conferences and other.

Development of advertising plans. This plan is fully dependent on the objectives set for the educational institution and the marketing strategy developed. Different means of communication advertising should be used in the plan. Various media are also used:

- 1) external advertising (banners, advertising cheeks, banners, grid-laths, etc.);
- 2) advertising in mass media;
- 3) radio and tv broadcasting;
- 4) internet advertising;
- 5) postal advertising;
- 6) souvenir advertising (calendars, flyers, pens, t-shirts, mugs with university logo);
- 7) print advertising (posters, leaflets, brochures, booklets, reference books, periodicals).

For the market of educational services is especially useful postal advertising, because it can cover the target audience of all educational establishments, sending information materials of the university (leaflets, booklets, brochures).

Nowadays Internet advertising becomes the most important tool of communication. All information should be placed on the site of the university, and in social networks it is quite convenient to tell about the life of the university (competitions, festivals, scientific activity, leisure of students).

For effective development of advertising measures, the following factors should be taken into account: Frequency of occurrence, power of influence and breadth of publicity. For greater convenience, the action plan is better to draw up in the form of a table. When the table is compiled, it is necessary to specify: Type of advertising event, type of advertising and the deadline of events.

Forming the advertising campaign budget. The budget is developed on the basis of the total number of means, which will be allocated for advertising distribution. The most common methods of budgeting are:

- fixed budget method;
- residual method;
- depending on market position, institution;
- method of determining the budget on the basis of a steady percentage of the sales volume;
- Based on the funds left after the distribution of the university budget to all production and other needs;
- competitive parity method;
- determining the budget on the basis of the goals of the advertising campaign.

The size of the target market and media prices during the advertising campaign are important in the budget calculation. The advertising budget is a list of articles of the advertising events. Usually the main points are:

- administrative measures (salaries to non-employee advertising workers, spending on out-of-travel advertising events);

- advertising costs for production of information media (paper, cartridge, printing);
- payment of services of advertising agencies;
- rent of advertising space (banners, grid-sites, articles in periodicals);
- targeting social networks.

Such advertising should be informative, convincing and remind-like, because this may depend on the choice of the consumer.

After the end of the advertising campaign, it is necessary to carry out an analysis of its effectiveness. The effectiveness of advertising can be divided into social and economic components. The economic component can be characterized by the ratio of profit to expenses, which were allocated for carrying out the advertising campaign. Social effectiveness can be determined by the level of achievement of the set tasks.

Conclusion. In our time of high competition in the education market, educational institutions should constantly improve their marketing strategy. The modern consumer is rich in information and offers. Only a competent and thought-out advertising campaign, divided into separate stage processes, is one of the key elements of management of the institution of higher education. We expect era – competition and struggle for a place in the education market. Therefore, the leadership of higher education institutions should pay more attention to the promotion of their educational services and promotion campaigns.

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