



EFFECTIVE MANAGEMENT STRATEGY OF SOCIAL MEDIA MARKETING SERVICES IN HIGHER EDUCATION BASED ON DIGITAL TECHNOLOGIES

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Abstract: This article examines strategies for effective digital management of social media marketing services in higher education institutions. Social media platforms have become an important tool for strengthening relationships with students, their parents, and the community. Digital technologies, including artificial intelligence and Big Data, help improve the individual approach to higher education and effectively manage marketing processes. This article analyzes methods of audience segmentation, creative content creation, and optimization of marketing campaigns. Also, ways to develop the brand of educational institutions and increase their competitiveness in the global education market will be shown through various platforms.

Keywords: Higher education, social media marketing, digital technologies, artificial intelligence, Big Data, audience segmentation, creative content, brand development, competitiveness, optimization.

Social media marketing and digital technologies serve as an important tool in developing the brand of modern higher education institutions, increasing their competitiveness and attracting students. This article discusses the importance, key components, and success factors of developing an effective digital strategy for social media marketing services in higher education. It is emphasized that social media marketing is a factor that increases competition in the field of modern education and strengthens the position of higher education institutions at the international level. Today, higher education institutions are expanding their communication with the general public through social media.

Social media serves as an ideal platform for regular communication with students, their parents and the community. Since students are actively using modern technologies, social media marketing of higher education institutions helps them to create a complete picture of the chosen university or institute. Also, through marketing strategies in higher education, it is possible not only to demonstrate the achievements of the institution, but also to present its educational programs, scientific research and social initiatives.

The role of digital technologies in marketing. Digital technologies play an important role in the effective management of marketing processes. They provide comprehensive coverage of marketing strategies and help monitor their implementation. Through digital technologies, higher education institutions will be able to plan, monitor and analyze social media posts. For example, through Big Data and artificial intelligence (AI) technologies, higher education institutions can choose an individual approach to influencing the target audience, further optimize marketing strategies and increase the level of interactivity.

Development of effective management strategies. In order to effectively manage social media marketing, higher education institutions should pay attention to the following factors:

- **Audience identification and segmentation:** It is necessary to identify students and other target

groups of the institution. A good understanding of your audience will ensure that your social media campaigns are accurate and effective.

- **Creative Content Creation Strategies:** Content quality is a primary factor in social media marketing. Developing content related to the brand of a higher education institution that is interesting and useful to students will increase their interest in the brand.

- **Analysis and Optimization:** It is important to analyze the effectiveness of social media campaigns through digital technologies. Through this, it is determined what is working well and what areas need improvement during marketing campaigns

The role of artificial intelligence in management. Artificial intelligence technologies allow for more individualization of messages delivered to the target audience in social media marketing. For example, a higher education institution can collect a lot of information about students, parents and employees with the help of artificial intelligence, and communicate with them through relevant messages. These types of algorithms allow students to be served more relevant messages so that the institution's brand stays in their minds and sustains their interest.

Use of social media platforms. Higher education institutions actively participate in social media platforms and strengthen their position. Through platforms such as Instagram, Facebook, YouTube, TikTok and LinkedIn, educational institutions have the opportunity to stay in close contact with students and the community.

- **Instagram:** Widely popular among young people, it has the opportunity to cover university life and events through visual content.

- **YouTube:** Creating video materials, distributing textbooks and educational content through this platform increases students' trust in the institution.

- **TikTok:** Popular among young people, this platform allows you to reach your audience through short, creative video content.

Higher education institutions need to use digital technologies to evaluate the effectiveness of social media marketing campaigns. For example, tools like Google Analytics, Meta Insights, and Hootsuite are available to track and optimize performance on social media pages. At the same time, the results of digital analysis help to develop marketing strategies in the right direction. Analytics tools can help determine how an organization interacts with its audience and what type of content is most engaging. These tools can be used to analyze the success of social media campaigns and make adjustments to future strategies.

Effective management of social media marketing services based on digital technologies in higher education is important for success in a competitive environment and for improving the quality of education. With the help of digital technologies, the messages delivered to the target audience are clear and effective, and strengthen the brand of higher education institutions. Creative content production, accurate audience segmentation, and improved individualization with the help of artificial intelligence are critical to the development of social media marketing strategies for higher education institutions. These aspects serve not only to provide students with education at the right time and place, but also to increase the quality of education.

Conclusion. Effective management of social media marketing services based on digital technologies in higher education institutions is an important factor in improving the quality of education, developing the brand and supporting the interest of students. With the help of digital technologies, higher education institutions can analyze their audience more deeply, deliver clear and effective messages, and increase their competitiveness. The use of technologies such as artificial intelligence and Big Data in higher education improves efficiency by providing an individual approach to the needs of students.

By creating creative content and properly managing social media platforms, higher education institutions strengthen their reputation in society and successfully participate in the global education market. At the same time, continuous improvement of social media strategies through the use of analysis and optimization tools also serves to increase the quality of education.

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