

THE ROLE OF MARKETING STRATEGY IN EDUCATIONAL SERVICE ORGANIZATIONS

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Abstract: *This article explores the significance of marketing strategy within educational service organisations and its impact on institutional success and competitiveness. In today's rapidly growing education marketing, effective marketing helps institutions understand student needs, clearly articulate their offerings, and build a strong brand identity. The research emphasises the importance of strategic planning, digital marketing, and managing service quality to attract and retain students. It particularly focuses on IELTS preparation centres, such as IELTSZONE educational institution, as a case study of modern marketing practices. The results indicate that integrated marketing strategies greatly enhance enrollment rates and customer trust. Consequently, a marketing strategy is essential for the sustainable growth of educational organisations.*

Keywords: *marketing strategy, brand positioning, digital marketing, educational services, IELTS Zone educational centre, service quality.*

Introduction

Educational institutions are places where humans are trained, educated, and taught to reach their level of maturity. The atmosphere created by such organizations play a key role in forming the knowledge basis of the students, meanwhile the marketing strategies promote potential students (customers) with the needed supplier of educational service, proportionally bringing innovations and new ways of showing the facilities of the above-mentioned sector to individuals' lives. In a globalising sector of Educational Service Organisations, the role of marketing strategies, tactics and operations is unmeasurably important. The customers of such organisations are often thirsty for knowledge and want to satisfy their demand on innovational “wisdom” by constantly asking questions and striving for deep understanding in the needed sphere of learning.

Therefore, marketing strategy is becoming an important part of the activities of educational institutions. Through marketing strategy, organisations identify their target audience, effectively promote their services, and develop in accordance with market demands. Marketing strategy is especially important for international exam preparation centres, including IELTS preparation courses.

Main Body

Educational services, unlike tangible products, are intangible in nature, and their quality largely depends on the educational process and the level of service provided. Therefore, a marketing strategy allows educational organisations to study the needs of students and offer them appropriate services.

The main tasks of a marketing strategy are:

- 1) market analysis
- 2) identifying the target audience
- 3) effectively promoting services
- 4) building an institution's brand

Educational institutions can differentiate their services from others through a properly developed marketing strategy.

In recent years, the Internet and social media networks have become a crucial tool for marketing activities. Students often search for information about educational organisations using the above-mentioned tools.

The main opportunities provided by Digital Marketing:

- 1) quickly reach a wide audience
- 2) measure the performance of the advertising
- 3) direct contact with potential students.

Understanding how buyers' needs and desires are important in developing effective marketing strategies. The need to understand the needs of the potential customers and the deviation in their needs and wants from this service organisation created a highly competitive niche to grow and open new ways and methods of content representation. What is really interesting in innovative ways of marketing is that customers are less and less interested in empty words and promises from advertisements, and want something more supported by strong facts that can defend the brand-name of the organisations and boost their institutional success.

Nowadays, the number of students who want to become international students and study abroad is increasing day by day. As demand rises, the supply rises too, so the number of IELTS Preparation learning centres is also increasing. The marketing of IELTS preparation centres is similar to each other, except for a small number of them. A lot of such centres use social media just like giving information about their organisation, showing the results of only successful students, free trial courses.

However, there are some rare examples of another structure of marketing. Let's take as an example IELTS Zone educational centres in Uzbekistan that promotes its students with strong customer relationship management and with incontestable, effective and efficient performance in preparation its students for the IELTS exam. What methods does it use to defend its status in a highly competitive market? The branches of that learning centre instead of using any extra empty words like “Learn English just in 3 months”, “Become an English expert just in a year” or “From zero to native in 3 month”, use real results of all of their students and emphasises that the average results of them are higher than market average in comparison with its competitors' performed results, not only showing the most successful results.

As students value real results more than only the kind of above-mentioned promises, the IELTS Zone performs well enough and in a competitive way in the market of the educational sector.

In brand-positioning terms, companies need to identify the brand name and structure of branding to the targeted audience. IELTS Zone identifies its brand as a solution for the students who value quality and results, rather than education. That is why the prices of courses promoted by the above-mentioned learning centres' branches seems like above than the market average price. However, for the target audience, it is clear that quoted prices wholly cover the expectations from the education process.

The analysis of IELTS Zone's marketing strategy highlights the importance of integrating multiple marketing tools into a selling strategy. For instance, an educational institution uses social media platforms to increase brand awareness and stay connected to potential students, and its website provides detailed information about courses, tuition fees, and strategies that they use during the education process. Reviews and success stories of former students serve as social proof, increasing trust and loyalty. In addition, personalised communication and consultations help to solve students' individual problems and guide them towards choosing suitable courses. This integrated approach ensures that potential students receive consistent and convincing messages throughout the decision-making process.

The results of this study show that educational institutions using integrated marketing strategies demonstrate significantly higher enrollment rates and higher student loyalty. By aligning strategic planning, digital marketing, brand management, and quality of service, educational organisations can create valuable goodwill that resonates with potential students. Moreover, the integration of marketing and operational processes ensures that advertising messages accurately reflect the real educational experience offered by the educational institution.

An additional competitive advantage of that learning centre is its location. It is no secret that the location matters and also plays an important role in marketing. Why? Because human beings value comfort and operational advantage, there is a common philosophy as “Why must I give up more something to gain something, if I can give up less?” If the location of an organisation is comfortable, it means that there will be fewer issues related to the logistics and transportation systems. Moreover, a comfortable and attention-grabbing location creates free goodwill for the businesses as more people see the billboards, advertisements, brand-name and the flow of students. That is why IELTS Zone uses a similar module of free marketing as prioritizes locations near important public transportation systems' stations. For example, near the underground, bus and taxi stations or primarily near the roads.

Conclusion

In conclusion, the increasing commercialisation and globalisation of education have made marketing strategy a fundamental component of institutional success. Educational organisations must adopt strategic, data-driven, and student-centred, fact-based marketing approaches to navigate the complexities of modern education markets. The case study of

IELTS Zone educational institution illustrates how integrated marketing strategies combining “digital communication, brand positioning, and service quality management” can significantly increase institutional growth and reputation. As competition within the education sector continues to intensify, institutions that invest in well-designed marketing strategies will be better positioned to attract students, maintain trust and loyalty, and achieve sustainable development in the long run.

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