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# Doctoral Research Scientific Report

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# The streamlining and fulfillment of higher education institution's marketing objectives through social media platforms

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## **Abstract**

This paper offers a general view on social media marketing and its utility in the higher education sector, its importance and the reasons why it is used, along with its demographics; it presents the most important social media platforms and then offers possible mixes of these based on the stakeholders of a university. In the last chapter, social media metrics are discussed, as no good marketing campaign can go unmeasured.

## **Summary**

### **CHAPTER 1**

Chapter 1, *Brief History*, deals with the importance of communication and the expansion of this phenomenon in the virtual environment and the importance of the target audience for an institution of higher education.

### **CHAPTER 2**

Chapter 2, *Defining new methods of communication in higher education*, consists of a presentation of modern methods applied to marketing, and their impact on the world and provides a definition of social media marketing. It also positions the concept of social media marketing in the context of online marketing.

#### ***2.1. Social media based marketing***

Subsection 2.1. presents the basic rules in marketing through social media, explaining the impact that it has on institutions with a local or global presence and discusses the measures that must be taken to ensure relevance on this new stage and also provides an outline of a marketing plan for social media.

#### ***2.2. The impact of social media on the world***

This section presents the importance and potential revolutionary power of a world constantly connected in an online social network and the impact of social media on organizations as well as its utility for individuals.

## **CHAPTER 3**

Chapter 3, *Types of social media and related programs*, presents the main categories of social media and representatives for each, weighing the advantages and disadvantages in terms of an organization / institution of higher education. The instruments that clearly belong to the domain of social media are presented along the related programs that have led to a significant increase in the marketing impact of social media, such as Google Adwords or review sites.

## **CHAPTER 4**

Chapter 4, *Viewpoints of various stakeholders in the social media marketing mix*, presents social media marketing methods for each stakeholder category, according to communication and marketing objectives.

### ***4.1. The main categories of people interested in a university***

Subchapter 4.1 gives an overview of possible stakeholders from the viewpoint of an institution of higher education and reviews the possible social media mix for an effective marketing specialist.

### ***4.2. Social media marketing mix by stakeholder groups***

This section contains a typology of the main stakeholders of a university and describes possible social media marketing mixes, offering various examples and the advantages of using them.

### ***4.3. Communication objectives and concordant social tools***

This chapter resumes the classification of stakeholders for a higher education institution, this time in terms of marketing and communication objectives, and a number of online social platforms are proposed for each of them.

## **CHAPTER 5**

This final chapter, *measurement of marketing efforts through social media*, addresses the ways of measuring social media marketing efforts. It also provides an argumentation for the need of goals that can make sense of the investment and which could lead to a return on investment, at least as a financial concept, even if coming up with a financially accurate return on investment can prove difficult.

The need for such measurements is thoroughly motivated and diverse objectives including the appropriate social media tools are listed.