

# Socialization of educational services online marketing in the context of personality harmonization

Tatyana Solosichenko, Nadezhda Goncharova\*, and Zinaida Nesterova

Ural State University of Economics, 620144 Yekaterinburg, Russia

**Abstract.** The harmonious development of personality in modern conditions is largely associated with the socialization of educational services based on Internet marketing technologies. The gist of this article is devoted to the search for effective methods of promoting educational services on the Internet in order to attract the target audience and increase the effectiveness of marketing activities. The activities of the subjects of the education market are not only commercial in nature, but also have a high social purpose - the preservation and development of the intellectual potential of the nation. All these factors require a high level of corporate social responsibility from educational institutions. The scientific article presents an algorithm for developing an Internet marketing program in the field of promoting educational services of a training center, a feature of which is the socialization of processes focused on the availability of target markets and providing them with maximum information on obtaining educational services. The dedicated tools allow you to increase the level of competitiveness in the markets of educational services and ensure communication with external and internal users. In accordance with this, the authors have identified the most effective advertising sites, taking into account the analysis of consumers, their preferences and interests. Based on the results of the study, a promotion program was developed and the economic efficiency of the proposed measures was assessed.

## 1 Introduction

The market of educational services in Russia has long acquired the framework of a socially significant process and is designed to create conditions for the harmonious development of the individual. The construction of a European zone of higher education and the development of information technologies represent a new impetus for the modernization of vocational education, opens up additional opportunities for the participation of universities in the system of the national educational space.

In the context of state regulation and increased competition in the market of educational services, educational institutions of higher and additional education should pay great attention to finding effective methods of promotion on the Internet in order to attract the target audience and increase the efficiency of their activities. The development of

---

\* Corresponding author: nadin1325x@yandex.ru

educational institutions' marketing activities with the use of modern online marketing tools is becoming increasingly important [1-3].

The importance of Email marketing is difficult to overestimate – this tool forms loyalty, trust, interest in the company and its products. The development and use of Internet technologies in practice allow the organization to achieve marketing goals and objectives, promote the offered services to the relevant markets by meeting the needs of the subjects of the educational services market. Correctly chosen strategy and tactics of promotion of services on the Internet allows the company to reach a leading position, promotes awareness in General and the formation of interest in the Internet audience. The advantages of the Bologna process, thus, are: increased access to higher education, the subsequent increase in the attractiveness and quality of European higher education, increased mobility of teachers and students, as well as ensuring the successful employment of University graduates through the fact that all academic degrees and other qualifications should focus on the labor market [4].

A lot of scientific articles and monographs are devoted to the socialization of the educational market and the harmonization of personality development, and enough attempts have been made to analyze the system of promoting educational organizations. Currently, certain results of theoretical and practical research on marketing development in educational organizations have been accumulated [5-11].

However, not enough attention has been paid to the conduct of scientific research of educational institutions in this area based on the use of Internet technologies. At the present stage, specialists in the field of Internet marketing do not have a clear understanding of the development of an integrated approach to assessing the functioning of a company's website, the most effective channels for attracting and tools for promoting educational services have not been identified, based on their specific characteristics and goals of the company on the Internet. The peculiarities of the educational services market are determined by the presence of state regulation of this area, a significant share of the public sector, and the great influence of the state on the activities of non-state educational institutions, which actively influence the formation of a harmonious human personality.

## 2 Research materials and methods

Promotion of educational services through the educational portal can include a huge Arsenal of tools, including search engine optimization, contextual advertising, banner advertising, e-mail marketing, affiliate, or affiliate marketing. However, as the main and perhaps the most important tool is the official website of the institution.

The effectiveness of the promotion of educational services through the website is achieved not only by the attendance of all categories of the audience, but also by the attendance of the target audience, if the share of target visitors is small, the effectiveness of the educational institution will be very low. The site should be such as to provide the most optimal array of information to a wide range of customers. It is important for students to have a constant opportunity to quickly find out: class schedule, changes in the schedule of classes, as well as any information that will help them to Orient in the educational and extracurricular activities of the University.

The main advantage of Internet marketing in the educational sphere is the availability and unlimitedness of the consumer to information about educational services. In the promotion of educational services, Internet marketing can include such elements of the system as: display advertising, contextual advertising, search marketing, direct marketing, mobile marketing, social marketing, time marketing, confidential marketing.

Also, in order to effectively promote educational services, search engine marketing in general and SEO (search engine optimization, search optimization) in particular, SMO

(social media optimization, promotion of a site in social media networks) and SMM (social media marketing, marketing in social media networks).

The main goal of this study is to develop a plan for promoting the organization's educational services on the Internet.

Research of the strategy of Internet promotion was carried out on the basis of the educational computer center «Arena Center». «Arena Centre» is a training center operating on the basis of the Ural State Economic University (USUE). The center started its work in 2007 and has been successfully implementing its activities for 8 years, which consists in providing educational and consulting services, training the professions in accordance with trends in IT technologies, design and animation.

### 3 Results and discussion

When choosing the types of marketing communications and promotion tools, the goals of the promotion and the target audience are taken into account. In Table 1 the authors give the main groups of the target audience and the corresponding promotion tools.

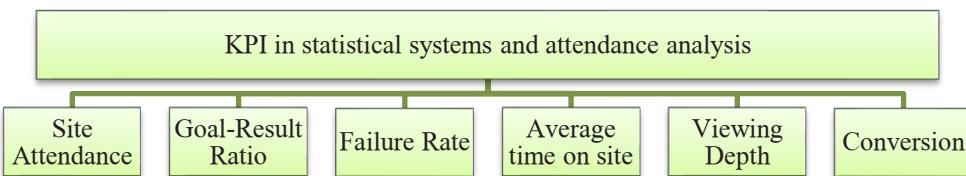
**Table 1.** The Main instruments of promotion of educational services to reach target groups.

Task force	Promotion tool
Graduates of schools, technical schools, lyceums	Contextual advertising, SEO, SMM
Students of the courses	Official website, E-mail, SMM
Organizations and enterprises	Contextual advertising, official site, thematic sites

An analysis of the site's traffic showed that 47% of the site's audience «comes» from search engines, 24% from advertising, 17% from direct conversions, 11% from referrals and 1% from social networks. In order to identify the factors influencing the choice of the educational institution, to obtain data on sources of information about the educational institution, the results of a written interview with the students at the Arena Center were recorded. The results showed that the quality of service provision (47%), the qualifications and experience of the teaching staff (19%) primarily influence the choice of the educational institution. According to the survey, it was revealed that the majority of new clients (90%) in Arena Center, rather than the permanent ones (10%), usually choose no more than 1-2 training directions. In general, the goal of education is to obtain new and modern knowledge for personal self-development (39%), to gain the knowledge and experience necessary for current work (28%), the possibility of additional earnings (31%). The majority of students learned about the activity of the educational institution through Internet sources (59% of respondents), 19% through the recommendations of acquaintances.

The survey also determined the degree of satisfaction of students with the convenience of using the site of the training centre, on the whole, the respondents noted a rather positive result. However, 12% of the respondents noted that they visited the site through mobile phones, and this made it difficult to obtain the necessary information on the site.

It is also important to correlate the purpose of visiting the site with the result of its implementation. In order to distribute the audience by segments depending on the purpose of the visit, it is possible, for example, to divide key phrases into commercial and information requests. Closely related to this is the failure rate, average time on the site, depth of viewing. A high percentage of refusals can mean not only the fact that visitors do not consider the site interesting. It is possible that they get all the necessary information on the page and close it. We consider the same situation to be with viewing depth.



**Fig. 1.** KPI for site analytics

The overall efficiency of the site is tracked by conversion. In statistical systems, this indicator is automatically counted. It shows the ratio of attendance and fulfillment of goals for a certain period of time. The most accurate data can be obtained if the period is from 1 to 6 months, because in this case the deferred conversion will also be included in the final result.

The authors provide a comprehensive assessment of the site of the educational computer center. The results of the analysis of the site allowed us to formulate recommendations for improving its work on the Internet. Among the most important, the authors note the correction of technical parameters (page indexing optimization, download speed), the need to adapt the site for mobile devices.

As the main marketing communications of the educational institution with the subjects of the market of educational services on the Internet, the authors identify direct marketing, PR and advertising, which include a wide range of tools for promotion on the Internet. Based on this, the authors propose to use the following tools to promote educational services of the center «Arena Center»: the official website, e-mail, contextual advertising, and media advertising. The allocated tools allow increasing the level of competitiveness in the market of educational services and providing communication with external and internal users. In accordance with this, the authors identified the most effective advertising platforms (presented in the media plan table 2), taking into account the analysis of consumers, their preferences and interests.

**Table 2.** Media Plan for the promotion of educational services of the computer center in the Internet.

Site/service	Placement format	Unit	Cost per unit according to the price list, RUB.	Cost for the period of placement (including VAT), RUB.	The cost of the RUB/year	Number of shows, PCs.
Service mass Email marketing Unisender.ru	Email newsletters	Email newsletters	once in 2 months package of 35000	0,39	13650	81900
E1.ru	News on the main page (on the cover)	News on the main page (on the cover)	1 time in half a year	38200	38200 rubles / 1 accommodation	76400
Gilmon.ru	Promotion	Promotion	2 times a year	12000	5000 rubles/1 accommodation	24000
Avito.ru	Banner on the main page, under the search cap	Banner on the main page, under the search cap	2 times a year	119,6	23290 for 200x1000 impressions/placement	46580

**Table 2.** Continued

vk.com	Teaser ads	Teaser ads	every 3 months	20	18 362 rubles.	73448
MAIL.ru	Banner on the main page	Banner on the main page	800 packages per year, daily	110,2	-	88160
Yandex.ru	Contextual advertising (search advertising and thematic ads)	Contextual advertising (search advertising and thematic ads)	On monthly basis	13,2	10000 RUB/month	120 000
E1.ru	The top padding, the section «News»	The top padding, the section «News»	1 time in half a year	31 200	31 200	62 400
Subtotal:	—	—	—	—	572888	1238563 0

As a result of the work, the effectiveness of the proposed activities was assessed. It was revealed that the most suitable sites in addition to those already used by the Arena Center training center are also Avito.ru, Mail.ru and the already used E1.ru site. These resources are the most visited and are of the greatest interest to the target audience. Therefore, it was required to assess the volume of crossed audiences and to reveal the share of unique visitors for further economic argumentation of the proposed measures.

Having determined the efficiency of each site, it was possible to establish an approximate number of attracted customers, respectively, to calculate the conversion rate of each resource. The received data allowed drawing a conclusion about the planned increase in the flow of visitors to the site arenaakb.ru and the number of possible customers.

Thus, the availability of data by the possible number of customers and advertising costs allows you to determine the amount of cash flow to evaluate the payback period of investments. Evaluation of the payback period requires special attention, due to the heterogeneity of the types of advertising, the big difference in the terms of attraction, the optimal response time for potential customers, and the reason for granting deferred payment opportunity to the company's customers.

Accounting for the amount of deferred payments should be made on the basis of the debt turnover indicator, the average volume, which will establish the average payment term for the services of the clients of the center.

Based on the above data, for each of the proposed advertising sites, a monthly cash flow matrix was compiled within a certain period of 12 months. The calculations made allowed to establish the average expected payback period of investments, as well as the fact that investments in each of the proposed sites pay off within the established period (Table 3).

**Table 3.** Summary table of the payback period of investments on various Internet sites.

Area	Discounted income, rub.	Costs, rub	Payback period, months.
Unisender.ru	68230,8	60915	7
E1.ru	347977,1	47800	4
Gilmor.ru	149933,5	20000	7
Avito.ru	105635	46580	6
vk.com	283157,8	73448	5
MAIL.ru	133050,1	80160	4
Yandex.ru	433265,6	120000	3

The resulting indicators in the analysis selected conversion rate and profitability of customers. You can see the results of the calculations in Table 4.

**Table 4.** Analysis of CLTV sensitivity to changes in conversion and profitability.

Monthly profitability, p.		Conversion						
		-45%	-30%	-15%	0%	15%	30%	45%
		0,011495	0,01463	0,017765	0,0209	0,024035	0,02717	0,030305
-45%	1906,3	127,6839814	412,8616	698,0392	983,2168	1268,394	1553,572	1838,75
-30%	2426,2	412,8615722	775,8149	1138,768	1501,721	1864,675	2227,628	2590,581
-15%	2946,1	698,039163	1138,768	1579,497	2020,226	2460,955	2901,684	3342,413
0%	3466	983,2167538	1501,721	2020,226	2520,731	3057,236	3575,74	4094,245
15%	3985,9	1268,394345	1864,675	2460,955	3057,236	3653,516	4249,796	4846,077
30%	4505,8	1553,571935	2227,628	2901,684	3575,74	4249,796	4923,853	5597,909
45%	5025,7	1838,749526	2590,581	3342,413	4094,245	4846,077	5597,909	6349,741

Analyzing the given data, it follows that the negative profitability is observed with a decrease in both indicators by 30% or 45%.

The total economic effect of the proposed activities in the billing period will be 1459 thousand rubles, which is 14% more than in the previous year, while revenue will grow by 21% and amount to 16392 thousand rubles. The calculated indicators should be compared with those for the previous period, for this it is necessary to refer to Table 5.

**Table 5.** Analysis of CLTV sensitivity to change in conversion and profitability.

Expenditures for off-budget funds Indicator name	2015	2016	Plan	Dynamics, %	
				Plan /2016	2016/2015
Balance on 01. January current. Of the year	668052,18	1390875,6	-	-	-
Income for the current year -	13665573	13452005,87	16328535	121	98
Income with a transfer. remainder	14 333 625,18	14842881,63	16328535	110	104
Deductions to the center. Fund	6 404 719,31	5852969,519	6747904	115	91
TOTAL actual expenses of the unit, including	6 304 263,07	7 216 810,16	7573791	105	114
Income Taxes	233 767,04	251895,08	285344	113	108
Net profit	1 390 875,76	1521206,871	1721496	112	109

Thus, in the analysis of Table 5, it was revealed that the figures for revenue and net profit after tax paid are positive in the period under review. Relative to the indicators of 2016, the indicators of the planned period have a positive trend: the increase in revenue to 21% (at 2876529.557 rubles); net profit will increase by 12%, which indicates the economic feasibility of the proposed activities. Also, the author considers it necessary to mention the change in the expenditure part in the planning period, the indicator of which increased by 5% from the indicator of 2016. The change in costs was calculated based on the change in the amount of advertising costs in the planning period, while the constant part of the costs remained unchanged. However, the cost of marketing activities using Internet sites increased by 237,702 rubles in relation to the previous period.

## 4 Conclusion

The conducted research made it possible to establish that the advertising campaign proposed earlier will allow increasing the company's revenue by 21% in the future and the profit margin by 13%.

Evaluation of the economic feasibility of the proposed measures to promote the educational services of the computer center «Arena Center» proves the usefulness of the proposed tools for optimizing the level of sales by using an effective advertising campaign.

The final stage of realization of the program of marketing activity on the Internet is the development of directions for its implementation.

Thus, a set of proposed recommendations for improving the marketing activities of an educational institution based on the development of a plan for promoting educational services on the Internet will improve the efficiency of the company as a whole, increase the flow of consumers, which is an important component of competitiveness in the context of socialization, and helps to strengthen loyal relationships with target audiences.

## References

1. N.B. Iacovo, L.M. Kapustin, Manager, 9, 74 (2018)
2. F. Ssennoga, G. Mugurusi, P. N. Oluka, SA, 3 (2019)
3. J. DeBacker, B. T. Heim, A. Tran, JFEV, 1, 122 (2015)
4. Russia-Edu.ru, <http://vi.russia.edu.ru>
5. K. Yousefi, M. Vesal, H. Pilvar, QREF, (2019)
6. M. Klein, L. Linnemann, EER, 120 (2019)
7. N. A. Goncharova, I. S. Kondratenko, E. N. Zamaraeva, JSSR, 4, 470 (2018)
8. N. A. Goncharova, T. Zh. Solosichenko, N. V. Merzlyakova, IJSCM, 8, 815 (2019)
9. N. Pisani, A. Kourula, A. Kolk, R. Meijer, JWB, 52, 591 (2017)
10. E. K. Kemsley, M. Defernez, F. Marini, FC, 105, 102 (2019)
11. J. Swaffield, D. Evans, D. Welch, Geoforum, 89, 43 (2018)