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**UKRAINIAN-AMERICAN CONCORDIA UNIVERSITY**

School of Management and Business  
Department of International Economic Relations, Business & Management

Bachelor's Qualification Work  
Digital marketing in social networks and digital consumer behavior in  
global markets

(based on English Prime School case)

Bachelor's student of the 4<sup>th</sup> year study  
Field of Study 29 – International Relations  
Specialty 292 – International Economic Relations  
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Doctor of Philosophy

## **Abstract**

The work is devoted to the consideration of digital marketing in social media and digital consumer behavior in the global market on the basis of an internship at English Prime School. The work summarizes theoretical approaches to digital marketing in social networks, including approaches to the study of consumer behavior, as well as ways to overcome poor customer behavior. The identification of the social media marketing features of English Prime School and the investigation of its effectiveness was established. Autor identified the most relevant trends, which have a visible impact on consumer behavior in a global market. A description of English Prime School's customer behavior was made and forecasts for improving digital marketing in the company were developed. The general efficiency of digital marketing trends' development was established, mostly based on the internship program.

**Keywords:** digital marketing, consumer behavior, social media, marketing activities, global, social media trends, network.

## **Анотація**

Робота присвячена розгляду цифрового маркетингу в соціальних мережах та цифрової поведінки споживачів на глобальному ринку на основі стажування в English Prime School. У роботі узагальнено теоретичні підходи стосовно цифрового маркетингу в соціальних мережах, включаючи підходи до вивчення споживчої поведінки, а також шляхи подолання низькоактивної поведінки клієнтів. Визначено особливості маркетингу в соціальних мережах школи English Prime School та досліджено їх ефективність. Було визначено найбільш актуальні тенденції, які мають помітний вплив на поведінку споживачів на глобальному ринку. Зроблено опис поведінки клієнтів English Prime School та розроблено прогнози щодо покращення цифрового маркетингу в компанії. Встановлено загальну ефективність розвитку трендів цифрового маркетингу, здебільшого на основі програми стажування.

**Ключові слова:** цифровий маркетинг, поведінка споживачів, соціальні мережі, маркетингова діяльність, глобальний, тенденції соціальних медіа, мережа.

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Head of Department Prof. L. Zharova

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### TASK

#### FOR BACHELOR'S QUALIFICATION WORK

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(Name, Surname )

1. Topic of the work

DIGITAL MARKETING IN SOCIAL NETWORKS AND DIGITAL CONSUMER BEHAVIOR IN GLOBAL MARKETS

Consultant of the master thesis Bielova Olena, PhD in Economics, Associate professor

(surname, name, degree, academic rank)

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2. Deadline for master thesis submission “23” April 2023

3. Data-out to the master thesis are:







materials from the official reporting of financial and economic activities of the enterprise, including the international aspect, were taken from internship and open access on the Internet

4. Contents of the explanatory note (list of issues to be developed) There are three main aspects, that need to be developed by a student. First - theoretical and methodical bases for digital marketing in social networks and digital consumer behavior in global markets. Second - practical aspects of digital marketing in social networks and digital consumer behavior in global markets on an example of the company. Third - propositions of improvement for digital marketing in social networks and digital consumer behavior in global markets on an example of the company

5. List of graphic material (with exact indication of any mandatory drawings)

Graphs and figures for analysis of economical and statistical information on the company and its development, characteristic of organizational structure of the company, visualization of mechanism of development etc.

6. Consultants for parts of the work

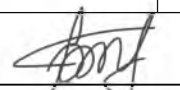
Part of the project	Surname, name, position	Signature, date	
		Given	Accepted
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Time Schedule

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Student \_\_\_\_\_


  
(signature)

Supervisor \_\_\_\_\_

  
(signature)

Conclusions: bachelor work is designed in accordance with the requirements. The thesis contains theoretical aspects of the research topic, practical aspects and recommendations for improvement, including the international aspect. In terms of content and design, the work complies with the rules and is recommended for defense

Supervisor \_\_\_\_\_

  
(signature)  
(signature)

## Contents

<b>INTRODUCTION .....</b>	<b>2</b>
<b>CHAPTER 1. THEORETICAL ASPECTS OF THE STUDY OF DIGITAL MARKETING IN SOCIAL NETWORKS AND DIGITAL CONSUMER BEHAVIOR IN GLOBAL MARKETS .....</b>	<b>6</b>
1.1. The essence and development trends of digital marketing .....	6
1.2. Features of the digital behavior of consumers .....	15
1.3. Social media as a field of marketing activity .....	20
<b>CHAPTER 2. ANALYSIS OF DIGITAL MARKETING IN SOCIAL NETWORKS AND DIGITAL CONSUMER BEHAVIOR ON AN EXAMPLE OF ENGLISH PRIME SCHOOL.....</b>	<b>24</b>
2.1. Features of English Prime School marketing activities .....	24
2.2. Analysis of English Prime School's digital marketing activities in social media.....	29
2.3. Analysis of consumer behavior of English Prime School .....	38
<b>CHAPTER 3. WAYS TO IMPROVE DIGITAL MARKETING IN SOCIAL NETWORKS AND DIGITAL CONSUMERT BEHAVIOR IN ENGLISH PRIME SCHOOL.....</b>	<b>43</b>
3.1. Ways to overcome poor behavior and motivation at English Prime School .....	43
3.2. Suggestions for improving English Prime School’s digital marketing activities.....	48
3.3. A forecast for improving digital marketing at English Prime School .....	60
<b>CONCLUSION .....</b>	<b>65</b>
<b>REFERENCES .....</b>	<b>68</b>
<b>APPENDIX .....</b>	<b>74</b>

## INTRODUCTION

**Relevance of research.** Recently, Ukrainian companies increasingly use a wide range of marketing measures that help them take a worthy place in the Ukrainian market. The fact remains that a company's profitability can be increased by improving marketing skills. Even a purely formal marketing plan benefits a

company or organization. By encouraging management to constantly think about the future, planning defines the goals and policies of the company and facilitates better coordination of work. In addition, careful marketing planning helps to anticipate changes in the market environment and respond to them in time, as well as prepare for unpredictable changes. Marketing planning in modern entrepreneurship is based on the principles of complexity, systematicity, limited resources, variability, optimality, consistency, dynamism, and adaptability and should provide defined deadlines for the implementation of the plan. The lack of a clear plan and tactical actions on the way to achieving a certain business or corporate goal can be the reason for the company's risky existence today.

The relevance of the research topic is due to the shift of focus from the field of sales to the Internet space and the global digitalization of society. Under such conditions, the understanding of influencing factors and the algorithm for making a purchase decision fundamentally change. Digital means of communication are transparent, open, and accessible, and to effectively manage consumer behavior, companies must use special communication channels, and take into account the change in the way of obtaining information and the possibility of managing reputation only with digital tools.

Marketing has long been in the center of attention of science. In the fundamental works of Kotler F. [26], Smith P.[45], Zh., Chaffey D. [10] the foundations of the company's interaction with the consumer are laid. Much attention is paid to the works of domestic scientists, in particular, Balabanova L.V. [3], Shelementieva T.V. [43], Pirasenko I.G. [35] deals with brand management issues.

The issues of consumer behavior management are considered in the works of Rudy M.O.[40], Meskom M. [31], Yanyak Kh. V [49], I.O. Golovnya V. G. [18]. Vinnikova I. I, [50], Sheffrey D. [42] and Grachev V. [20]. etc. Features of the formation of communications in the real estate market are considered in the works of Surovtsev O.O. [47], Karpenko N.V. [24], and others. Despite the extensive coverage of individual components of the problem of digital consumer behavior, the specifics of communication require deeper research.

English Prime School is the main service that unites 2,500,000 students in its program, it is English language courses that are provided both online and offline. The schedule of classes ensures full immersion in the English language, which makes it possible to combine study with work. The program consists of successive levels and is ideal for both those who have never studied English and advanced students. The client will start training at the stage that suits him. This is the optimal choice for fast and confident growth of the English language level. Thanks to this training program, your English will improve quickly. Each session includes the oral practice of new words and grammar 80% of the time, so they become automatic during the lecture itself. A significant improvement in communication skills is guaranteed in a couple of weeks thanks to a wide variety of unique speaking exercises, a unique learning technology, and a carefully planned course structure. The application is suitable for both beginners and advanced users of the English language and is primarily aimed at an adult audience.

In today's world, it is no longer enough for a school to have great teachers and programs. Without the beginning of an interest in the school, there will be no movement to accommodate the increase in the number of students. The company should attract new customers and inform them about the school's program. One of the key strategies is product focus. This should provide perspective on the service and its significance in the lives of customers. Setting long-term marketing goals is critical. As a result, the school ranks first among the top educational institutions in Kiev. These places the school at number six among the most well-liked institutions in the city. On the other hand, English Prime is the only

business entity authorised by law to provide ESL training in Ukraine. With a divisional organisational structure, a company splits its staff into groups based on products or markets rather than on departments or functions. This is especially useful for a big company that benefits from dividing up its staff into manageable sections.

According to information from the financial reports for 2020–2022, which is included in Appendix 1, the expansion of activities raised the cost of capital from 1,877.3 UAH in 2020 to 2,587.7 UAH in 2021 and then by further 3,750 UAH 9,000 in 2022. The cost of equity increased in 2022 to 3203.1, which is how this expansion was accomplished. The cost of the company's fixed assets was UAH 789.2 thousand on average per year in 2020. The marketing division is a tiny one. It comprises of a department manager, a marketing assistant, staff members in charge of branding the company's social media pages and website, and phone-based customer service representatives.

**The purpose** of the qualification work is to research social media marketing and digital consumer behavior in global markets. To achieve the goal in the work, the following tasks were set and solved:

- Evaluate social media as a field of marketing activity;
- Consider the essence and development trends of digital marketing in social networks;
- To determine the features of the digital behavior of consumers in the market;
- Identify the feature of English Prime marketing activities;
- Investigate the effectiveness of English Prime School's digital marketing activities;
- Describe the behavior of English Prime School consumers;
- Offer suggestions to overcome the poor behavior and motivation of English Prime School's customers;
- Provide a forecast for improving digital marketing at English Prime School.

**The subject** of research is consumer behavior in global markets.

Marketing in social networks and the digital behavior of consumers in global markets are chosen as **the object** of research.



The following research methods were used in the qualification work: general theoretical methods of induction and deduction, analysis and synthesis, generalization and systematization - when studying theoretical aspects of marketing in social networks and digital behavior of consumers in global markets; Observation and comparison - when analyzing the company's marketing activities; empirical methods of content analysis for processing the results of scientific research of the enterprise; Assumptions - in the formation of expectations from the implementation of marketing in social networks; Matrix - a task analysis technique that can be used to find and represent connections between and among concepts; Test analysis - examining a potential source of test information; The SWOT analysis - framework that discovers the strengths, weaknesses, opportunities, and threats that the company faces; Statistics - a process of gathering and analysing data to find patterns and trends, eliminate bias, and guide decision-making.

**Scientific publications** on marketing and consumer behavior management, analytical reviews, searchable Internet publications, official websites of companies, and modern publications of marketers: scientists and practitioners in open journals were used as information support for the qualification work.

**Research structure.** The work consists of an introduction, three chapters, conclusions, a list of used literature, 18 figures, 2 tables, 1 picture, appendix.

# **CHAPTER 1. THEORETICAL ASPECTS OF THE STUDY OF DIGITAL MARKETING IN SOCIAL NETWORKS AND DIGITAL CONSUMER BEHAVIOR IN GLOBAL MARKETS**

## **1.1. The essence and development trends of digital marketing**

An essential feature of a market economy is competition, which can be won only by satisfying consumer needs in the best possible way on the basis of marketing. According to the definition of the American Marketing Association, marketing is the process of planning and implementing an idea in terms of pricing, promotion and delivery of ideas, goods and services through an exchange that meets the goals of individuals and organizations [26, p. 28].

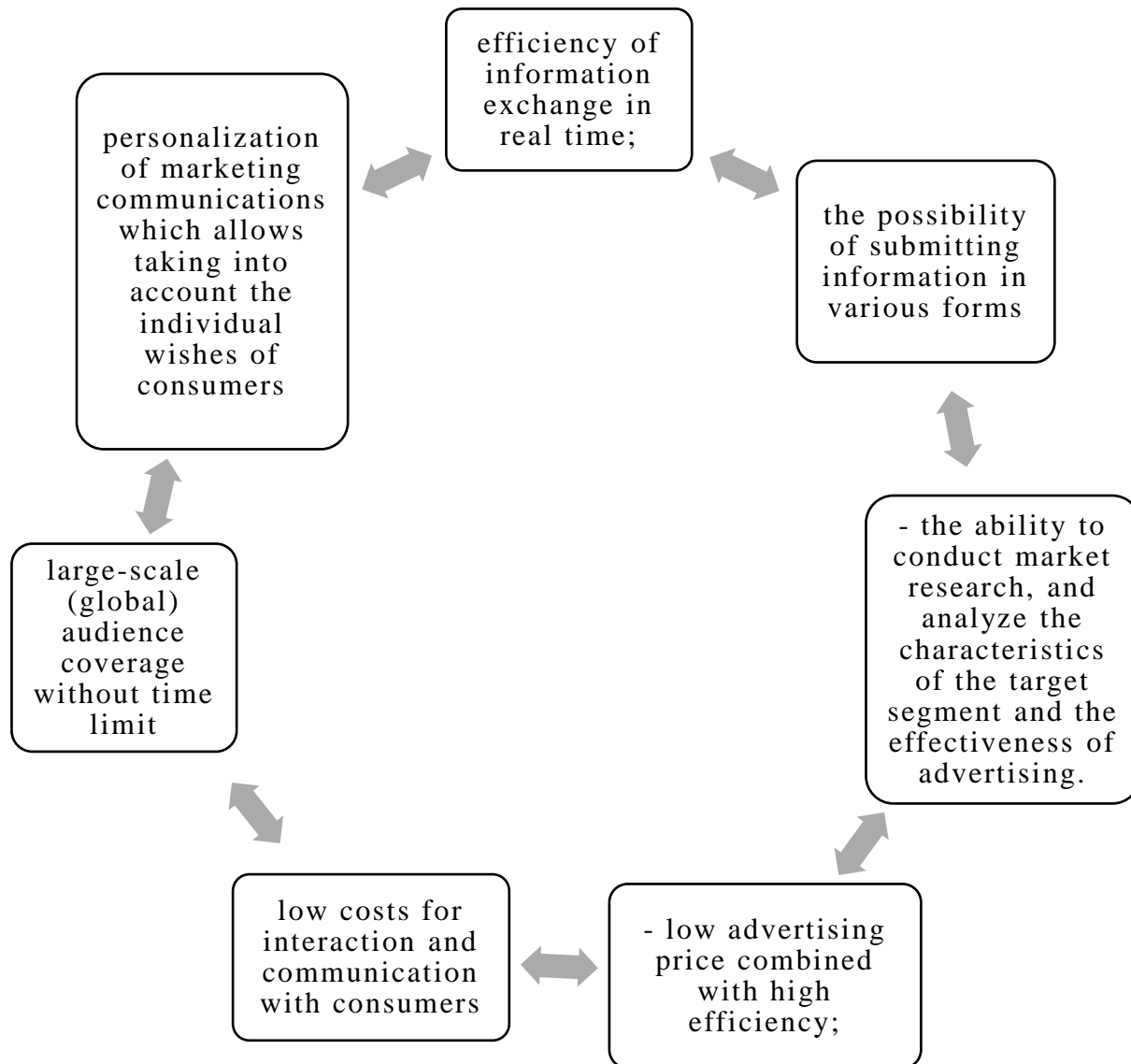
Modern information technologies and the transition to the digital economy have significantly changed the approach to the marketing activities of companies. Thus, the rapid development of digital technologies since the 2000s, the availability of computers and the Internet have led to increased interaction between people and their groups, their participation in marketing communications and participation in the development of new products. Scientific and technical progress, globalization, computerization increase the quality of life, and awareness of consumers in all spheres of society and market supply, and with it their demand for services, goods and services. Conventional means of marketing communication are often ineffective in such conditions.

Modern marketing activities of companies are determined by the following characteristics [41]:

1. Focus on consumers, not on products (goods, services).
2. Ability to innovate, i.e., constant update of the offer.
3. Application of Internet marketing (complex of marketing activities on the Internet) and online forms of communication with clients.

#### 4. Social and ethical responsibility.

The main advantages of the company's Internet marketing are represented in the figure 1.1 below:



**Fig. 1.1. The main advantages of Internet marketing**

*Source: [44, p. 14]*

According to the Figure 1.1. it can be concluded that the main advantages of the company's Internet marketing are efficiency of information exchange in real time; the possibility of submitting information in various forms; the ability to conduct market research, and analyze the characteristics of the target segment and the effectiveness of advertising; low advertising price combined with high efficiency; low costs for interaction and communication with consumers; large-scale (global) audience coverage without time limit; personalization of marketing communications, which allows taking into account the individual wishes of consumers.

As a field of marketing, the Internet is characterized by the following features:

1. Targeting – adjusting the display of advertisements created by the audience according to the specified parameters [19, p. 34].
2. Tracking – the ability to carefully analyze the actions of users and visitors to the company's website [3, p. 18].
3. Interactivity - direct interaction of the client with the manufacturer or seller and familiarization with products (goods, services).
4. Multimedia - the ability to provide consumers with information in various forms, including combined forms.
5. Flexibility of submission and analysis of any marketing information (it can be submitted and analyzed 24/7) [5, p. 19].
6. Low cost of marketing communications compared to traditional ones.
7. Formation of virtual groups of potential consumers, that is, the company's target audience. Internet marketing tools can be used at different stages of a company's life cycle: both at the stage of birth (when it is necessary to study the tastes and preferences of consumers), and at the stage of maturity (when advertising and other means of promotion are used). corresponding) [4, p. 15].

The components of internet marketing are currently: website, search engine optimization (SEO), internet advertising, social media marketing, mobile marketing, email marketing. All are interconnected, constantly replenished with new elements, transformed into new forms

[17, p. 42]. In today's conditions, the use of Internet marketing tools is constantly growing, both in business structures and in private individuals, among all the tools of which social networks currently play the most important role, as they are the main source of information and communication for the audience. millions Therefore, to effectively promote the brand, products, goods or services of a modern company today, it is not enough to have its own website, it is necessary to actively use SMM.

It should be noted that the generally accepted approach to defining the essence of "digital marketing" is not accepted in the scientific community. In this context, we analyzed the most important approaches to the interpretation of the term "digital marketing".

Primak T.O. means marketing that provides interaction with customers and business partners using digital information and communication technologies and electronic devices, in a broader sense: the implementation of marketing activities using digital information and communication technologies. Ensuring interaction with customers and business partners using digital information and communication technologies and digital devices, in a broader sense: conducting marketing activities using digital information and communication technologies [37, p. 35].

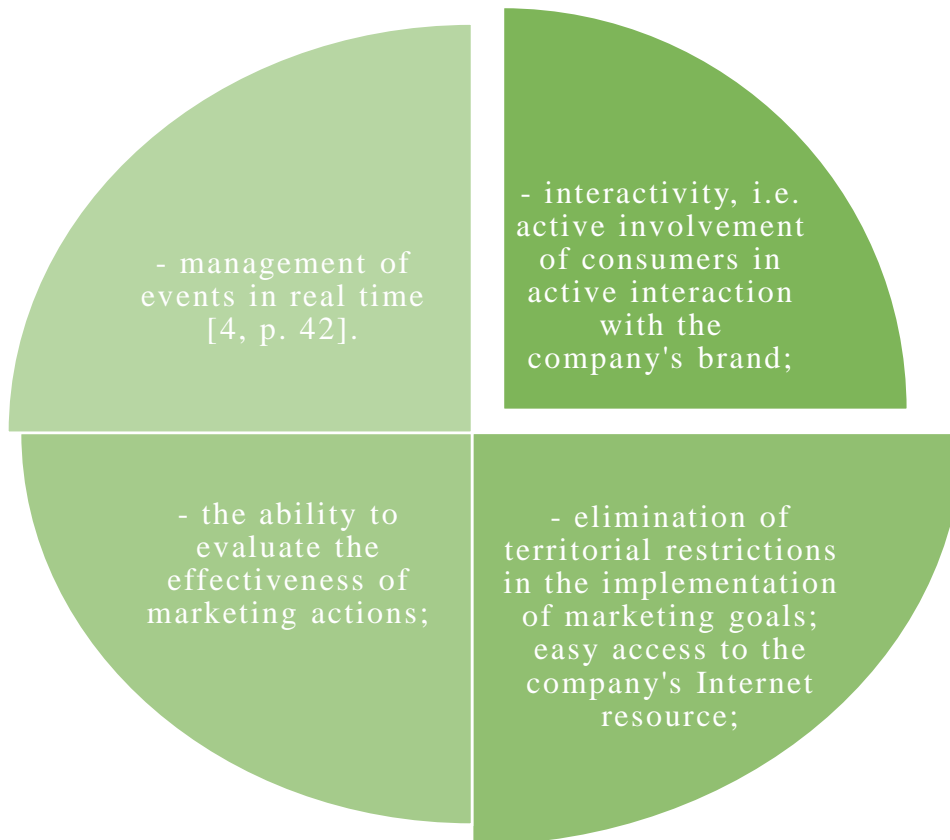
Bashlynska I.O. notes that marketing differs from Internet marketing by a number of tools that allow you to communicate with the target audience both online and offline. Digital marketing is the use of all possible forms of digital channels to promote the company and its product" [8, p. 39].

Taking into account the views of domestic and foreign marketers and analyzing special literature, the following definition of digital marketing can be given. Digital marketing is marketing that, with the help of digital information and communication technologies, carries out the purposeful distribution of marketing communications to the target audience and the implementation of marketing activities in virtual and real environments [42, p. 43].

The implementation of digital marketing allows you to create a transparent system of relations with consumers and instantly distribute information based on the use of informatization and network communications. The possibilities of consumer segmentation

extend to mass personalization based on the use of large database technologies, which give companies the opportunity to maximally satisfy the demand of existing and potential consumers.

Other advantages of digital marketing are listed in the Figure 1.2.:



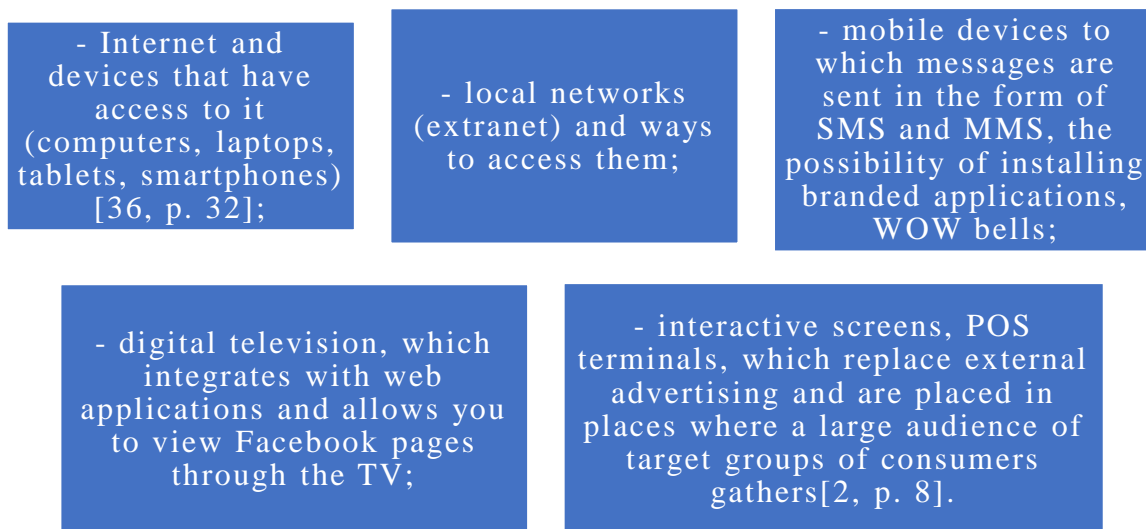
**Fig. 1.2. The advantages of digital marketing**

*Source: [30, p. 28]*

As to the Figure 1.2. I can pinpoint the main advantages of the digital marketing as interactivity which can include active involvement of the customers in the company's brand; elimination of territorial restrictions in the implementation of marketing goals and easy access to the company's Internet resources; the capacity to evaluate the effectiveness of digital marketing strategies; management of events in real time.

Unlike Internet marketing, which is part of digital marketing and uses one distribution channel - the Internet (through desktop computers and laptops), digital marketing uses a much larger number of channels, which will only grow in the future.

Domestic and foreign scientists such as M. Botushan, K. Verttime, T. Danko, O. Karpishchenko, I. Lytovchenko, Yu. A. Loginova, M. Oklander, J. Falgoni and J. Fenwick claim that digital marketing today uses the following digital channels, described in Figure 1.3.



**Fig. 1.3. Digital channels**

*Source: [9, p. 23]*

Based on the analysis of Figure 1.3., it can be noted that recently digital marketing actively uses mobile technologies, cloud technologies, business analytics and all technologies characteristic of Internet marketing. The implementation of the above technologies in marketing activities allows companies to increase conversion and the number of site visitors, improve the image of both the company itself and its products, increase sales. This is facilitated by animated or video clips, sharing photos (images), using social networks and bloggers.

The following digital marketing tools are used for this: contextual advertising; mobile marketing; viral marketing; Optimization in search engines (SEO) of the technology of large data fields (Big Data); social media marketing (SMM); Social network optimization (SMO); real time bidding (RTB); retargeting (retargeting); search engine marketing (SEM); commercials; publications, reviews on the Internet; Web analytics, web conferences, events, contests, sponsorships, online sales promotion. The ranking of the frequency of use of these marketing tools shows that site optimization (SEO), which is implemented by 90% of companies, is in the first place. Social media marketing (SMM) and social media optimization (SMO) are a close second. It is used by 65% of companies.

The third is contextual advertising, which is used by 60% of enterprises; Search marketing is implemented by 33% of companies [38]. The first positions of SEO optimization are determined by the fact that, depending on the market (B2C or B2B), from 70% to 90% of consumers, when looking for a product or service, first turn to search engines that capture their query [4, p. 38]. In this way, the needs and desires of consumers are revealed and determined. With this in mind, consumers are offered alternative options for satisfying consumer demand with the help of various digital marketing tools. Therefore, it can be argued that digital marketing tools are actively used when a consumer shows interest in buying a specific product. And the first signal about this is the consumer's request in search engines.

So, it's no coincidence that digital marketing is inherently considered "inbound" or "push" marketing. And the role of search engine optimization (SEO) in digital marketing and corporate marketing activities will continue to grow in the future. In addition, among the important components of digital marketing, which have been actively implemented in the marketing activities of companies in recent years, we can highlight mobile, social media, content and crowd marketing.

Analysis shows that mobile marketing has the highest growth rates, as the number of mobile devices owned by the global population significantly exceeds the number of the



population itself. It is not for nothing that Shelemetieva T.V. emphasizes that mobile marketing is 2-5 times more effective than Internet marketing [43].

From 2005 to 2017, the population's demand for mobile devices grew rapidly. During this period, twice as many people used mobile communication services than Internet services. In 2017, the volume of global spending on mobile advertising reached \$133.7 million and amounted to \$166.6 million in 2018, USA.

Since 2013, the volume of global spending on mobile advertising has grown at a significant pace. In 2013, global spending on mobile advertising amounted to \$7.37 million. USA, and already in 2018 it will grow 26.6 times and amount to 166.6 million dollars, USA.

In the conditions of the modern information society, mobile marketing solves the following tasks of the marketing activities of companies: affects the formation of the brand image; informs the target group about the company and its products; activates communication with potential consumers; conducts sales promotion for both consumers and sales personnel; stimulates trial and repeat purchases; enhances the effectiveness of other digital marketing tools. The intensive development of mobile marketing is due to the possibilities of applications for mobile devices and the desire of consumers to actively use various advertisements from mobile devices and to report their personalized data. Mobile applications use games that create a positive emotional mood in the consumer and stimulate loyalty to the company and the desire to spread the received information [39, p. 21].

By 2021, 28 billion devices are expected to be connected to mobile networks, 15 billion of which will be M2M devices and consumer electronics. Therefore, the active spread of smartphones will significantly increase the number of users who will be able to use the Internet from mobile devices.

In recent years, the development of marketing in social networks has gained significant activity. The analysis of the literature leads us to the conclusion that social media marketing is a digital marketing method that creates social communities on the Internet to provide consumers with information about a company and its products. Among the advantages of social media marketing is that members of social communities share and actively share

information that has influenced them. In this case, the mechanism of viral marketing is used, which harmonizes the content of commercial information and the form of its presentation [2, p. 12].

In social networks, advertising is focused on a certain segment of the target market, that is, targeting is activated. Members of social communities provide quite a bit of personal information about themselves, which can be used by companies when conducting marketing activities on the Internet and digital channels. Participants of social communities in the social network discuss their own attitude towards the company, its products, quality and price policy. You can become a participant in Tests, a survey conducted by the Company and studying the market and consumer behavior. There is an opportunity to implement two-way marketing communication interaction of a specific company with existing consumers - members of social communities. In modern conditions, marketing in social networks is used by both large multidisciplinary companies and medium and small businesses, regardless of the field of activity and forms of ownership.

In recent years, social media marketing has gone beyond social communities. In order to have an active marketing and communication influence on the so-called "Virtual communities", companies began to use crowd technologies [25, p. 17]. Considering the above, it can be concluded that the development of information and communication technologies is growing in the modern information society. technologies led to the emergence of a new direction of marketing - digital marketing, which significantly influenced the marketing activities of companies and significantly expanded the possibilities of using marketing tools in real and virtual environments.

At the same time, foreign scientist D. Ellis-Chadwick notes, with which it is worth agreeing, that in modern conditions there are certain problems with the implementation of digital marketing tools and methods. This concerns the following points: First, there are not enough specialists, especially not enough marketing analysts, to process and analyze a large amount of marketing information. Second, the growth of e-commerce is reducing the

profitability of traditional retail around the world. In particular, 10% of retail sales in the US today are concentrated on the Internet [42].

Thirdly, there is an imperfect method of evaluating the effectiveness of marketing activities in social networks. Today, consumers spend more time on social media than on websites, allowing them to conduct market research and various communication activities between them. However, it is still difficult to assess the effectiveness of these measures. Fourth, there is the problem of targeting and retargeting. Existing technologies are effective, but the entry into the target market of a significant number of operators reduces the prices and profitability of this activity [18, p. 38].

## **1.2. Features of the digital behavior of consumers**

Today's changes in the media industry are changing the "rules of the game" of marketing, resulting in a shift from mass mailings to personalized digital media. In modern conditions, digital marketing is a means of communication between the company and the market, which uses digital channels of product promotion for effective interaction with potential or real consumers in a virtual and real environment [1, p. 21].

Digital marketing from the point of view of marketing communication includes the use of all possible forms of digital channels for brand promotion. It is closely intertwined with Internet marketing, which is a part of it, as it uses the same communication channel (the Internet), but digital marketing involves the use of more communication networks, including GSM, GPS, GPRS, Bluetooth, Wi-Fi and the Internet, as it has already developed a number of techniques that allow you to reach the target audience even in an offline environment (using branded applications on computers and smartphones, SMS/MMS, digital advertising displays on the street, QR codes in advertising billboards and magazines, etc.) into the virtual world [48, p. 7].

In order to assess the impact of digital technologies on the marketing activities of companies in general and the communication system in particular, it is important to consider

the changes in consumer preferences at the stages of the purchase process depending on the general changes in the external environment and the appearance of some digital devices. Consumers go through different stages of the purchase process, starting from perception, familiarization, comparison, evaluation and the purchase itself, etc. If the consumer receives the expected benefit from the purchase of a certain brand, then there is a high probability of becoming a loyal customer [45, p. 42].

In traditional offline environments, the consumer "journey" can be quite long, especially during the consideration and evaluation stages, while in the digital realm these stages can be significantly shortened or even eliminated. Potential consumers have the opportunity to select information that search engines provide in response to specific requests; Read reviews from other customers on third-party sites or retailer forums that are not controlled by the manufacturers (sellers). Often, the first interest in a product arises when viewing a message on a social network. In this way, clients can move to a fundamentally new way of making decisions in the digital environment [10, p. 32].

The appearance of devices with new capabilities affects both the digital sphere as a whole and directly consumer behavior. Such studies focus on elements unique to specific devices or the environment as a whole and examine their influence on consumer decision-making and purchasing behavior. One of the examples of early similar studies is P. Smith's work on various aspects of the impact of interactive decision support tools on consumer behavior during online shopping [45, p. 39].

Another example is the work of S. Godin, which describes a specific eye position control method to study how customers receive and process information during decision-making in online shopping [41, p. 34]. Some researchers formulated a number of assumptions about how the characteristics of mobile devices can affect consumer behavior, and also investigated the impact of tablets on consumer behavior in the digital environment.

I believe companies should focus on providing their stakeholders with a seamless and meaningful cross-channel engagement model. Achieving this requires an agile strategy, which means incorporating new technologies as they emerge and adopting a test-and-learn

approach. Organizations must adopt a continuous improvement strategy by introducing new digital channels early on and offering a customer feedback strategy during the iteration phase. Most organizations understand the need to respond and adapt to changes in the use of technology by their customers and other key stakeholders. However, they often do not realize how little time they have to solve these problems. Today, the house is a place for work, study and hobbies, a place for communication and relaxation. Businesses must take this reality into account. Companies need to think outside the box and be creative to create unique or virtual shopping experiences and tailor their offerings to attract consumers.

It is clear that changes in consumer behavior are taking place during the quarantine: a sharp increase in e-commerce, reorientation of people to local consumption, shopping in "neighboring" stores. For example, the share of online purchases made by shoppers who did not shop online before the pandemic has increased by 170% since the outbreak. Consumers who have tried services with a digital interface (contactless payments, in-app ordering) and switched to digital customer service channels (mobile apps, virtual agents or chatbots) expect to use these technologies more often in the future [8].

A number of e-commerce issues have emerged or been exacerbated during the pandemic. These include price gouging (i.e., raising prices to unreasonably high levels), product safety issues, fraudulent practices, cyber security issues, bandwidth requirements, and more.

Europe believes it is time to regulate online trade to ensure the best possible consumer protection and tax recovery from an industry that has "grown out of short pants". But what kind of responsibility can we talk about in Ukraine, when even the country's largest online store, which declares on its website "the embodiment of a small dream and grandiose plans of millions of people", does not inform potential consumers about this resource. the name of the company behind the popular brand.

Therefore, commercial activities in the digital sphere must be legal, since plaintiffs are exempt from paying court fees and can go to court in absurd situations to protect their rights. Examining the psychological characteristics of people that determine their behavior on the Internet when shopping through online communities shows , that their participation in

shopping is higher than in the Internet environment in general. Thus, social networks as a whole confirm those described in the Epic Content Marketing by J. Pulizzi: people rely on the opinion of the community to overcome the fear associated with making the wrong decision (in this case, buying the wrong one) [38, p. 29].

For this reason, according to the Briansolis portal, 81% of buyers are looking for advice on the feasibility of buying a particular product on social networks. As you can see, social networks are a powerful tool for shaping buying behavior in favor of the brand, and also directly influence the purchase, on par with other communication channels, and from the point of view of trust, they are usually one of the priorities.

The features of consumer behavior in social networks are defined in Figure 1.4.:

<p>1. Consumers often spend time on the Internet without a specific purpose, but while on the Internet, under the influence of certain content or information, they may recognize the need for a certain product and its subsequent purchase.</p>			
<p>2. With the growing popularity of social networks, they become a source of information about products, suppliers or, in general, about the convenience of shopping.</p>	<p>3. After the purchase, users consider it necessary to express their opinion about the product in order to help other users make the right choice, that is, the process is cyclical.</p>	<p>4. Communication with the brand in social networks increases loyalty to it due to the possibility of two-way communication.</p>	<p>5. Consumers actively respond to offers from brands, which means that purchase promotion is possible on a par with other communication channels [40, p. 42].</p>

**Fig. 1.4. Features of consumer behavior in social networks**

*Source: [21, p.42]*

In accordance to the Figure 1.4. the main features of customer behavior at English Prime School are listed as: spend of time without a specific purpose, while recognizing the

need for a certain product by the influence of the Internet; with the growing popularity of social networks, they become a source of information about products, suppliers or, in general, about the convenience of shopping; after the purchase, users consider it necessary to express their opinion about the product in order to help other users make the right choice; communication with the brand in social networks increases loyalty to it due to the possibility of two-way communication; consumers actively respond to offers from brands, which means that purchase promotion is possible on a par with other communication channels.

Therefore, when considering the buying behavior of consumers on the Internet, it is necessary to take into account such characteristics as the news channels used by the consumer, as well as the nature of the information itself, its content, tone, etc. Trust is an important element that supports a selective approach to information gathering and influences consumer search behavior in the digital space. Thus, there is a conceptual framework for building a model of trust in online systems using stakeholder theory, which assesses trust from the perspective of different stakeholders, such as consumers, suppliers, and merchants.

Consumers want all information on shopping sites to be reliable and customers' personal information and transaction data to be protected. However, such consumer needs may not fully coincide with manufacturers' or sellers' perceptions of advertising effectiveness. One of the earliest empirical studies of customer privacy in online shopping conducted a field experiment that found that targeting can undermine the effectiveness of media advertising. According to this study, advertising that is both intrusive and content-oriented has less impact on purchase than advertising that is only intrusive or contextual, possibly because of privacy concerns on the part of customers (who feel they are very obsessive about the offer of certain products).

### **1.3. Social media as a field of marketing activity**

There is no single understanding of SMM (from English social media marketing or marketing in social networks), however, summarizing various definitions [8, p.30], it can be argued that it is a set of marketing tools and measures that allow influencing the company's target audience by using social media to achieve its marketing goals: advertising, promotion of brands, goods or services B. to increase loyalty, desired changes in consumer behavior and solving other business tasks. From the very beginning of its history, social networks were not considered as Internet marketing tools, but only as a means of communication between people. However, with the advent of Facebook in 2004, it became clear that social media could become an area of communication between manufacturers and their consumers. Statistics show that the most popular social networks at the moment (as of April 2022) are Facebook, Pinterest and Twitter.

Ukrainians are mainly users of social networks, such as Facebook, Instagram, YouTube, Viber, Telegram, TikTok.

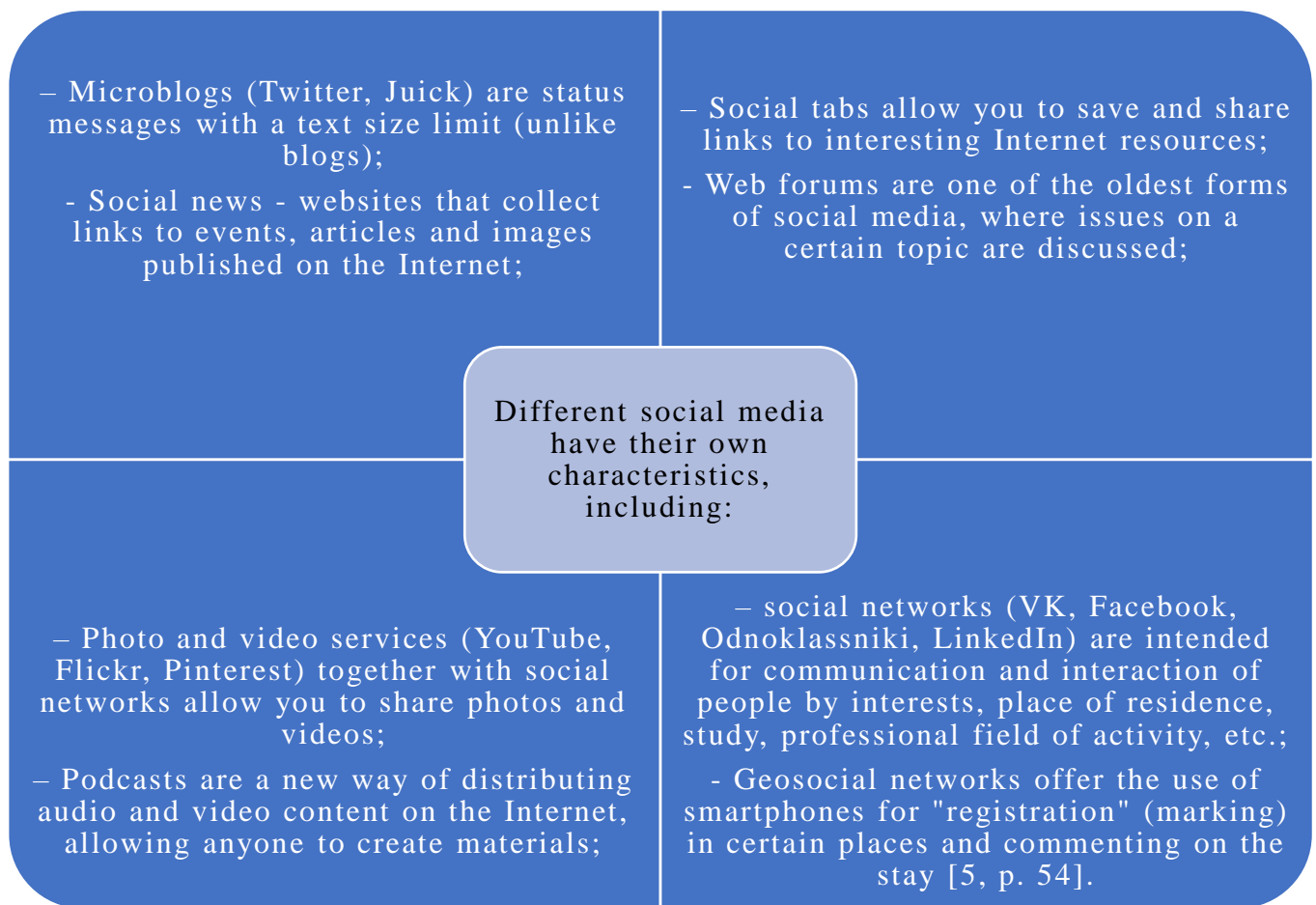
Each social network has its own audience, which differs mainly by age. The main share of users of social networks are people aged 18-45. According to the latest research, in Ukraine TikTok ranks first among 18–24-year-olds, among 25+ year olds, YouTube, Instagram ranks second in terms of audience among 18–24-year-olds and 25 years to 34 years. . yearly in the 35+ age group, Facebook is the second most popular social network after YouTube.

Among the trends in the use of social networks by Ukrainians, one can highlight the tendency to visit the platform with short videos TikTok (it became the largest). number of visited sites in 2021 and overtook the Google search engine) and faster growth of Instagram users than Facebook. As of January 2022, Instagram surpassed Facebook for the first time in terms of the number of users in Ukraine. In the first half of 2021, Instagram's audience grew by 2.3 million (to 17.3 million users), and Facebook - by 800 thousand (to 16.8 million).



A feature of SMM is direct and unobtrusive (unlike traditional marketing tools) interaction with consumers. In social networks, users voluntarily leave comments, recommendations, feedback and reviews. Any feedback can cause a multiplier effect, that is, become a catalyst for other potential consumers to choose the company's products, goods or services.

Different social media have their own characteristics, which will be included in the Figure 1.5. below.



**Figure 1.5. Characteristics of social media networks.**

*Source: [45, p.19]*

After analysing Figure 1.5. I can say that social media as areas of personal self-expression and communication are characterized by: expressing the user's own position or opinion; the influence of different levels of popular users (influencers) on the formation of the point of view of their audience; by grouping users by interests; the possibility of external influence on the popularity of certain accounts: advertising, promotion of one's events. Due to the fact that users share certain information about themselves in social networks, it is very easy to target marketing influence within its limits by a person's location, age, gender or interests.

Among all types of social media in modern marketing practice, social networks have the advantage that they often combine several Internet services. According to the survey of 3.8 thousand marketers "2020 Social Media Marketing Industry Report", 94% of them believe, that social media is an effective platform for delivering marketing messages to end consumers, 83% is an important tool for brand promotion, 77% with more than 3 years of social media experience spend more than 6 hours a week on SMM, 15% spend more than 20 hours. per week in social networks.

Social media has significant advantages not only over conventional marketing tools but over Internet tools as well. In particular, it [20, p. 25]:

1. Word-of-mouth radio. People tend to share interesting information with others. This rule also works in social networks: your users are quick to share what they like (which makes viral marketing effective).

2. Alignment. It is social networks that allow you to select a specific audience for marketing communications and thus focus on the target market segment, thereby increasing the effectiveness of advertising.

3. Non-advertising format. The modern consumer is tired of intrusive advertising, which really "repulses" him from all traditional media, billboards, vehicles, the Internet, etc. As a result, a person develops a so-called "anti-advertising filter" for protection, i.e., ignoring, rejecting advertising calls. In social networks, advertising in the form of ratings, comments, posts and tags can be hidden in the stories of famous influencers, etc.

4. Interactive interaction. Traditional marketing communication tools do not allow you to quickly assess the audience's reaction to them, while in social networks you can immediately see how this or that advertising tool affects the consumer and what effect it has. Users can express their opinion in comments, participate in polls, etc.

According to experts, to the significant advantages of SMM, it is also worth adding budget savings for marketing communications, since SMM is one of the cheapest means of advertising at the global level. However, the use of SMM may carry certain risks, including: limiting access to the company's social network account; forming a negative impression of the company among users of the social network due to the illiterate actions of the SMM specialist and incorrect (incorrect) content.

## **CHAPTER 2. ANALYSIS OF DIGITAL MARKETING IN SOCIAL NETWORKS AND DIGITAL CONSUMER BEHAVIOR ON AN EXAMPLE OF ENGLISH PRIME SCHOOL**

### **2.1. Features of English Prime School marketing activities**

English Prime School is one of the largest and most successful private schools in Kyiv, which provides various educational services to its clients. It was created back in 2005, and now the organization has spread its branches throughout the capital with eight offices located on Obolon, Lev Tolstoy, University, KPI, Pechersk, Pozniaky, Troeshchyna, Olimpiyska. The school has also expanded into the online sphere, which attracts customers from all over Ukraine and even from abroad.

The school offers intensive courses to help those clients who do not have enough time to obtain the desired level of English. Students can complete the curriculum, which is comparable to 1.5 months of classes, in just 10 days (summer) or 8 days (winter or spring). Going through an intensive is like immersing yourself in an English-speaking community because of how rigorous the study is and how much speaking practice there is. This course is best suited for people who urgently need to improve their language skills, as well as for those whose work schedule does not allow regular lessons.

The school has clubs for schoolchildren and teenagers. Pupils of these groups study according to the same methodology, but with the difference in the duration of each lesson - 2 hours (instead of 3). As the questionnaires show, most teenagers follow their parents who studied there and have good results.

Business English classes are also held here. The target audience of business English lessons from Kyiv English Prime are entrepreneurs, those who run their own business, those who work in international corporations or those who wish to work for them. In addition, it attracts people from various professions by providing professional English language

training. Depending on the student's field of interest, materials and the curriculum are selected individually for each student.

A problem many people face is listening and understanding spoken language. To meet this demand, the organization offers courses to develop advanced listening skills. Your English listening skills will improve significantly after taking this course. It cannot be compared with other teaching methods in terms of how quickly listening skills are developed thanks to it.

To confirm the level of English language proficiency, several well-known organizations in Ukraine ask their employees to take the IELTS exam. Your chances of getting a job in any foreign or other organization will increase significantly if you have an IELTS certificate. Statistics show that only 1 in every 5 students who take regular preparation courses pass the IELTS first time. 35% of applicants successfully pass IELTS in 3-4 attempts. Each successful exam attempt costs an applicant an average of \$120. People suffer losses of time, money and themselves.

Additionally, two accelerated courses are available. On the weekend - a quick course on how to prepare for an interview. designed for those who want to improve their interview skills. Clients learn interview questions and topics that come up frequently, and expand their vocabulary. Speaking practice takes up most of the training time (80%).

The teaching methodology is based on many years of research in the field of foreign language learning and is based on the successful practice of learning the native language. Its simplicity and effectiveness are absolutely unique. Therefore, the school takes a leading place among the best schools in Kyiv. According to these statistics, the school ranks sixth in the ranking of the most popular schools in the capital. The main competitors are Green Forest, British Council, EnglishDom, Speak Up, Green Country. However, English Prime is the only commercial organization in Ukraine that has the legal right to conduct training using the ESL methodology. This fact makes it number one in terms of the quality of services offered.

The director of the school is Vyacheslav Chepik, who has two deputies from the administrative and educational parts. The administrative department is headed by Anna Makiha and is divided into the personnel and communications department and the distribution department. The main functions of this department are to achieve effective work of employees assigned to positions and trained to work, easy reception and transmission of messages, smooth operation of security and fire alarms, equipment, computers and other office equipment and the company site, cleanliness in the office (inside and outside ).

Deputy executive director for delivery - Iruna Sutugina. She manages the delivery department, which, together with Olena Dzyuba, is part of the planning, security and training department. Another head of the department is Eduard Chernikov, who takes care of the quality, improvement and correction departments.

The third main department is the development department headed by Anna Makuha. This department consists of the communication department, the information service and the service of the regional office.

Experienced managers have the ability to teach their team members their abilities. All participants benefit from this as their skills improve. Consistency is established when businesses group employees with similar skills or specialties. It's clear who to turn to when someone within the organization needs high-level knowledge about operations, marketing, customer service or human resources.

The whole company is about people and making them feel worthy. This is expressed in the desire to expand the abilities of each employee.

The function of budgeting in business management as a complex system that includes a clearly defined set of plans, mechanisms for limiting goals, powers and responsibilities of different levels of management, principles of building an organizational structure, methods of stimulation, analysis and control. is needlessly narrowing today. In the best case, budgeting is used to regulate individual indicators of the financial and economic activity of the enterprise. Thus, budgeting is a management technique rather than a tool; it serves as a measure of the effectiveness of the management of the financial resources of the

organization, in contrast to control, which is aimed at improving the business management system and increasing its efficiency.

According to the data from the financial reports for 2020-2022, provided in Appendix 1, I can draw a conclusion about the dynamics of the cost of school services, which indicates the expansion of activities - if in 2020 the cost of capital amounted to 1,877.3 thousand UAH, then in 2021 it increased to 2,587.7, and in 2022 - by another 3,750 UAH 9,000. This growth was achieved due to the increase in the cost of equity, which increased in 2022 to 3203.1. It should be noted that the increase in the value of equity capital is caused, first of all, by an increase in retained earnings. At the same time, the cost of loan capital is insignificant - and in 2022 it amounts to UAH 30.1 thousand. Moreover, the entire value of loan capital is current liabilities.

Next, you need to pay attention to the company's resources. In 2020, the average annual cost of the company's fixed assets amounted to UAH 789.2 thousand. In the future, it had a clear upward trend. In 2021, it increased to 1112.3, and in 2022 - to 1660. This means that the management of the enterprise invests in strengthening the material base of the enterprise, which is logically determined by the provision of premises for rent. The average annual value of the company's current assets is also small with a clear upward trend.

Budgeting is based on the concepts of a complex combination of planning, accounting, control, analysis and regulation of the activity of the educational market, financial results and financial condition of its components; synchronizing relevant budgets, integrating these budgets and focusing on achieving common financial goals at each level of management.

Therefore, the introduction of medium-term budget forecasting technologies based on results in the educational sector for the medium-term perspective is a reasonable and necessary step that corresponds to the general reform of the budget process at the enterprise.

In setting its marketing objectives, English Prime School considered the following:

1. Creation of a concise positioning statement ("The only ESL school in Ukraine");
2. Solving consumer concerns and problems (lack of practice and real communication);

3. Analysis of competitors and the industry for competitive research;
4. Building a list of content assets depending on your company's capabilities;
5. Selection of the most successful marketing tactics and channels (website, social networks);
6. Studying the topic that most interests your audience (practice in real life);
7. Outline your exclusive selling proposition ("80% of the lesson is practice");
8. Collection of your advertising materials.

The marketing department is relatively small. It consists of a department manager, a marketing assistant, people who manage social media and website branding, and those who directly interact with customers on the phone.

A very interesting fact about the school is that it does not use any advertising or online advertising. This must have been a very strange characteristic of a successful business. But the success of the school is the satisfaction of the client. The vast majority of students are attracted to oral communication. Therefore, the company does not need additional promotion. The organization uses CRM tools to track customer flows and marketing monitoring.

Despite the fact that business services are very popular, there are still ups and downs. The first factor that affected every organization was the pandemic. Part of the students stopped the educational process, and the other part switched to online education. If we talk about the winter and summer vacations, which can be considered a time of regression, then this does not have a particular impact on the educational process. On the contrary, the school offers winter and summer intensive courses. Thanks to this, the organization receives an even greater turnover of customers. In addition, there is a special payment offer that includes a discount if the client pays a week before the start of the course. You can also get 15% of the price by offering the school's services to someone else.



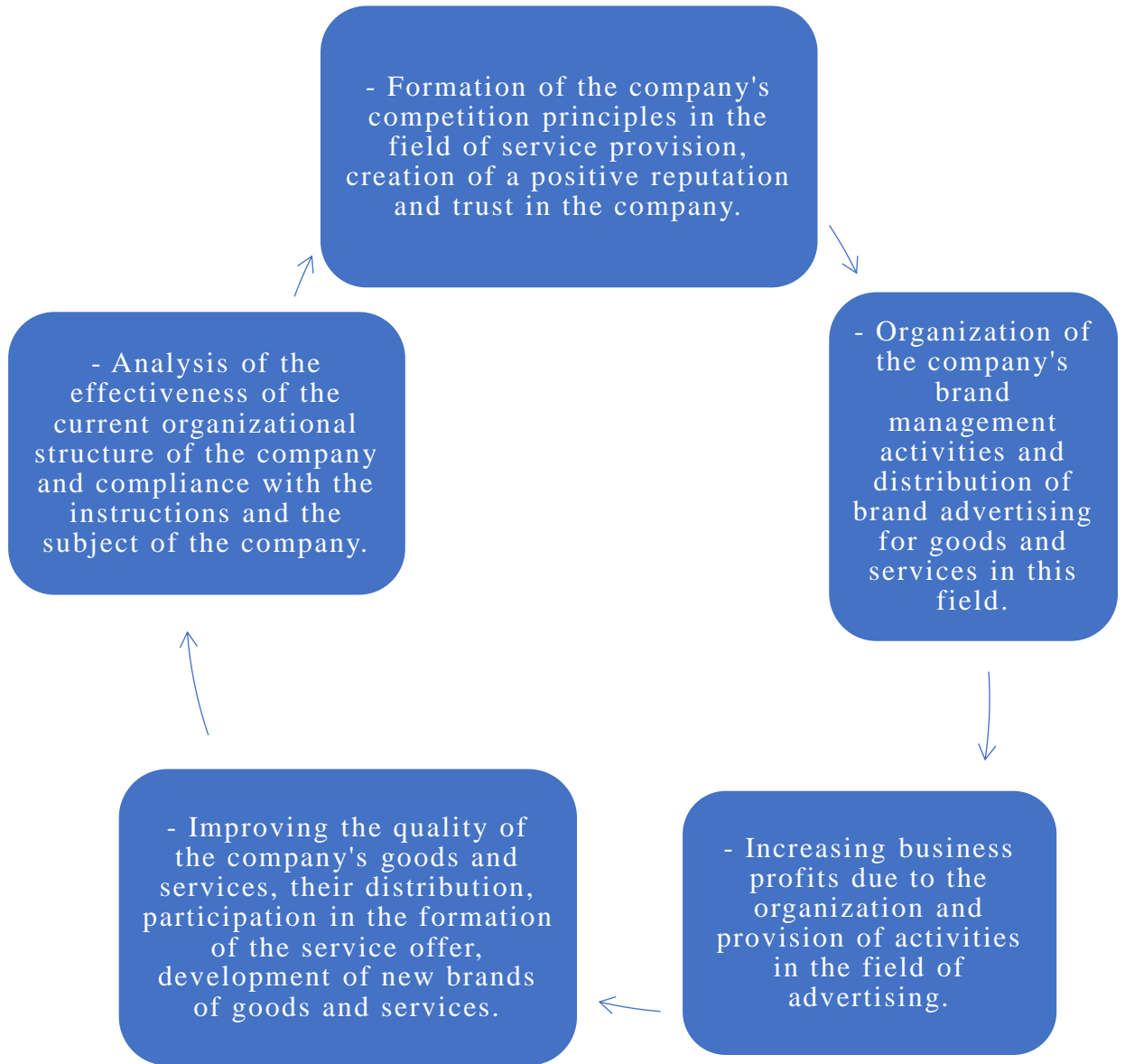
## **2.2. Analysis of English Prime School's digital marketing activities in social media**

The development of marketing communications in Ukraine is affected by political and economic instability. At this stage, there is a sharp deterioration of the consumer sector, a drop in purchasing power, a decrease in business activity, and the devaluation of national currencies. All this leads to a decrease in the costs of marketing communications. In the current situation, the main means of communication remain advertising on the Internet, personal sales, and promotions, which do not require large resources.

It should be noted that today more and more companies are fighting for their market share in the conditions of rapidly changing consumer tastes and preferences, increased competition, the boom in information and communication technologies, and much more. These new challenges are complicated by society's demands regarding the need to increase the social and ethical responsibility of companies. At the same time, the development of the marketing concept at the enterprise can be characterized as a transition from sales orientation to consumer orientation. Sales promotion is considered the most important aspect of marketing activities, but, unfortunately, insufficient attention is paid to the research of consumer needs. Most market research is a simple collection of facts or, at best, functional monitoring. Only some companies try to use marketing research as a basis for the operational planning of their marketing activities [46, p. 40].

Ukrainian companies continue to use elements of the marketing complex separately. The modern department of marketing and advertising, in accordance with the legislation, implements the main areas of management of advertising and marketing and related services, and monitors and coordinates the activities of advertising and marketing specialists of regional branches and companies.'

The main tasks of the department are listed in Figure 2.1. below:



**Fig. 2.1. The main tasks of the marketing department at English Prime School.**

*Source: Source: compiled by the author in accordance to official information, provided by the marketing department at English Prime School*

Regarding to the Figure 2.1. the marketing department at English Prime School forms of the company's competition principles in the field of service provision, creation of a positive reputation and trust in the company; organizes the company's brand management activities and distribution of brand advertising for goods and services in this field; increases business profits due to the organization and provision of activities in the field of

advertising; improves the quality of the company's goods and services, their distribution, participation in the formation of the service offer, development of new brands of goods and services; analysis of the effectiveness of the current organizational structure of the company and compliance with the instructions and the subject of the company.

Given the current situation in the market, companies are recommended to intensify their marketing activities in order to improve the main marketing tools: products, assortment, and price policy.

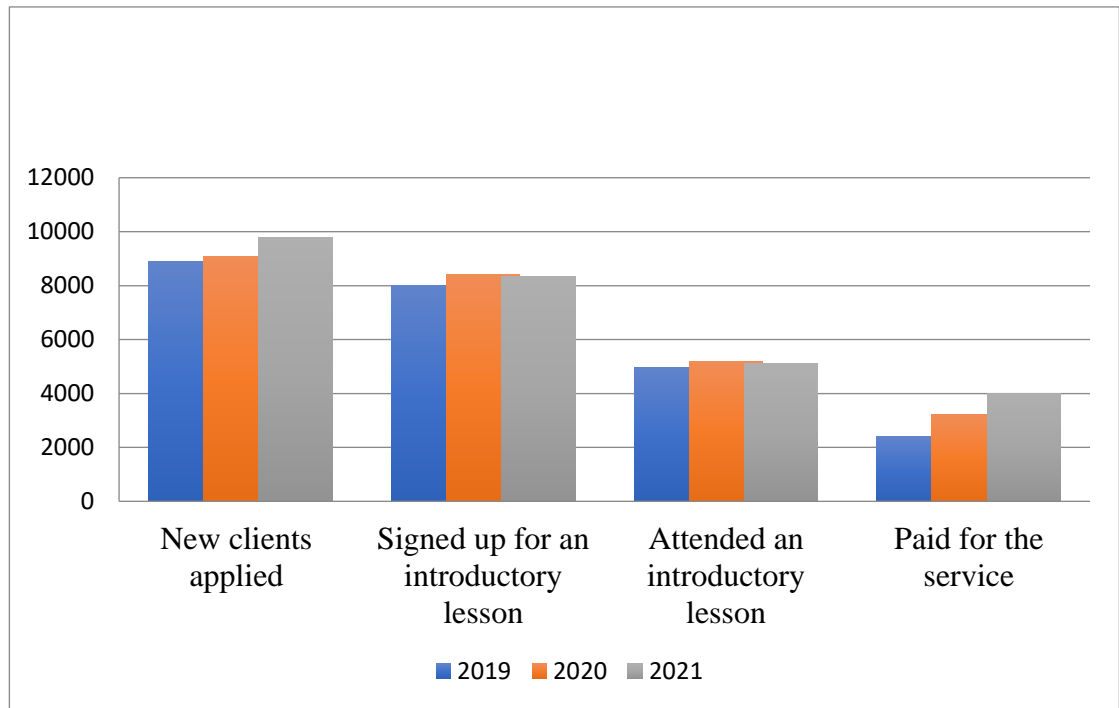
I cannot omit the importance of maintaining social networks. When it comes to social media, as with other types of marketing, a company gets what it puts in. But compared to what needs to be done, the payoff is much higher than you might expect. These powerful platforms are fundamentally changing the way companies interact with customers, market to them, sell their products and services, and conduct business in general. The company has access to such communication and influence on consumers thanks to social networks for business [16, p. 27].

Like any modern business, English Prime must follow social media marketing strategies that can effectively attract new customers. A social media strategy is an explanation of the company's content plans, the responsibilities of its social media staff, and the social media platforms it will use to promote the brand. A social media strategy consists of social media goals that support a broader digital marketing plan for a company. A social media plan defines specific goals and benchmarks for a company's social media marketing initiatives. A social media plan offers a road map that the team can follow to keep marketing consistent, on target, and relevant to the target audience.

English Prim School is an active user of Instagram, TikTok, and Telegram. Currently has 17.8 thousand followers on Instagram, 439 thousand and 12.1 million likes on TikTok and hundreds of 3.6 thousand followers on Telegram (see Appendix 1).

English Prime School uses different strategies to improve social media. These are video explanations, quizzes, games, raffles, sketches, etc. The school actively uses "word of mouth" to attract new customers and it is quite successful. This conclusion is made on the

basis of the provided data. The number of appeals from new clients per year is shown in Figure 2.2.



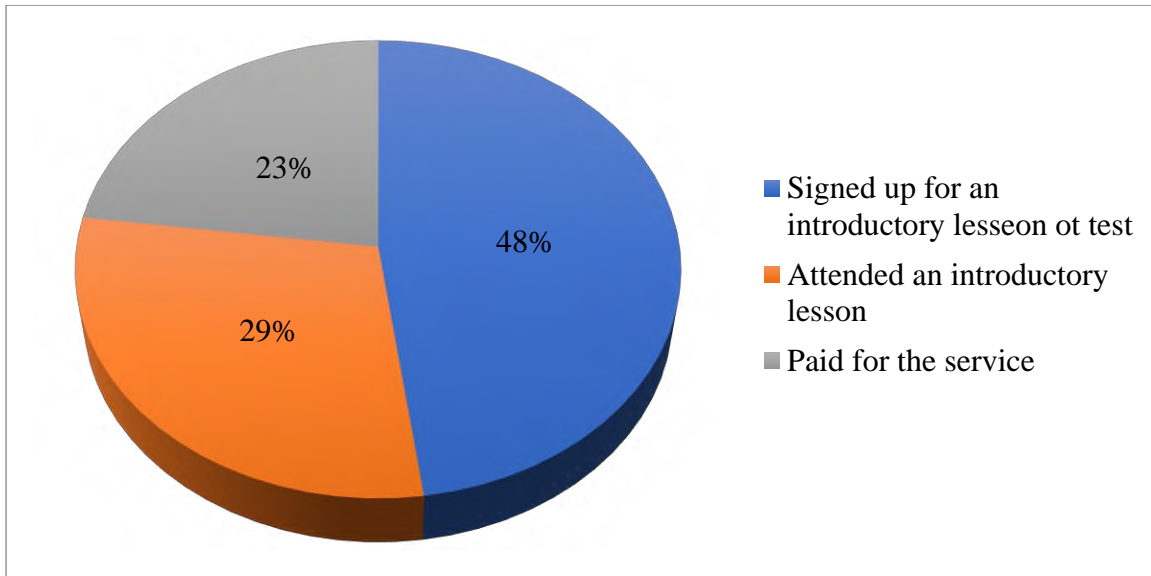
**Fig. 2.2. The number of appeals from new clients in 2019-2021.**

*Source: compiled by the author in accordance to official information, provided by the marketing director of English Prime School.*

The data in figure 2.2. is displayed in the form of a sales funnel in 2021, a special percentage can be calculated. 9,799 total number of appeals (100%):

- 8,329 signed up for an introductory lesson or test (this is 85% of the total number of requests);
- 5,100 new clients attended an introductory class or passed an English language proficiency test (61.2% signed up for an introductory class or attended a test);
- 3,990 new customers paid for the school education service (78.2% of those who attended an introductory class or credit paid for education).

The sales funnel for 2022 is displayed in Figure 2.3. below:



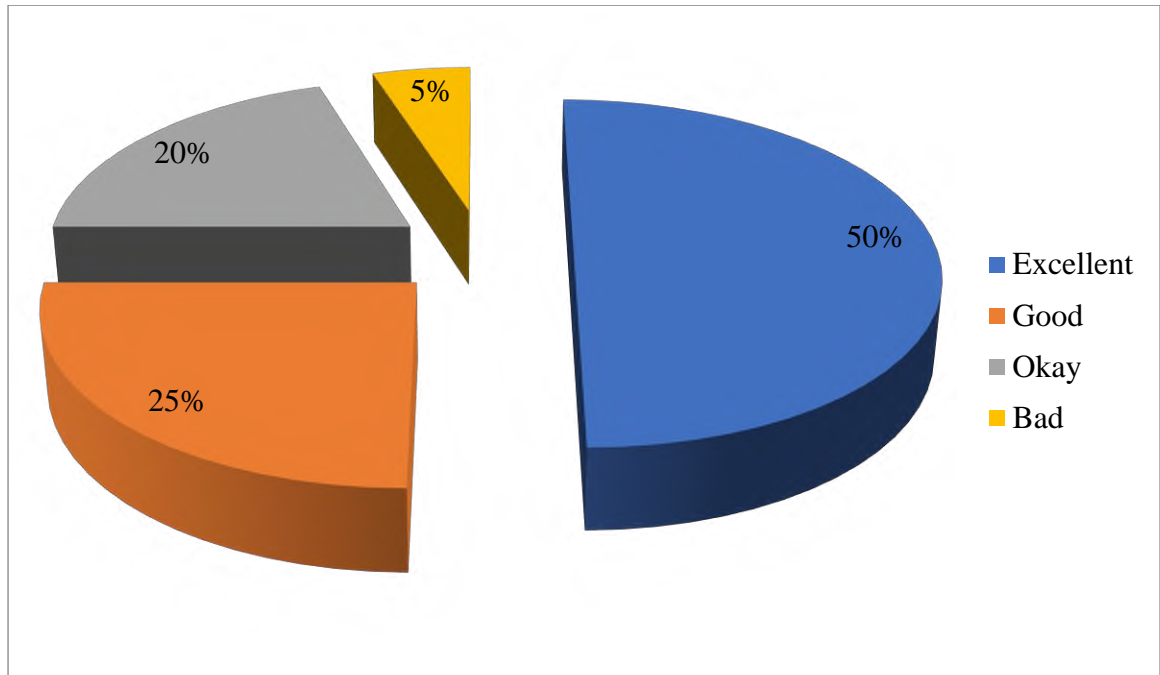
**Fig. 2.3. Sales funnel for 2022.**

*Source: complied by the author in accordance to official information, provided by the marketing director of English Prime School.*

Social media users often interact directly with brands. Because of this, social media managers have the opportunity to build strong connections with their audience. While customers occasionally write to companies with negative feedback, they often have positive experiences to share. A brand gains more respect when it engages and responds in both of these situations.

Retweeting and reposting relevant content and accomplishments, using social media for customer service inquiries and responding to feedback and complaints, and being responsive are some helpful guidelines for developing these social media connections.

The Figure 2.4. below introduces customer reviews of English Prime School.



**Fig. 2.4. Reviews from the network of users about studying at English Prime School**

*Source: compiled by the author in accordance to official information, provided by the marketing director of English Prime School.*

Among the positive reviews, I cite:

Guest 08/12/2022 - "While studying English at this level, I began to understand the difference in the use of different tenses. I finally understood what the passive state is. The English language entered my life so strongly that I began to think more in English and speak it in everyday life. Now my family is also studying the presented material with me.

Today I can confidently say that it has become easier for me to express my thoughts in English.

I practice and improve my English with my friends and colleagues.

I started to speak English, although not as confidently as I would like, but I SPEAK.'

"The best school to learn foreign languages," wrote a guest on July 15, 2022 "My first level at Deutsch Prime was both easy and challenging at the same time. But I thank you very much for your work. I studied English at English Prime, so the teaching method and the teaching itself are clear to me. And I purposefully came here to learn German, because I was

sure that I would definitely speak German as a result. Now I live with Germans, so I can communicate with them not only in English, and now also a little German. I came to the 1st course with a complete zero.

I am very glad that in the distant year 2020, my friend, who learned English from scratch, told me about this school. I always recommend you to my friends and acquaintances))

I especially want to thank Olga)) You are very cool, and I am happy that I am in your group, I hope together we will reach at least level 6)"

We will also provide a review from the "terrible" category, which Olga wrote on June 25, 2022 - "Recently finished the Level 1 (beginner) courses from English prime. Before that, I attended a trial class, which went well. There were conversations, I went with the teacher, and she listened to me and made up her mind at the very beginning. Although I somehow know the language. When the courses themselves began, I hoped that we would also study English. Unfortunately, these were my dreams. Nothing like that. The group gathered with different levels of language proficiency. If I want to use a familiar word, they tell me that I don't understand you, or we haven't learned the word yet. If I want to ask the teacher (Iryna Koval) about something for herself, she categorically refuses to answer. The main objection is "we haven't learned this word yet." Of course, during the lesson, we study various question and affirmative models. But then the teacher scatters us around the halls in Zoom and we say it all like "shitholes" for 10-15 minutes in a circle. A minimum of time with the teacher, but almost a whole lesson between them. Disadvantage: the language learning method itself is a minus."

English Prime School provides services to people abroad, the percentage of people who live abroad and receive the school's services is 41% of the total number of students. The only cross-border direction of the company's activity is the hiring of native speakers who conduct conversations with students during classes. There are currently 23 native speakers currently working. If we talk about their experience, 15 of them have extensive teaching experience in various international educational institutions, 6 people are students and work part-time, and 2 people have no teaching experience.

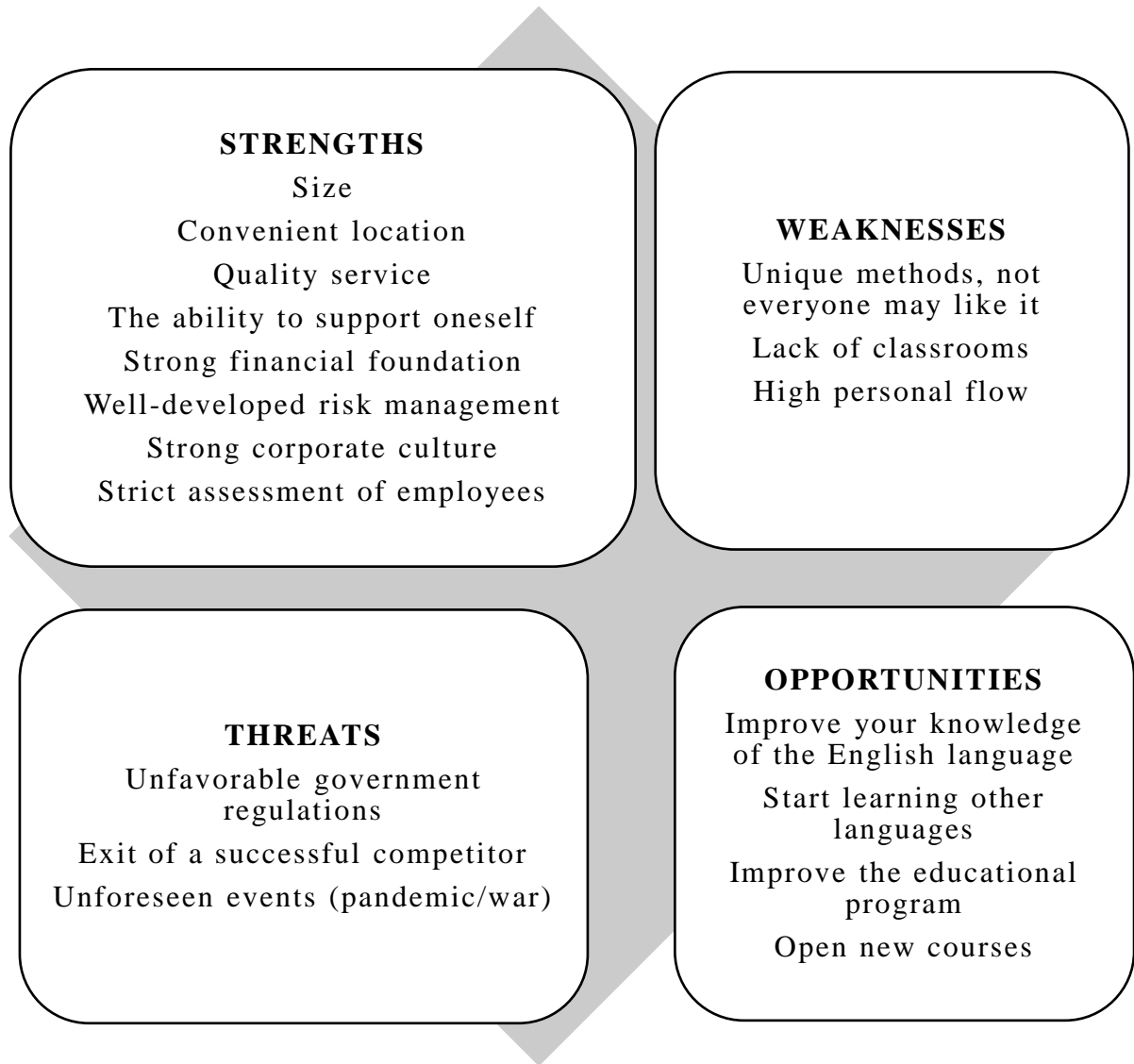
The fact that most public schools cannot accommodate every student or potential student in a given geographic area is a well-known factor in the demand for private schools. Private schools are often necessary because students with special needs cannot succeed in public schools. The private course sector includes educational institutions that derive most of their funding from various private sources, as well as from student enrollments and tuition fees.

The reputation of a private school is also important, as these institutions often have the best reputation and therefore have a large number of students. In fact, customer decisions are strongly influenced by reputation. This is because it takes a long time after graduation to assess its quality. Schools should showcase the selective college admissions experience to students as a key marketing tool.

In order to compete favorably in the fiercely competitive private tuition market in Kyiv, English Prime School hired a key education specialist. Let's consider the SWOT analysis of the company's marketing research.

English Prime's team and staff are its greatest asset as a private school. There is a team with outstanding credentials and experience in the education industry. One of the things that attract customers is that each one is strategically located in an area with the right demographic. The school has 8 branches, 7 of which are near metro stations. A key factor will be the school's ability to sustain itself in the long term with a stronger financial footing. The school has an open, honest, and moral atmosphere for both employees and students. In addition, the service is very high-quality. The SWOT analysis provided in figure 2.5. gives more information about the strength, weaknesses, threats and opportunities of the company.





**Fig. 2.5. SWOT analysis**

*Source: created by author based on the internship program at English Prime School.*

Among the weaknesses is that the company may need some time to establish itself in the crowded market of private schools and education. This is by far the biggest vulnerability. The institution faces competitors. It should be noted that the approaches are quite unique, so they are not suitable for every student. There are more and more new students at the school, which creates a lack of space in classrooms and corridors. Most of the teachers are students,

usually after graduating from university. This creates a high personal flow and requires additional money to pay for training courses for beginners.

Given the huge demand from clients who want to improve their English language skills, there are several prospects in the private school sector. Many areas still need adoption and development. The school also continues to improve its curriculum to make it even more useful. Various new courses will also be available. It's worth noting that many of the instructors are university students studying another language, such as French or Spanish, which can be a good start to attracting them to the program and attracting new clients.

Every business face danger or difficulty at some point during its life. These dangers can come from within or without. This demonstrates the value of a business plan, as most risks or obstacles can be predicted and strategies developed to minimize their impact on a private firm [35, p. 9]. Unfavorable government regulation, the entry of a competitor, and the global economic crisis, which often affects the purchasing power of customers, are some of the risks that English Prime School will certainly face as a private school.

### **2.3. Analysis of consumer behavior of English Prime School**

Based on the resources of the English company Prime School and open Internet sources, it is necessary to determine the main motives that motivate customers to carry out various operations. The main goal of the stage of consumer analysis is to determine the list of factors affecting consumer demand and to model consumer behavior. The complexity of such analysis lies in the subjective assessment of services by the consumer and depends on many factors: general economic, cultural and socio-psychological, socio-demographic, and personal behavior. Changes in the consumer's social psychology, such as awareness, high level of education, requirements for comfort and quality of services, individualism, mobility, environmentalization of consumer thinking, etc., have a significant impact on demand.

The combination of all the above-mentioned factors determines the appearance and nature of the behavior of digital consumers and can be reflected in the following indicators: frequency of transactions (number of transactions for a certain period); the most common form of surgical intervention; Aim and others In the study of consumer behavior, marketing observations, questionnaires and interviews with managers and specialists of companies were used, as well as evaluation of Internet users' search queries using PPC tools - analytics [9, p. 32]. The majority of consumers aged from 15 to 30 years have a higher or secondary professional education, their financial situation is mainly characterized by average and above average levels, and the motive for using services is both rational and emotional.

It is easier for consumers to choose online courses than traditional classroom courses. If they have not had a similar experience before, reviews of online courses will help them decide on the choice. After reading, the consumer can find answers to questions. Consumers decide for themselves how much they can be trusted, but when it comes to learning English online, reviews are far from the last place. So those who have already completed the training share their experience and thoughts about this or that course.

Online - The school posts reviews on its websites to give you a better idea of what to expect in the classroom. In addition, many language programs and platforms would not have found their customers if no one told their stories. After all, reviews about learning English online reflect the preferences of people all over the world, which allows potential users to choose the most effective resource.

Internet buyers most often purchase services on weekdays (especially at the beginning of the week) from 9:00 a.m. to 7:00 p.m. This can be explained by the fact that at this time the seller will most likely be contacted. On weekends, the turnover rate here is usually low. This is related both to the previous statement and to the fact that consumers are more likely to rest, go for a walk, and even shop online on weekends faster. Consumers want to get the desired quality - a group of parameters that represent unexpected values for the consumer offered to him products, the existence of which can only be dreamed of, without even

assuming the possibility of its practical implementation. The consumer, as a rule, does not need the desired parameters, but greatly appreciates their presence (additional comfort).

If the product is made well with the desired quality in mind, consumer satisfaction increases, if not, it can become a problem for the manufacturer. Desired options must be unavailable to the participant until copied. Desired quality is a parameter of innovation. Product quality profiles are very diverse. The provider must constantly work on improving the quality of products through constant research, improvement, and innovation. Quality profiles, which represent different groups of product parameters and their cost components, almost assume satisfaction profiles are shown in Table 2.1.

Table 2.1.

### **Profiles of consumer satisfaction**

<i>Consumer-perceived quality</i>	<i>Product characteristics</i>	<i>Description</i>
Expected needs	Due to their inability to completely please a consumer on their own, these expectations are often referred to as the dissatisfiers. Yet, disappointment will result if these fundamental demands are not met.	The expected quality at English Prime School will be the expectations to see the picture, that was described to the customer during a mandatory first introductory lesson.
Normal needs	These are the traits, characteristics, and qualities that keep a supplier competitive. Because clients would describe these higher-level expectations as though they were choosing from a list, they are known as desires or satisfiers. Depending on their presence or absence, they might either make the customer happy or unhappy.	Regarding English Prime School I can refer the unique methods of teaching that they use.

Exciting needs	Due to the fact that they go well beyond what the client may anticipate and request, these expectations are sometimes referred to as delighters or excitors. The possibility of a sale is increased by their presence rather than decreased by their absence.	The exciting needs English Prime customers have is the efficiency of the methods and reaching goals in unexpectedly short terms
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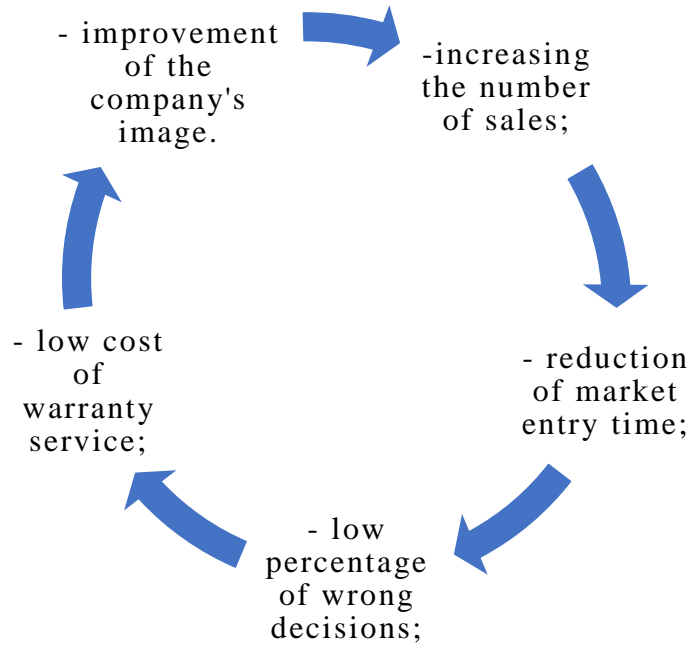
*Source: created by the author based on the internship program at English Prime School*

According to Table 2.1. the profile of consumer satisfaction was analysed by KANO Model. Gaining a full grasp of a customer's demands is possible with the help of the Kano model. The voice of the customer table, which later becomes a great input as the what's in a quality function deployment, can be used to translate and modify the ensuing verbatims. The following method shows that the main expectation that the customers have is actually the efficiency of the methods that teachers at English Prime School provide and in the majority of cases overreach customers' expectations. The inconsistency of the manufacturer's perceived value of the created service with the real expectations of consumers leads to product inconsistency and reduced competitiveness.

Only after such work can you start defining goals and their priorities. This is the manufacturer's activity prior to product planning. Its success depends on the quality and completeness of the initial information about the consumer's needs, on the basis of which the process is carried out.

By determining the indicators by which the consumer can judge the degree of fulfillment of his wishes, it is possible to learn the meaning of the measurements and their influence on the final assessment by the consumer and a possible price increase. Considering which product parameters influence the consumer's choice and how to predict this reaction, it is necessary to solve the question of the combination of differences, characteristics and cost. At all stages of the life cycle of the consumer's perception of the product, the competence of the organization and the quality of its solutions, as well as the capabilities of its competitors, are evaluated by one property: the ratio of profit and costs. These positions can be used to

determine the difference between product variants, which can be expressed by the following evaluated parameters in Figure 2.6.:



**Fig. 2.6. Product parameters.**

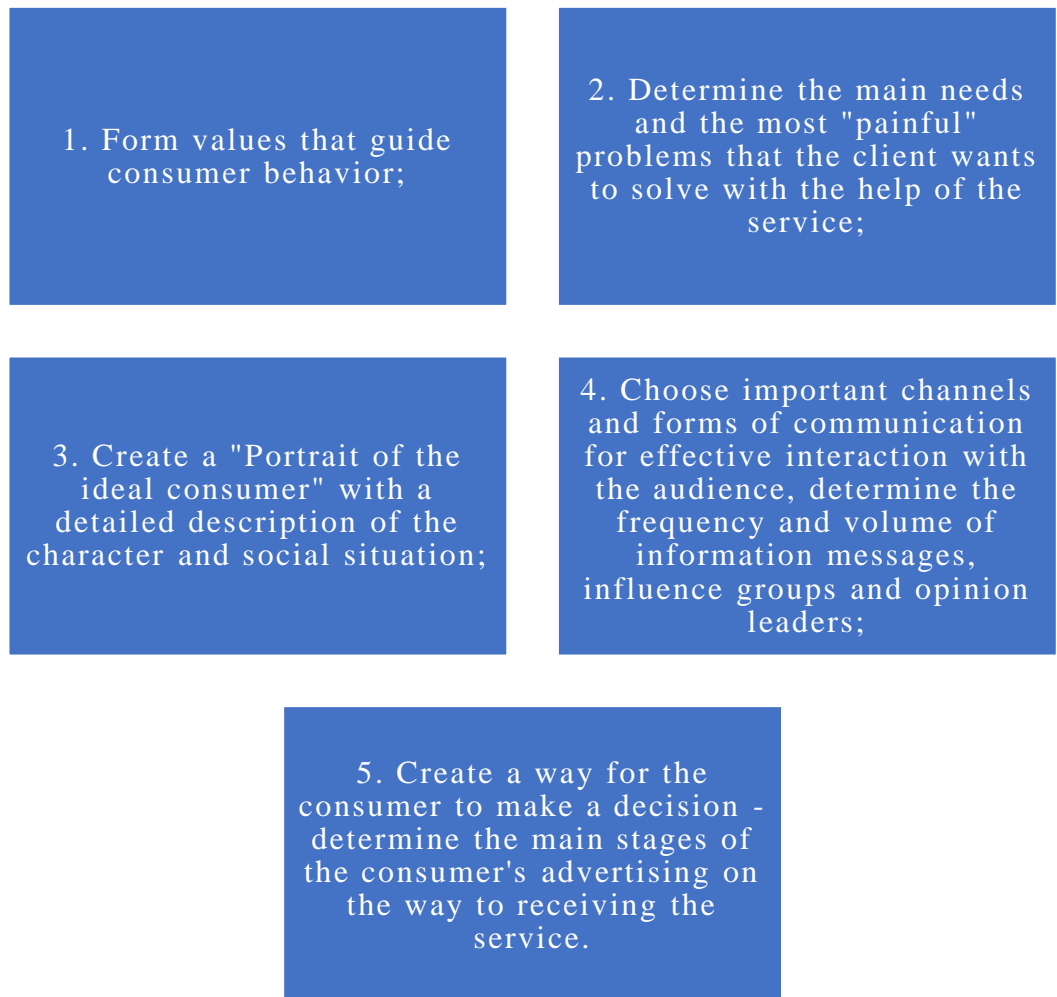
*Source: [26]*

Today, the situation is that the consumer has his own motivation and behaves as he wants, not as the seller of services wants. The consumer is independent in his choice, but marketing can influence both motivation and behavior if the offered product or service is designed to meet the needs and expectations of consumers.

## CHAPTER 3. WAYS TO IMPROVE DIGITAL MARKETING IN SOCIAL NETWORKS AND DIGITAL CONSUMERT BEHAVIOR IN ENGLISH PRIME SCHOOL

### 3.1. Ways to overcome poor behavior and motivation at English Prime School

In order to meet the needs and to study the target audience and get a clearer picture of the motives and values of the consumer, it is necessary to take the following important steps that are listed in Fig. 3.1. below:



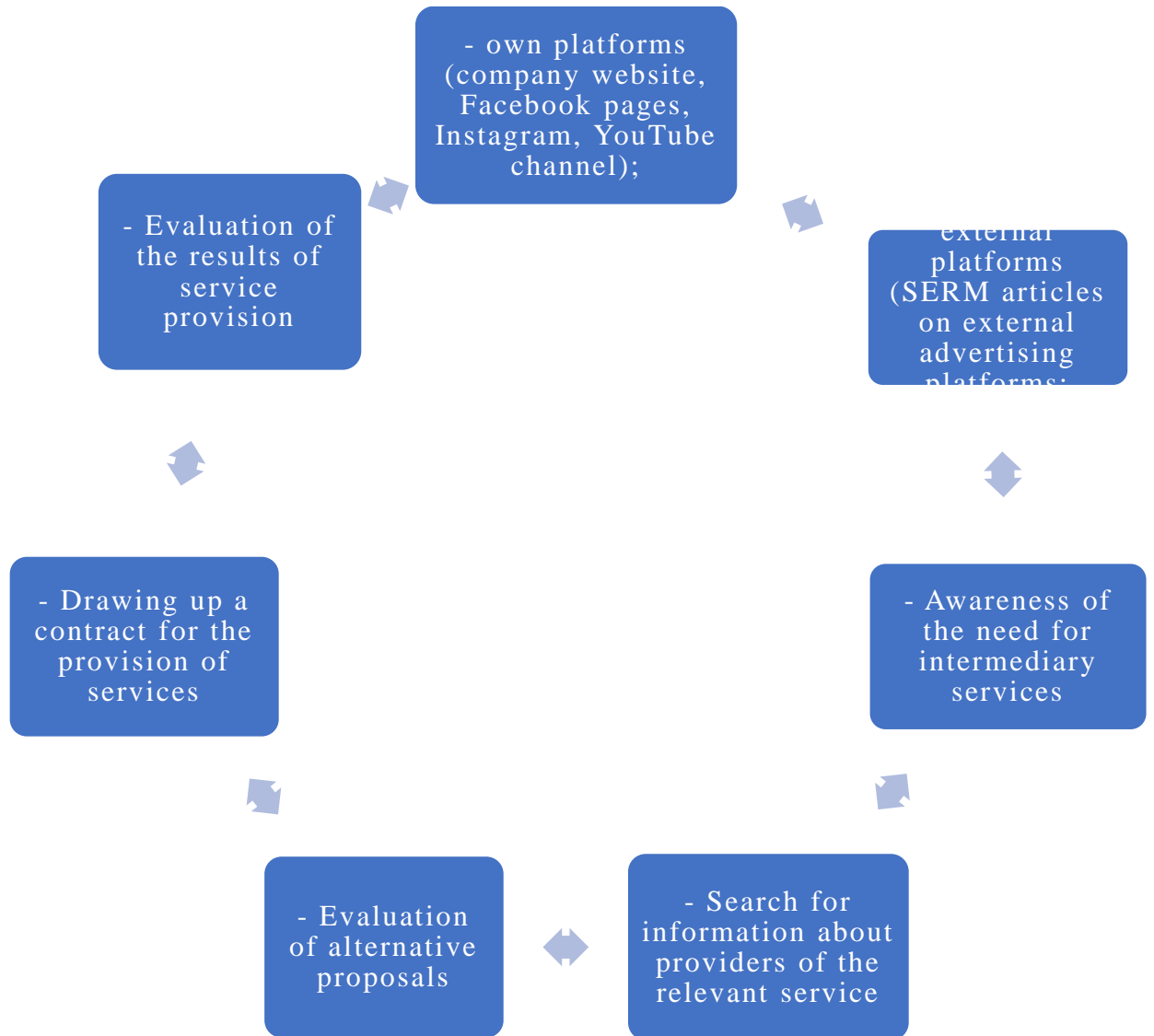
**Fig. 3.1. Steps to meet and study English Prime School's target audience**

*Source: compiled by the author in accordance to official information, provided by the marketing department at English Prime School*

According to the Figure 3.1. I can highlight that customer's ideas, problems, and behavior must be in the center of the marketing department attention in order to build out an efficient communication. Learning zones form strategic zones with separate groups of consumers and should be reflected in media content on all digital platforms of the company. However, since the company has a certain lack of focus on the elements of SMM, it can be argued that it does not have a full-fledged SMM strategy. The general values that guide consumer behavior are the importance of effective training at affordable prices. For the same reasons of needs, consumer motives are quite general, typical for all consumers and tend to change over time with changes in market conditions and seasonal fluctuations [23, p. 42].

When creating a consumer portrait, it is necessary to rely on preliminary market analysis, survey results and expert forecasts. Mandatory parts of the portrait are personal data (gender, age, type of employment, marital status), a brief description of lifestyle and features of consumer behavior, interests, motives, reservations, criteria and methods of decision-making in real estate transactions. The most effective channels of communication with consumers are shown in Fig. 3.2. below:





**Fig. 3.3. The most effective channels of communication with consumers\**

*Source: [48, p. 34]*

According to Fig. 3.3. the process of decision-making by the consumer under the influence of the considered factors includes the following components:

Thus, the process of purchasing a service is cyclical and consists of four phases: consideration of the initial set of brands, active evaluation of brands (or the process of searching for potential purchase options), purchase and subsequent purchase behavior.

For the company's consumers, such a motivator or trigger that prompts the consumer to think about a purchase can be a trip abroad, which prompts them to learn English, or a

training course to obtain a promising position in a company that requires knowledge of the English language. At the next stage, the consumer considers the initial pool of alternatives that first come to mind when thinking about the service. Then comes the stage of active study of the information space, during which the consumer chooses several of the most acceptable options. After that, the consumer makes a final choice and concludes a contract with the chosen company. At the final stage, satisfaction with the quality of the service received is evaluated, and the consumer draws certain conclusions, writes reviews on the company's pages and / or recommends this service to others.

The motivation of human behavior is aimed at satisfying one's own needs. As people revise and perhaps change their self-esteem, they may become receptive to goods, services, or ideas that they previously considered unnecessary.

Individual characteristics can help explain consumer behavior at different stages of the decision-making process. Market research shows that people with a high need for knowledge focus on the quality of advertising arguments. Those with low need are more susceptible to the influence of secondary advertising stimuli such as external attractiveness.

The motivation that prompts a person to buy a product or service can be as follows [19, p. 23]. Possession of things plays an important role between a person and his past. Various things are often bought to preserve memories and serve as a kind of symbol of various events in a person's life. Therefore, it would not be an exaggeration to say that such objects acquire a sacred meaning. Preserving the past can be a powerful advertising call.

Most people are well aware that different situations are shaped by their own social expectations, and therefore change their behavior accordingly. This is called self-control [25, p. 21].

People with low self-control respond quickly to commercial appeals because they prefer to "lead the crowd" rather than follow them. People with high self-control are more likely to respond to advertisements that represent their ideal image, which they want to match in a particular situation. social situation. Need is the main concept that should be paid

attention to when developing strategies to influence consumer behavior. When a need is identified and measured, marketing efforts can be coordinated to best meet consumer goals.

Today, much attention is paid to specific needs. Marketers and salespeople must take needs for granted. Therefore, the main task is to position the product or service in the target market as a tool that can really satisfy any need. This is the basic principle of consumer sovereignty.

As a rule, in any situation, a person has several needs. There is a theory that some forces create movement towards a target while others cause it to be avoided. Therefore, conflicts may arise. An experienced marketer can recognize the beginning of such a conflict and overcome it.

The most important purchase motive may be the one that the consumer is deliberately silent about. In such a case, it would be perfectly reasonable to present the person with evidence that is more admissible than his own. This gives the consumer the opportunity to make an objective and rational choice.

Let's say again that the main concept in the study of motivation is need. Need is a perceived difference between the ideal and actual state, sufficient to activate behavior [15, p. 18]. When a need arises, a person has urges to perform certain tasks, which are called incentives.

Interest plays an important role in the concept of individual human motivation - the value given to an important product. Interest shows how important the act of buying or consuming is for a person. When it is large, there is a motivation to collect and process information, and the probability of a more thorough and long-term solution to the problem increases much more.

Different people make purchasing decisions differently because each person has unique characteristics. One of the individual variables is called personality, which is defined as a stable set of human reactions to external stimuli. Human values also explain individual differences between consumers.

When solving the task of compiling a marketing mix, it is necessary to take into account the possibility of multidimensionality of individual characteristics. In addition to a person's personality and life purpose, such measurements may include economic resources such as time and money, as well as demographic measurements. All these variables can affect the situation of using the service.

Advertising in search engines is one of the most flexible tools of Internet marketing. Ad impressions can be targeted to target audiences and campaign results can be successfully scaled to cover all possible queries of target users. When planning search campaigns, it is important to consider all possible requests of the target audience, but search ads must correspond to the requests of users. This is due to the features of Google Ads. Because if your ads and keywords match the search query very closely and are relevant, they can rank higher than your competitors' ads: with a higher bid.

The main feature of such an ad is that its content corresponds to the search query of the audience, looks unobtrusive and has a high probability of interaction.

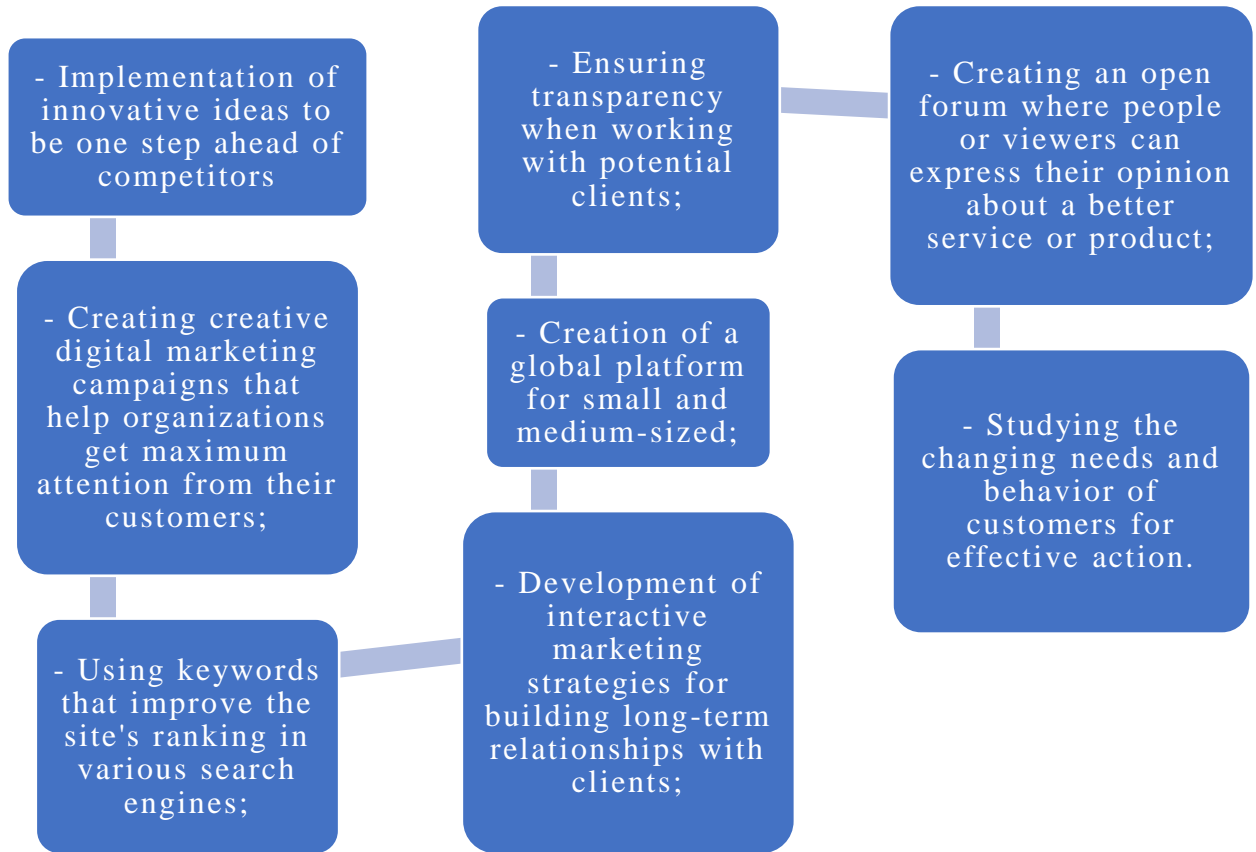
To ensure effective social media advertising, you need to choose the right goals for your ad campaigns that align with your company's business goals. In your ad account, you can choose goals that correspond to the following stages of the sales funnel: awareness, consent, and conversion. From the listed goals, the brand chose the conversion goal because it most closely matches the company's business goals. To attract the target audience, the brand uses in its advertising campaign, focusing on the audience of people who have a family, as well as the following interests: raising children, online services, education, etc.

### **3.2. Suggestions for improving English Prime School's digital marketing activities**

Today, a company cannot exist without positioning on the Internet. Analysis of the company's activities in the field of marketing indicates significant opportunities for attracting new customers. Despite the presence of a website and pages in social networks, the company

has reserves for development. First of all, this concerns social media resources and messengers, which today are practically not engaged in promoting the company's services.

The main goals of a company using digital marketing include the following components, listed in Fig. 3.4.: [22, p. 38]:



**Fig. 3.4. The main goals of a company using digital marketing**

*Source: [13]*

In accordance to Fig. 3.4., in order to achieve the company's goals, it is necessary to implement a comprehensive strategy of SMM advertising, which has certain characteristics related to the specifics of the market. It is recommended to unify the positioning of the company on the Internet with the existing positioning of the offline business. This will help increase the perception of the agency in the eyes of Internet users. At the same time, the

Internet as a communication channel has a number of features that should be taken into account when positioning.

On the Internet, the user is in contact only with information about a certain service. At the same time, in this case, full-fledged visual components of learning perception are excluded during communication within the Internet channel. An Internet user can only get them offline, that is, directly from students, where they can see the learning process and have the opportunity to purchase the service.

It should be noted that the information that the company wants to convey to its potential client is a key factor in influencing the audience. Given their value as single influencers in social networks, it is important to understand that this is where the emotional component of perception becomes especially important. The emotional reaction to information about the service is the second key factor affecting how it looks in the eyes of the target audience. And the company's positioning on the Internet should take into account the audience's orientation to these two points, taking into account the specifics of the channel [13, p. 7].

To achieve the set goals, it is necessary to develop a comprehensive strategy for promoting the company on the market, forming mechanisms for attracting customers, creating a positive image of the company and trusting relations between the client and the company, and determining the main indicators of the effectiveness of the developed strategy. Consumer behavior largely depends on the attitude towards the company. When choosing a service, the client is looking for a partner who inspires trust and has an undeniable authority, because the price of failure in this market is extremely high. Therefore, the operating company must have an impeccable reputation that creates a high level of consumer confidence.

Instead, the pages of the investigated company declare authority on various platforms, but the TOV (Tone of Voice) is not even fully formulated in one sentence - the company's mission statement involves a mixture of languages.

A feature of the market is, among other things, that customers mostly search for information on the Internet, which places special demands on the content and concept of the company's website. It should be noted that the company currently does not use enough digital marketing resources and must develop an online advertising strategy in order not to lose customers to the competition.

Google validation systems report that the site is optimized for mobile devices. Since it can be assumed that the company's target group uses smartphones, optimizing the site for mobile devices provides the target group with information about the agency's activities in a convenient format. At the same time, the size of the main text on the page does not adjust to the size of the device's screen, and the content of the content is again bilingual, which is a sign of the low literacy of the developers.

The use of a single concept for the design of publications would help create a unique and recognizable style, but now we observe insufficient filling of the company's page and insufficient systematization of content [10, p. 37]. Analysis of the company's YouTube channel shows that video content has the largest audience compared to other visual content, while the lack of focus on certain areas of work (reviews of new buildings, examples of projects from the company) creates a certain "confusion". » among consumers and emotionally pushes him away from the resource.

To develop a YouTube channel, it is necessary to constantly post thematic content created in accordance with existing trends. Video content for a children's audience on this company's channel can be created in the following thematic directions:

### **Family videos**

Demonstrating family values by involving parents, close relatives and friends and filming normal everyday activities while learning English in language courses (a walk in the park). There is an opportunity to harmoniously insert episodes with branded performances and fill the moments with the appropriate positive and emotional color. As practice shows,

content with family values is always interesting for viewing by a large number of target audiences.

### **Unusual places**

In a travel blog, you can share interesting facts about your city or other interesting places. This approach can be used to emphasize the importance of learning a foreign language, interesting stories about specific places, etc. In the process of creating content, it is also possible to recruit users, for example, under the slogan "Tell us about the company's courses."

### **Interview**

If a child likes to ask a lot of questions, it is necessary to direct his energy in a meaningful direction. Thanks to the presented approach, the company has the opportunity to implement an unlimited number of ideas, ask various questions and receive interesting and funny answers from the younger audience.

### **Collection of funny moments**

Funny moments happen in all families, so there will always be a lot of fun. You can announce a contest between funny language learning moments and give gifts to the winners. Thanks to the uniqueness and interest of the video, the audience of the YouTube channel will grow. The importance of posting comments that help promote and promote your video, channel and brand becomes important.

### **Life hacks for children**

There are millions of life hacks for all occasions on YouTube. These videos are very interesting not only for the children's audience, but also for parents, grandparents. The presented approach in most cases is not unique, but repeating the advice from other channels



with certain changes of authors and new participants allows you to achieve significant video popularity. Lifehacks can target associations when learning English.

Another channel for promoting the company and its brands can be TikTok. Yes, a brand can partially use video content from its own YouTube channel. The only limitation is the short duration of the video clip.

The images that the company uses to improve the effectiveness of the marketing strategy in social networks are very important, because if they are correctly formed and placed, they allow you to increase the popularity of the company's resource in the digital environment. Fig. 3.5. below shows the basic requirements for increasing the popularity of a brand account:



**Fig. 3.5. Basic requirements for increasing the popularity of a brand account**

*Source: created by the author, based on the internship program at English Prime School*

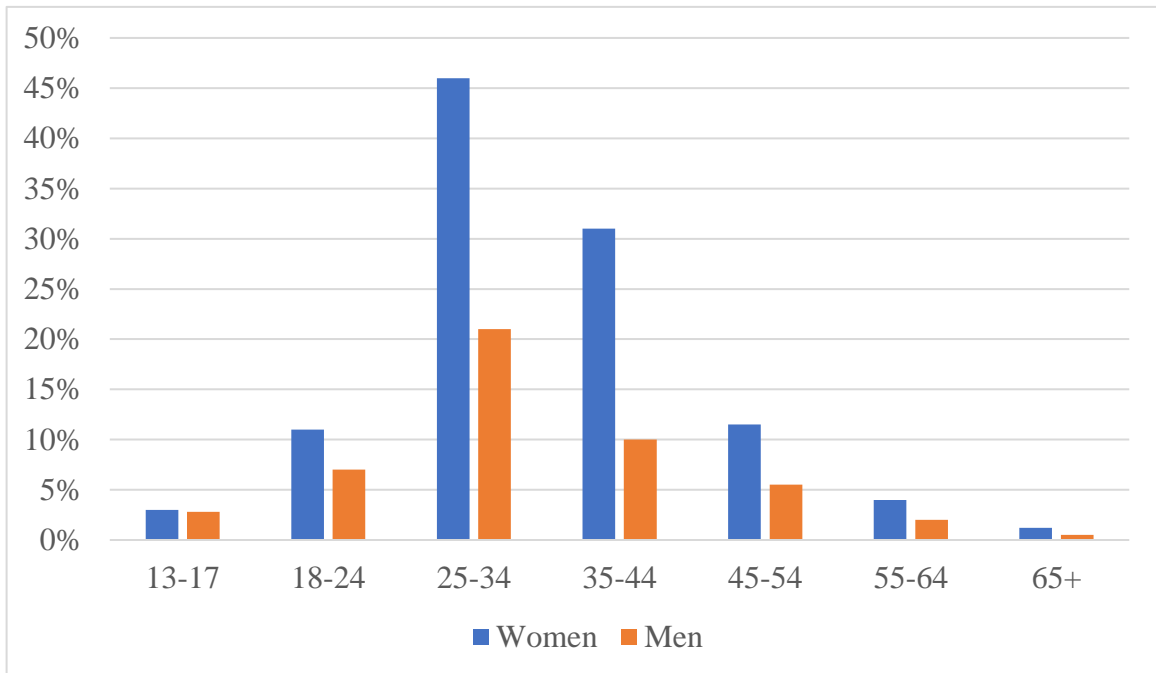
Analyzing Fig. 3.5. gives the conclusion that the process of attracting and retaining the attention of the audience involves the implementation of the described requirements by placing relevant content with a certain frequency. Users of younger age groups use Instagram every day, so it is necessary to post certain thematic images at least once a week, including photos of consumers who use the company's services. The peculiarity of school advertising is that the target group is also focused on a geographical area, so you can not use contextual advertising, but try to start targeting. Targeting allows us to target potential users based on their demographics without taking into account short-term interests such as context, allowing

us to work towards maximum reach. And since the service is available even to people with a relatively high income, we decided to use Facebook as a platform.

Setting up and running targeted ads on Facebook. The company started setting up targeted advertising, work on the project was divided into stages like definition of audience segments; creating creatives and writing advertisements; setting up and run an ad in the Facebook ad cabinet.

Advertising support: Analyzing advertising parameters, adjusting advertising campaign settings, writing alternative ads, adjusting bids, target groups, and budget.

As the target group, we chose women and men aged 25-55 who live within a radius of 30 km from the school and are interested in raising children. Fig 3.6. below indicates the proportion of men and women in regards of age, being clients at English Prime School in 2022:

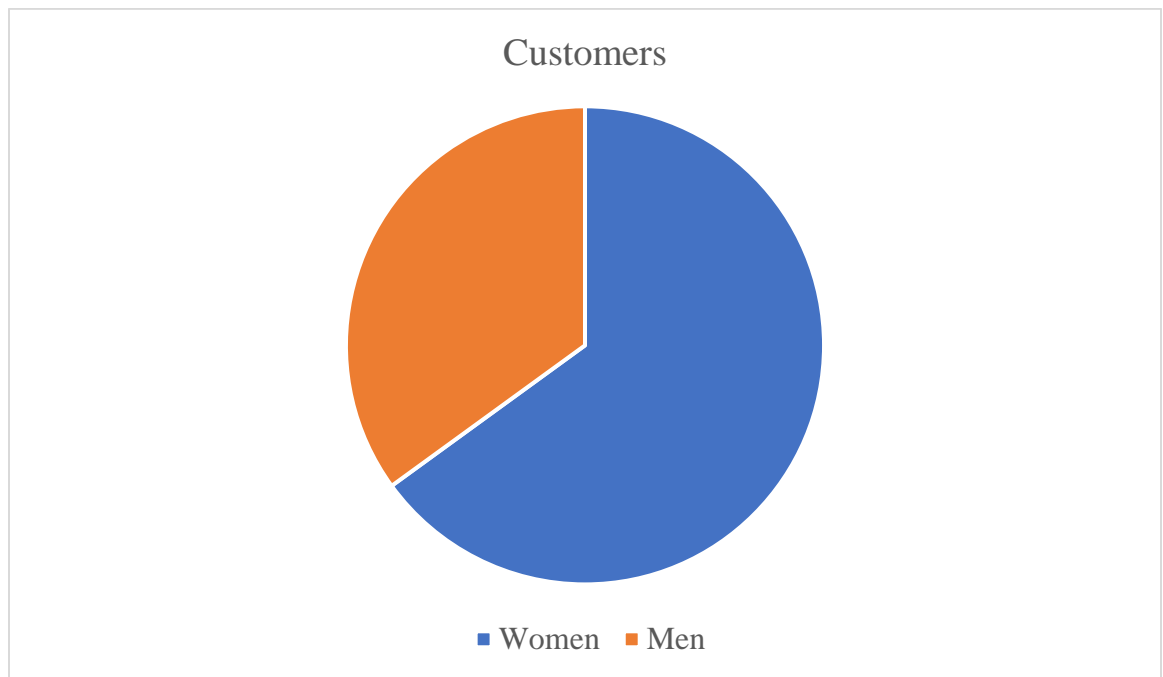


**Fig. 3.6. Sex and age proportion of clients at English Prime School in 2022**

*Source: compiled by the author in accordance to official information, provided by the marketing department at English Prime School*

According to Fig. 3.6., I can conclude that the highest percent of target customers belong to adults of 25-34 and 35-44. This come out of the fact that the organization provides various courses on improving professional skills. Kids and teenagers show less interest. The lowest percentage of target audients are people of advanced age.

The next figure 3.7. will indicate the overall percentage of all the customers in regards of age at 2022:



**Fig. 3.7. Proportion of target gender at English Prime School in 2022.**

*Source: complied by the author in accordance to official information, provided by the marketing department at English Prime School*

Fig. 3.7. indicates that women make up a higher percentage of the audience at English Prime school in 2022, which draw up 65% out of 100%.

When it come to attracting customer to your business, the advertising takes a great part of influence on the brand image and the influence on the customer. English Prime School

has set up the adds on billboards, which was a popular way to compel people’s attention to the business. Pic. 3.1. below shows the English Prime’s billboard advertised back at 2018:



**Pic. 3.1. An example of advertising for English Prime School on billboards in 2018**

*Source: compiled by the author in accordance to official information, provided by the marketing department at English Prime School*

Translation for Pic. 3.1.:

‘What we have for you’:

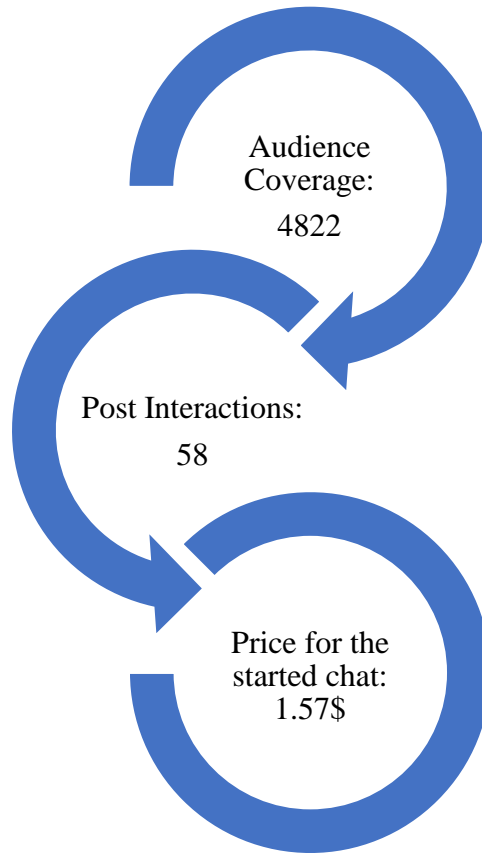
- English for everyone;
- Business English;
- Intensive course;
- Grammar course;
- Practical Speaking;
- ZNO;
- Summer English Camp.

As shown in Pic. 3.1. creating creatives billboards can be in the following format: including the name of the organization, lists the service that will be provided, shows organizational symbol, which is a Tower Bridge that English Prime uses in all their logos.

As a person, who is always under the influence of the adds, I can say that billboards start to lose their efficiency, which is why many businesses have switched to the use of social media. Running social networks in not free for any business. The average cost of 1 follower

on Instagram varies around \$1.50-\$2, which is not bad at all for such a broad and desired advertising.

Fig 3.8. below shows the average cost of running Instagram page for English Prime School in October 2022 taken from an Instagram post.



**Fig. 3.8. Average Instagram post efficiency at English Prime School in October 2022**

*Source: compiled by the author in accordance to official information, provided by the marketing department at English Prime School*

According to Fig. 3.8. I conclude that in order to make a person interested in the course in at least getting to chat with him or her, the company has to spend 1.57\$ per post. Instagram post has a broad coverage in approximately 4900 views and 60 interactions following it.

For effective positioning of the company in social networks, it is necessary to develop several stages of a comprehensive advertising strategy, namely:

Focus on several separate strategic areas and develop an appropriate advertising strategy for each segment separately, since the market and consumer audience for them are very different.

Create a common TOV (Tone of Voice) - the main tone of communication with the audience, which will be recognizable everywhere on all platforms and will be a kind of "business card" of the company. Of course, the quality of the content must be impeccable, because it is a manifestation of respect for the consumer.

Determination of the main characteristics of typical representatives of the target group, for whom the main content in the digital space is formed. The company's advertising strategy in social networks depends on the features and characteristics of the types of target audience.

Timely and regularly monitor the audience's attitude towards the company, measure brand loyalty and use various marketing tools to create a positive image of the company among the consumer audience.

I consider that developing a consistent media plan for systematic interaction with digital consumers and create an atmosphere of trust in the company. It is important to create mechanisms to counteract negativity in social networks and regularly monitor opinions on forums, blogs and other sites where there is information about the company in order to systematically direct the discussion in order to improve the company's reputation. Implementation of the proposed strategy will allow to increase the sales figures of the company's services. Thanks to strategic thinking and the use of a team of analysts, it is possible to quickly identify services that have lost their relevance and launch innovative products on the market that meet the growing needs of modern users. Accordingly, the company has the opportunity to implement a range of services that is optimally offered for the functioning of the national market in the appropriate space-time conditions.

The communication channel - contextual advertising - allows users to determine the source of information, since the unique address of the online store was used when clicking on the link. In most cases, users do not even pay attention to the uniqueness of the link, but use the link only to go to the desired web resource. However, an effective company identifier

is provided as part of an effective marketing strategy. It should be noted that the company has the opportunity to place various sites on the Internet to promote its products. In modern conditions, business card sites, which are a one-page web resource that advertises a limited list of products, have gained considerable popularity. For customers, this offer is positioned as unique [50, p. 21].

Another channel of marketing communication is a unique phone number placed in advertisements on the market. In the context of the popularization of delivery, this approach can also be actively used to establish communication with potential customers and generate traffic to the website of the retailer's online store.

The company's strategy is based on the introduction of innovative technologies that create competitive advantages over other market participants and promote customer loyalty in the long term. Innovations make it possible to increase the efficiency of key processes due to cost optimization and contribute to increased profitability. At the same time, thanks to advanced approaches, it is possible to raise the quality characteristics of products to a new level and ensure constant demand from consumers.

The idea of an innovation project includes not only a set of documents, but also the activity or event itself, during which any actions are carried out within a certain period of time with the aim of achieving specific results for the innovation process. Systematization of incoming ideas, selection of ideas for a new product or service, analysis of the effectiveness of a new product, development of a marketing program, production of a new product or service, testing on a group of customers, introduction of a new product to the general public [35, p. 23]. Use based on the marketing program of the product or service and other stages are the main stages of formulating and implementing innovative projects at Prime English School. Innovations in the curriculum are usually made after customer surveys, feedback that the teacher can receive during the lesson, employees who need improvements, and changes related to the suitability of the material provided. One of the innovations that I was lucky enough to witness was the trial of a new way of taking student exams. It was a much more complex process than expected and took 2 months. The

innovation manager has an idea and a real teacher and her group of students then give positive feedback.

Management of inventive activity refers to the concepts, methods and formats of management of innovation processes. Organizational structures and their employees are involved in this activity. The art of organizing and coordinating labor, materials, and other resources throughout the innovation lifecycle using a system of modern implementation methodologies to achieve project goals in terms of project composition and scope, time frames, and quality levels.

The company has a highly competitive position and has significant growth prospects, which allows us to use the great authority of the company and its international brands. At the same time, as part of the localization of production and expansion of the target audience, local brands appear in the structure of assets, the technological processes of which have been improved thanks to the introduction of innovative technologies with attracting the necessary investment funds.

The company implements a number of measures to increase customer awareness and ensure long-term communication through the use of modern digital marketing tools. First of all, the company focuses on social networks and the use of appropriate content, which makes it possible to inform about the range of products and other thematic projects that connect users with the company's brands. Thanks to its strong activity in the digital environment, the company has the opportunity to keep users informed of current offers.

### **3.3. A forecast for improving digital marketing at English Prime School**

Social media marketing has become not only a useful tool for brand promotion, but also an important component of successful business. SMM 2023 trends are the key to a successful advertising strategy in social networks, the ability to predict and actively apply the next trends and avoid mistakes.



Social media marketing remains an effective and indispensable tool for marketers to engage audiences and, consequently, increase sales. The number of visitors to the platforms grows every year, the development of technologies progresses, inevitable changes occur, which leads to changes in social marketing trends.

Currently, the brand's high activity in social networks gives a lot of feedback from auditors, so it is necessary to follow the trends to always stay afloat.

Key SMM trends to improve digital marketing at English Prime School:

### **Marketing of micro-influencers**

Today, brands actively use the standard form of marketing influence with the help of "big" influencers. They were mostly well-known influencers, celebrities with several million followers. In 2022, there is a trend towards micro-influencers who can bring more potential to the company. This includes bloggers with fewer subscribers, from 1 to 10,000. Despite a small audience, a micro-influencer has a high level of trust and engagement, as well as a lower cost of service. A great blogger's "star" audience is mostly passive subscribers, but the cost of advertising that doesn't pay off is high. Micro-influencer leaders tend to have a specific niche that makes them a viable option to engage with relevant brands. Therefore, the trend of SMM 2023 will be the transition to micro-influence marketing and cooperation with middle-level bloggers in social networks.

### **Artificial intelligence**

This trend will progress not only in the field of social marketing, but also in other areas. Artificial intelligence allows you to optimize the process and improve results. Automation at English Prime School enables accurate analysis of search patterns and customer behavior. The tool helps to make connections between complex data sets that require time and human effort.

Today, this trend is used in areas such as advertising, keyword research, content optimization, e-commerce transactions, product recommendations. AI-powered social media

analytics enable you to measure and increase brand equity, identify consumer behavior, and better understand your audience. It also creates a clear understanding of what content to publish to achieve maximum impact. Based on this analysis, AI can make recommendations about what to publish, when and where.

### **Flexible marketing (Agile Marketing)**

It is a method of flexible planning of marketing strategies using data and analysis. When solving tasks, you can use tests, evaluate results and effectively implement changes. A comprehensive approach allows you to cover several locations and run several advertising campaigns at the same time. Flexible marketing should include such interactive activities as various games, quizzes, reviews, contests, reviews [38, p. 14].

### **Voice search**

One of the main elements and trends that are actively developing and will develop at an unprecedented pace. This is with the introduction of the possibility of visual and linguistic search in search engines. The voice assistant will be a real breakthrough in marketing. Since the search engine targets social media profiles, the content must be compatible with voice search. This allows you to receive signals from the profile and offer profitable results to the potential audience.

In order to stay ahead of the English Prime School competition, it is necessary not only to know the trends, but also to incorporate them into your strategy. Voice search and the popularity of using the tool is growing every day.

### **Live broadcasts**

During the 2020 pandemic, live streaming was at its peak. Users perceive the trend positively and still love this format of communication with idols and experts. Live broadcasts are a great way to showcase the behind-the-scenes activities of the English Prime School brand.

The trend of SMM is becoming more and more popular, so it is worth communicating with customers more often through live broadcasts. You also create a sense of community among customers and strengthen their loyalty [6]. Live broadcasts belong to variable content that disappears after a certain time. A similar principle of SMM motivates users to watch the video faster before the publication deadline, as well as to make a purchase decision faster.

### **Short video content**

The video format is one of the most powerful tools of social networks and is gaining more and more fans every year. It is the video content that will be the most effective means of the marketing strategy of promoting English Prime School in social networks.

However, instead of long videos, the trend is towards shorter video content. The social network TikTok, which currently has about 850 million users, has brought short videos to the first place.

Google predicts that by 2025, video content will account for about 80% of all Internet traffic. As the number of videos increases, so do the requirements for content quality. You need to work on creating unique, interesting content and develop a strategy to incorporate video into your marketing mix.

### **High quality of service, exclusivity**

Sales of English Prime School on Instagram, Facebook and other platforms will only increase. Most users use a social network account to purchase goods/services. Quality content, products and a high level of customer service, an individual approach generate a high level of trust among online buyers and become a trend. Consumers want brands that are passionate about their business and genuinely care about their customers. Additionally, shoppers feel more comfortable shopping with companies that offer rich interaction and instant responses to comments or questions. Be sure to enable messaging on your Facebook page or add a messaging plugin to your website if you don't have the ability to respond to social media messages immediately.

## **Confidentiality**

One of the most relevant and hottest trends not only in the field of SMM for companies. Data protection and user data protection regulations are being strengthened all over the world. GDPR has already been implemented in Europe, the problems it brings can affect the business of each brand individually. As people work from home, protecting personal data is more important than ever. Google Chrome has announced that it will begin removing tracking cookies by the end of 2023.

So, to always stay competitive, it's time to invest in social media management and study the trends of the coming year. This direction removes barriers for close interaction of the English Prime School brand with customers. It will also help build a solid reputation for the company. Studying trends allows you to "keep your finger on the pulse" and use effective tools to develop a strategy for the next year. Social networks are actively becoming leaders in content consumption among users of various age groups, which provides a wide reach of the target audience.

In the coming year, various platforms will only develop and adapt to customer demand. Therefore, it is important for brands and marketers to know trends in advance and increase brand recognition, attract new customers with the help of popular tools and trends.

## CONCLUSION

Therefore, the intensive development and use of digital information and communication technologies in the modern globalized information society has led to the active implementation of digital marketing in business activities. The use of digital marketing tools and methods by companies significantly affects the behavior of the target group, activates loyalty programs, helps to strengthen the image, achieve the planned marketing goals, the competitive position of companies and generally increases the efficiency of business activities. And these trends will only intensify.

It has been established that marketing activity is an important factor that determines the success of the company's activities in the offline and digital environment. Using modern marketing approaches, it is possible to get in touch with the target group and bind them for the long term. It should be noted that without effective marketing measures, the brand will be unknown, because the modern user is overwhelmed with information about products and pays attention only to offers that are unique in his opinion.

It is shown that marketing activity is very important for ensuring the functioning of the company in the long term. However, they are an integral part of the relevant strategy and contain a combination of individual elements based on scientifically based approaches. Effective marketing activities lead to better market share, increased revenue and profitability. First of all, they recognize the needs of customers and satisfy them with customized products and services.

English Prime School uses different tactics to improve social media. The school itself is aware of its strengths and weaknesses, opportunities and threats. It is very important to constantly evaluate and update. A company can find parts of the organization that are performing well by conducting a SWOT analysis. These are the key elements of success that give a company an edge over its competitors. By recognizing these assets, English Prime can ensure they are preserved and maintain its competitive advantage.

The orientation of a large number of users is manifested in the posting of photo and video content on various resources on the Internet, as well as in the sending of recommendations through messengers. In addition, various topics related to companies can be actively discussed in social networks. To achieve effective results, it is necessary to use appropriate digital marketing tools, the ratio of which is selected taking into account the characteristics of the manifestation of factors of the external and internal environment. The company has pages on social networks such as Facebook, Instagram.

As mentioned earlier, the school implements a word-of-mouth strategy that has proven to be very effective. It is important to build relationships with your followers on social networks by communicating with them more often. Social media users usually communicate directly with brands. This gives social media managers a great chance to build lasting relationships with their audience.

Based on the analysis, an algorithm of consumer behavior was chosen, the most important factors were highlighted and it was proved that some of them are particularly important for consumers, especially psychological and social factors.

During the analysis, the most relevant promotion tools for the service sector were selected. Among the effective methods of demand formation, you can choose such tools as SEO optimization, contextual advertising, contextual advertising, retargeting, email marketing. The most effective way is to combine different digital means of communication with the customer to achieve a stable, positive attitude towards the company.

In order to maintain an active position in the market and maintain the competitiveness of the company, it is necessary to constantly analyze its work, identify shortcomings, develop a marketing system in all possible areas, after changes in the environment, the appearance of new opportunities. Therefore, planning marketing activities is an important task in view of the rapid growth of the market, the international integration of our country and the increase in demand for products. Therefore, it is important to plan a system of marketing communications, which should take place in four main directions: tariff planning, sales, development of services and sales promotion (development of a system of discounts and

benefits in each region depending on the type of seasonality and type of services, etc. That is, the price offer may change and decrease during periods of low demand with minimum service, etc.; Development of a system of discounts for individuals and legal entities who frequently use the services. For example: every 10th purchase with a 50% discount").

The advantages of implementing marketing approaches in the digital environment are not only in their innovative power, but also in the ability to collect large volumes of data. This means that company analysts always have access to up-to-date information and can adapt data collection to current evidence-based metrics. The obtained data allow not only to evaluate the effectiveness of the use of various digital marketing channels, but also to test various measures to increase the loyalty of the target audience and the growth of conversion.

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## APPENDIX

### Appendix A. Financial Reports for 2020-2022 at English Prime

Indicators	2020	2021	2022
<b>Capital</b>			
1. Capital (at the end of the period), thousand UAH.	1 877.3	2 589.7	3 750.9
1.1. Equity:	1 408.3	2 058.7	3 203.1
Undivided profit	1 223.7	2 007.5	3 029.2
1.2. Loan capital	22.0	24.9	30.1
- including current settlement obligations	22.0	24.9	30.1
<b>Resources</b>			
The average annual cost	802.0	1 018.2	1 571.4
Average annual value of current assets	789.2	1 112.3	1 660
<b>Economic indicators</b>			
3.1. Revenue from the sale of services, thousand	1 706,2	2 250,9	2 450,7
3.2. Realized value of services, thousand UAH.	689,7	705,4	923,7
3.3. Profit (loss), thousand hryvnias: from operating activities, thousand hryvnias	411,9	820,1	1 020,7
3.4. Net profit, thousand	390,3	850,2	1 156,1
3.5. Labor productivity thousand hryvnias.	331,7	552,7	590,7
3.6. Profitability of sales, %	22,08	35,8	44,62
<b>Financial indicators</b>			
Coefficient of autonomy	0,965	0,969	0,962
Maneuverability coefficient	0,411	0,421	0,43
Coefficient of financial dependence	0,013	0,011	0,08

## Appendix B. English Prime official Instagram profile page

The image shows the Instagram profile page for 'english\_prime\_school'. At the top, the Instagram logo is on the left, a search bar in the center, and 'Log In' and 'Sign Up' buttons on the right. The profile header includes the username 'english\_prime\_school', 'Follow' and 'Message' buttons, and statistics: '2,261 posts', '24.5K followers', and '35 following'. The bio describes the school as teaching English and German, with 6 branches in Kyiv and online options, 80% practical lessons, and a phone number. It also includes a website link. Below the bio are icons for various social media and content categories: Celebrities, TikTok, Bloggers, Students, FAQ, Our team, and Telegram. The main content area is set to 'POSTS' and shows three posts. The first post has a blue background with the text 'СЛОВА, ЯКІ СКЛАДАЮТЬСЯ З ДВОХ ЛІТЕР' and a photo of a man. The second post has an orange background with 'ПЕРЕКЛАДАЄМО ТРИ РАНДОМНІ СЛОВА' and the words 'arrogant' and 'hypocrite'. The third post has a light blue background with 'ЧОМУ КРОЛИК - СИМВОЛ ПАСХИ В США?' and 'та інші традиції святкування'.

Instagram

Search

Log In Sign Up

english\_prime\_school Follow Message

2,261 posts 24.5K followers 35 following

Школа англійської мови English Prime  
Ревіть німецьку з нами в @deutsch\_prime  
• 6 філій у Києві+ONLINE  
• 80% уроку-практика спілкування  
☎ + 380 (073) 310 13 39  
реєстрація на консультацію  
[englishprime.ua/uk/vvodniy-urok-free](http://englishprime.ua/uk/vvodniy-urok-free)

Celebrities TikTok Bloggers Students FAQ Our team Telegram


POSTS REELS GUIDES TAGGED

СЛОВА, ЯКІ СКЛАДАЮТЬСЯ З ДВОХ ЛІТЕР

ПЕРЕКЛАДАЄМО ТРИ РАНДОМНІ СЛОВА  
arrogant  
hypocrite

English Print  
ЧОМУ КРОЛИК - СИМВОЛ ПАСХИ В США?  
та інші традиції святкування

# Appendix C. English Prime official Tik Tok profile page



+ Upload
Log in
⋮

We're updating our Privacy Policy. Please click [here](#) to review. OK

FOR YOU

Following

LIVE

Log in to follow creators, like videos, and view comments.

Log in

Discover

# whenwomenwin

# holi

# blacktiktok

🎵 Solar Power - Lorde

🎵 Where'd All the Time Go...

🎵 La Esmeralda, Act 1, Esm...

# filmtik

# anime

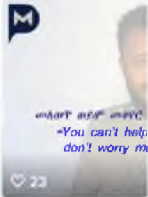
🎵 Nobody - Mitski

[About](#) [Newstream](#) [Contact](#) [Careers](#)  
[ByteDance](#)  
[TikTok for Good](#) [Advertise](#) [Developers](#)  
[Transparency](#) [TikTok Rewards](#)  
[TikTok Browse](#) [TikTok Embeds](#)  
[Help](#) [Safety](#) [Terms](#) [Privacy](#)

## prime english school

50.5M views

Discover videos related to prime english school on TikTok.



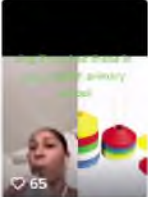
23

@prime\_english2 Prime\_English

#prime #vocabulary #learnenglish #can't #help #it

23 Likes, TikTok video from Prime\_English (@prime\_english...)

465 views | 🎵 original sound - Prime\_English




65

@lfc.jamie CAPCUT

#duet #CapCut

65 Likes, TikTok video from CAPCUT (@lfc.jamie): "#duet #..."


1631 views | 🎵 som original - moon 🌙



@english.prime English Prime


Do you speak English? 🤖 Idea credits to @mryang\_english #инглиш #АНГЛИЙСКИЙ...

Suggested accounts




@primeenglishschool

Prime English School  
1980 followers • 157 videos




@primeenglishschool

primeenglishschooloflanguages  
5 followers • 2 videos



@prime\_english2

Prime\_English  
1261 followers • 19 videos



@english.prime

English Prime

Hashtags

# primeenglishschool

114 views

# primeenglishschoolofeng...

123 views

# englishprimarschool

45.7K views

# prenglischschool

69 views

# english\_for\_primary\_sch...

6108 views

Sounds




## Appendix D. English Prime official Tik Tok profile page

Telegram

home Channels Stickers Add - FAQ

home / Linguistics / English Prime School / Post #780



## English Prime School

3331 @englishprimeschool

**OPEN** School of English "English Prime".

**English Prime School**  
@englishprimeschool · 2 years ago **OPEN IN**

-Idiom of the day! 📖

🤖 **Move up in the world** = to rise; succeed in life.  
Instead of "move", "go" and "come" are also used.

💡 **Meaning** : to have more money or a better social position than you had before.

👤 **Roger and Ann have gone up in the world** - these days they only ever travel first-class.