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## **DEVELOPMENT OF MARKETING OF EDUCATIONAL SERVICES IN THE DIGITAL ERA**

The digital age creates all the prerequisites for an information society, which implies the existence of a modern digital economy, when the productivity and competitiveness of factors or aspects in this economy (be it a firm, a market or a nation) depends, first of all, on their ability to generate, process and effectively use information based on knowledge [1].

The experience of educational institutions in the conditions of the COVID-19 pandemic and the military invasion confirmed the need to unite the efforts of state institutions to develop a large-scale program to popularize educational opportunities in Ukraine for all categories of the population, reform educational programs and processes, and introduce new educational technologies and tools. So, an extremely important step for the popularization of digital education in Ukraine on the world market of educational services is the spread of marketing technologies.

One of the fields of application of marketing is education. For example, the educational environment in conditions of changing needs of employers in the labor market is subject to changes that affect the values of consumers of educational services. Mergers of educational institutions, reduction of staff, changes in requirements for educational programs, blended learning, foreign cooperation and the involvement of practitioners in teaching a number of professional subjects, webinars, meetings with employers - all this contributes to the emergence of new values of the educational service among applicants. Such values are manifested in the choice of an educational institution, during which information about the reputation of higher educational institutions and its rating among educational

institutions, organization of the educational process, tracking of competencies, and the range of available educational services become significant.

The educational system as an integrated structure has a network character, which gives the following advantages [4]:

- the possibility of obtaining scale and synergy effects;
- intensification of information exchange, contributing to the updating of digital knowledge, skills and technologies;
- the possibility of cost savings.

The effectiveness of educational services using digital marketing technologies can be measured. So, web or mobile applications provide an opportunity for rapid radical restructuring or changes in the coordination of the presented educational services. Achieving competitive advantages by an educational institution in providing high-quality educational services based on digital technologies largely depends on the effective use of digital marketing tools in the market of educational services. In the conditions of a single educational space, determined by the processes of globalization, thanks to the educational cluster, there is an opportunity to introduce the basic concept of orientation of activities to the consumer of educational services.

In the conditions of a digital society and the growth of distance education volumes, the presence of effective social networks, through which communication with applicants from the formed database takes place, is of primary importance [2]. This kind of communication is much more effective compared to traditional "hot" and "cold" calls, as it allows you to post the necessary information for a long period of time, during which a decision is made by the recipient of educational services, and the initiator of the contact is the recipient himself, who asks questions that they are interested in him and at a time convenient for themselves.

In recent years, a complex socio-demographic situation and uneven development of regions have been observed in Ukraine, which forces the

government to look for new ways to optimize education, especially in terms of methods of providing high-quality and comprehensive educational services.

In such conditions that an effective system of marketing communications of an educational institution provides 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 decision-making period during the educational process.

It should be noted that it is the digital space of the educational space, in all its diversity of participants-partners, that is able to present huge possibilities of engaging them in communication in a new way, taking into account modern national characteristics.

### References

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