

## MATHEMATICAL METHODS, MODELS AND INFORMATION TECHNOLOGIES IN ECONOMY

### INTERNET PROMOTION OF EDUCATIONAL SERVICES BY CLASSICAL UNIVERSITIES OF UKRAINE

**Belz O.H.**

Candidate of Economic Sciences, Associate Professor,  
Department of Information Systems in Management,  
Ivan Franko National University of Lviv

The current economic, political, and demographic situation in Ukraine resulted in a significant increase of competition in the market of educational services. Educational institutions are increasingly using tools for Internet marketing with the aim of maintaining a competitive advantage.

The main methods of Internet promotion are: contextual advertising; remarketing; SEO – Search Engine Optimization; banner advertising; social media marketing; teaser ads; Cost Per Action; mobile advertising; website promotion articles; e-mail marketing; information about the company in Wikipedia; site registration in thematic catalogues.

The use of specific tools for Internet promotion increases the rankings of sites. But scientists have not examined the influence of Internet marketing on the position of sites on the Internet.

The article examines the methods used to promote educational services on the Internet by the top 10 classical universities of Ukraine (according to the information and educational resource “Osvita.ua”) and Computer Academy STEP.

The study analysed the websites of educational institutions (selected the following services: Webometrics and SimilarWeb).

Taras Shevchenko National University of Kyiv, Sumy State University, and V.N. Karazin Kharkiv National University are leaders over the activities (according to the Webometrics service). Sumy State University, Vasyl Stefanyk Precarpathian National University, and Odessa I.I. Mechnikov National University are leaders in terms of site traffic (according to the service of SimilarWeb).

The main source of site traffic educational institutions is organic search through search engines. Classical universities of Ukraine practically do not use paid methods of Internet promotion. However, Computer Academy STEP uses the following tools of Internet marketing: paid search; referrals; banner advertising; e-mail marketing. Therefore, STEP Computer Academy received good positions in the rating by traffic volume (according to the service of SimilarWeb).

Thus, it is necessary to develop a system of content-management and to pursue a more aggressive marketing policy for the successful operation in the market of educational services.