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## **USING INTERNET MARKETING TOOLS IN THE MANAGEMENT OF EDUCATIONAL PROJECTS FOR THE DEVELOPMENT OF HUMAN POTENTIAL (EDUCATION FOR ADULTS)**

**Summary:** One of the main components of the economic potential of the country and regions is human potential. Nowadays requirements are rising, especially for the education of the employee and his ability to constant development. There is a lack of qualified professionals worldwide. In Ukraine, this is primarily due to the unfavorable demographic situation and the negative migration balance.

In this article the necessity for the educational projects and programs considering inquiries of the market, the adaptive, aimed at the development in listeners of soft skills and focused on education adult students throughout all life is proved.

The essence of Internet marketing technologies and tools is considered and disclosed. The necessity and expediency of using Internet marketing technologies in the process of managing educational projects for the development of human potential of the region is justified.

**Key words:** human potential, adult education, project management, Internet marketing.

### **1. FORMULATION OF THE PROBLEM**

In the context of labor migration and a decrease in the flow of young people to the labor market, the importance of using the labor potential of people aged 45 + is growing. One of the main requirements on the part of employers and, at the same time, the reason for the refusal of employment of such candidates is the education of the employee and his ability to constantly develop – purchasing new skills and advanced training. However, research shows that it is this category of workers that is promising regarding loyalty to the organization, discipline, experience and the opportunity to learn.

Now in Ukraine, the area of adult education is not developed enough, and, therefore, for further development requires the involvement of modern tools in the management of educational projects. Internet marketing can be such a tool.

## ANALYSIS OF RECENT RESEARCHES AND PUBLICATIONS.

The problematic issues of formation, use and development of human potential in Ukraine are devoted to the work of many leading specialists and domestic scientists. So, Yakovenko R. [Yakovenko 2017], Zamaraiev A. [Zamaraiev 2015] and Babenko V. [Babenko 2019] revealed the essential value of human potential. Hrishyna E. [Hrishyna 2013], Nykyforenko V. [Nykyforenko 2018] identified the main factors affecting human potential, outlined the directions of its formation and methods of evaluation. Human capacity management and development focus in work Zlupko S. [Zlupko 2010], Kurii L. [Kurii 2009], Mekhedova T. [Mekhedova 2010]. Possibility for the use of modern Internet marketing tools in enterprise management are highlighted in the works of Mozghovoi H. [Mozghovoi 2013], Petryk E. [Petryk 2004], Yarlykova A. [Yarlykova 2013], Paderina I., Romanova O., Tytarets Ye. [Paderina 2016] and other leading specialists involved in the promotion of goods and services in the Internet environment. However, in the management of human development education projects, such tools are underutilized and require further study.

TASKING (formulating the purpose of the article).

Justify the possibility and necessity of using Internet marketing tools in the management of human development education projects (adult education).

## 2. PRESENTING MAIN MATERIAL

In the modern world, the main component of the economic potential of a country, territory, region is human potential, which is considered as:

- socio-economic category, which develops in interaction with economic processes and appearance, defining priorities of the state, community and person [Yakovenko 2017];
- indicator of the effectiveness of the social level, reflecting the provision of the needs of the population of a certain socio-territorial entity [Zamaraiev 2015; Babenko 2019; Nepriadkina 2019].

Human potential is the set of living conditions of a person in his social, political, cultural, spiritual, material and other aspects.

It is human potential that is the main strategic resource and factor of economic growth in the regions. It determines the efficiency of the use of productive, financial and natural capital and directly affects the rate and quality of economic growth of the region [Kurii 2009].

The importance of human capacity in the region's economy is due to a number of reasons:

- in the process of transition to a post-industrial society, an information and innovation economy, a person becomes the main productive force;
- only a person can have an innovative potential, that is, a reserve of knowledge and skills that correspond to modern high-tech development [Zlupko 2010];

- human capacity determines the pace of economic development and scientific and technological progress [Mozghovoi 2013].

The level of utilization and human development is shaped by a number of factors. In Hrishyna E.S. [Hrishyna 2013], the factors that negatively affect the use and development of human potential include:

- the increase in the number of unemployed in the region;
- low wages;
- unbalanced demand for professions in the labor market and the structure of the graduation of specialists by universities;
- high housing prices in the primary and secondary markets;
- high level of taxation, tax burden on individuals;
- high share of paid medical services;
- high crime rates;
- poor ecology.

It can be assumed that the same factors, without a negative sign, have positive consequences and are factors for the effective formation and development of human potential.

This approach can take place because it really focuses on the activities that should be taken into account in the development of programs for the formation, use and development of human potential [Nikiforenko 2018].

In the context of a post-industrial society, requirements for physical qualities, and especially for the education of an employee, including their ability to constantly develop – the acquisition of new competencies and advanced training, are growing.

There is now a shortage of qualified specialists in Ukraine, which is primarily due to the unfavorable demographic situation and the negative migration balance [Nechayeva 2021]. Therefore, in the context of labor migration and a decrease in the flow of young people to the labor market, the importance of using the labor potential of people aged 45 + is particularly increasing.

The attitude of employers to the category of workers 45 + is gradually changing. That is, a number of objective reasons: senior workers are more likely to show devotion to their work, less likely to take sick leave, more time can work productively, are more motivated, and, as practice proves, such workers are able to adapt to changes no worse than young people. Educational and professional mobility ceases to be a sign of young age, it should “accompany” a person on all life cycles [Nechayeva 2021].

The time of wide-ranging specialties is a thing of the past. Niche training helps to further go into your profession and receive parochial, specialized skills that are highly in demand among modern employers. The goal of education based on this approach is to give the opportunity to acquire the necessary skills in the minimum time frame and use them as effectively as possible in work. Implementation of this goal allows you to create a short, focused course, which forms a set of knowledge and skills necessary for positions of a certain level in the company.

The main directions for the development of adult education in the international environment and, such that they should become the main ones in Ukraine, are: experiments on the non-linear organization of the educational process, the introduction of a credit system and a point-rating assessing, the development and implementation of individual education programs, the organization of interaction with the labor market, customers and consumers of professional personnel, the creation of educational quality management systems during the formation of an independent national quality assessment system obtained by a graduate of an educational institution qualification.

Therefore, now there is a need for the educational projects and programs considering inquiries of the market and adaptive, aimed at the development in listeners of soft skills (soft skills) focused on education throughout all life of adult students.

Project management is the use of specific knowledge, skills, tools and techniques to deliver something of value to people. Today, we live in The Project Economy, where projects are the driving force behind how work is done, change is realized and value is delivered. In The Project Economy, the worldwide growth of project management proves its value as a: as a recognized and strategic organizational competence; as a subject for training and education; as a career path [3].

“Project” is a huge, broad word that has such rich possibilities in terms of helping define how people do what they do and how organizations achieve their goals, create change, and deliver value. We are moving toward not defining work by its features or attributes, but in terms of what needs to get done, and figuring out the best way to do it [10].

It is impossible to achieve the maximum effect in the management of educational projects without the use of modern Internet marketing technologies, which make it possible to timely identify not only changes in the educational services market and the labor market, but also employer requirements for workers that are emerging under the influence of the development of the Industry 4.0 paradigm. This is a relatively new kind of marketing, “Using traditional and innovative tools and technologies on the Internet to identify and meet the needs and demands of consumers through exchange for profit or other benefits” [Mozghova 2013].

Despite the relative novelty, the definition and meaning of this concept have undergone certain changes (Table 1).

**Table 1. Evolution of the definition of Internet marketing**

<b>№</b>	<b>Definition</b>	<b>Author, source</b>
1	Internet marketing theory and methodology [Petryk 2004]	Petrik E. A. (2004)
2	This is a tool that solves part of the company’s marketing tasks, and no more [Vyryn 2009]	Virin F. (2009)
3	A way to establish long-term relationships directly with readers, students, followers and fans. This is the language we need to learn now, no matter what message we’re trying to send [Tsarov 2010]	Ak J. Friedlender (2010)

cd. Table 1.

№	Definition	Author, source
4	This is the process of using modern Internet information technologies in conducting marketing research, developing goods, setting prices, bringing to the consumer and introducing new approaches to stimulate sales in order to maximize the satisfaction of consumers' needs through the innovative organization of material and information exchange [Mozghova 2013]	Mozgovaya G.V. (2013)
5	This is the promotion of goods and services in the seller's market using Internet technologies using special tools (Internet marketing tools) [Yarlykov 2013]	Yarlikov A. (2013)
6	Marketing technology through computer networks and systems. It is one of the components in the overall marketing strategy of the company [Paderin 2016]	Paderin I. D., Romanov O. V., Titovets E. S. (2016)
7	The theory and methodology of marketing organization in the hypermedia environment of the Internet, as well as a set of techniques aimed at attracting attention to a product or service, popularizing this product in a global network and its effective promotion for the purpose of sale [Rabei 2019]	Rabey N. R. (2019)
8	A set of events in the worldwide Internet network aimed at attracting the attention of potential consumers to goods or services, increasing the popularity of this product (site) on the network and its promotion for the purpose of sale [Turchyn 2019]	Turchin L., Ostroverkhov V. (2019)
9	this is a set of techniques on the Internet aimed at attracting attention to a product or service, popularizing this product (site) on the network and its effective promotion for the purpose of sale [Shvets 2021]	Shvets M. (2021)

The characteristics, advantages and disadvantages of using the main digital marketing tools are shown in Table 2.

Table 2. Analysis of modern digital marketing tools [2]

Tool	Characteristics	Advantages	Disadvantages
CRM for Instagram	Customer Relationship Management, which through process automation allows you to build relationships with them quickly and without errors, which allows you to increase sales	convenient for potential customers; notionally free for the company (expenses include only the salary of the company employee); effective for small businesses	poorly structured information on communications; It is difficult to track statuses with a large flow; no solution for re-selling and analytics collection inside the messenger
Viber-mailings	a channel through which both promos and trigger messages can be sent; much	suitable for medium and large businesses; almost 100% delivery; works well on differ-	The form of notification of a message to the user depends on the settings of the

cd. Table 2.

Tool	Characteristics	Advantages	Disadvantages
	longer text message than in SMS; clickable links provide additional site navigations [Hrekova 2020]	ent platforms; It is possible to add video or audio content, photos and drawings to the message; a high percentage of visits to the sender's site cheaper than SMS mailing	gadget; dependence on Internet connectivity
Dialogues LinkedIn	it is a social network for business communication, finding employees and open vacancies [Hrinova 2019]	efficient in industries B2B by expanding the customer base through the involvement of professionals in live communication	requires significant attention to the potential client and time to maintain dialogue
Using of chat-bot	this is a program that simulates a real conversation with the user. Use text or audio notifications on sites, instant messengers, mobile apps, or by phone [29]	effective interaction with clients; economy; tracking content delivery and user data; lead generation and qualification; ease of operation.	requires a continuous update of the user audience; does not understand sarcasm; cannot provide quality customer service not effective for all types of business [20]
Use of mobile traffic	This is a transition to a site made using a mobile device (smartphone, communicator, tablet, computer connected to the Internet using a modem).	allows you to increase the customer base, accordingly increase sales and profits of the company.	requires changing search engine algorithms, setting up a site for mobile search; faster response of the site to requests of visitors; inconvenience of viewing pages on a smartphone deprives the online sales store, reduces conversions, increases the number of failures, reduces profits
Using Content Marketing	content in the form of articles, infographics, photos, videos distributed through various channels, such as the company's blog, social media pages, e-mail mailing, video channel on YouTube	helps to build long-term relationships with the target audience; to attract potential customers and retain existing ones; increasing sales	requires high quality, uniqueness and completeness of response to user requests, long-term creation, time-consuming, difficult to measure efficiency [27]

cd. Table 2.

Tool	Characteristics	Advantages	Disadvantages
Use of content with responses, reviews and comparison of the prices in models of influence on the decision on purchase, attraction of influencer	Models for accelerating user purchasing decisions.	reduction of the purchase decision cycle; increased loyalty on the part of visitors; increased confidence over competitors; increasing traffic from search engines; Increases customer numbers and sales volumes improving brand reputation, business as a whole	content with feedback, reviews requires customization and stimulation of feedback, analysis of information and clear interaction with the client. Influencers and opinion leaders are expensive. Costs may not pay off.
Augmented reality	using a special application with which you can see the product in real time in the terms of use that the customer needs.	increases the customer base, sales and revenue of the company	limited use by business, depends on gadget settings, requires significant financial resources
Voice and Visual Search	a technology that allows you to set a search query using a voice or image, respectively, without using a keyboard.	accelerates search in the Internet environment, on the mobile much more convenient than a text set; not all people like to type [4]; allows you to stand out among competitors	requires customization and adaptation for gadgets

The use of a range of Internet marketing technologies in the management of educational projects will contribute to the expansion of the educational services market, allow you to form new modern educational programs, or update existing ones in a timely manner, attract new consumers, and, as a result, increase the effectiveness of the educational project.

The relationship between the educational project management stages and the digital marketing tools used at each stage is shown in the Fig.1.

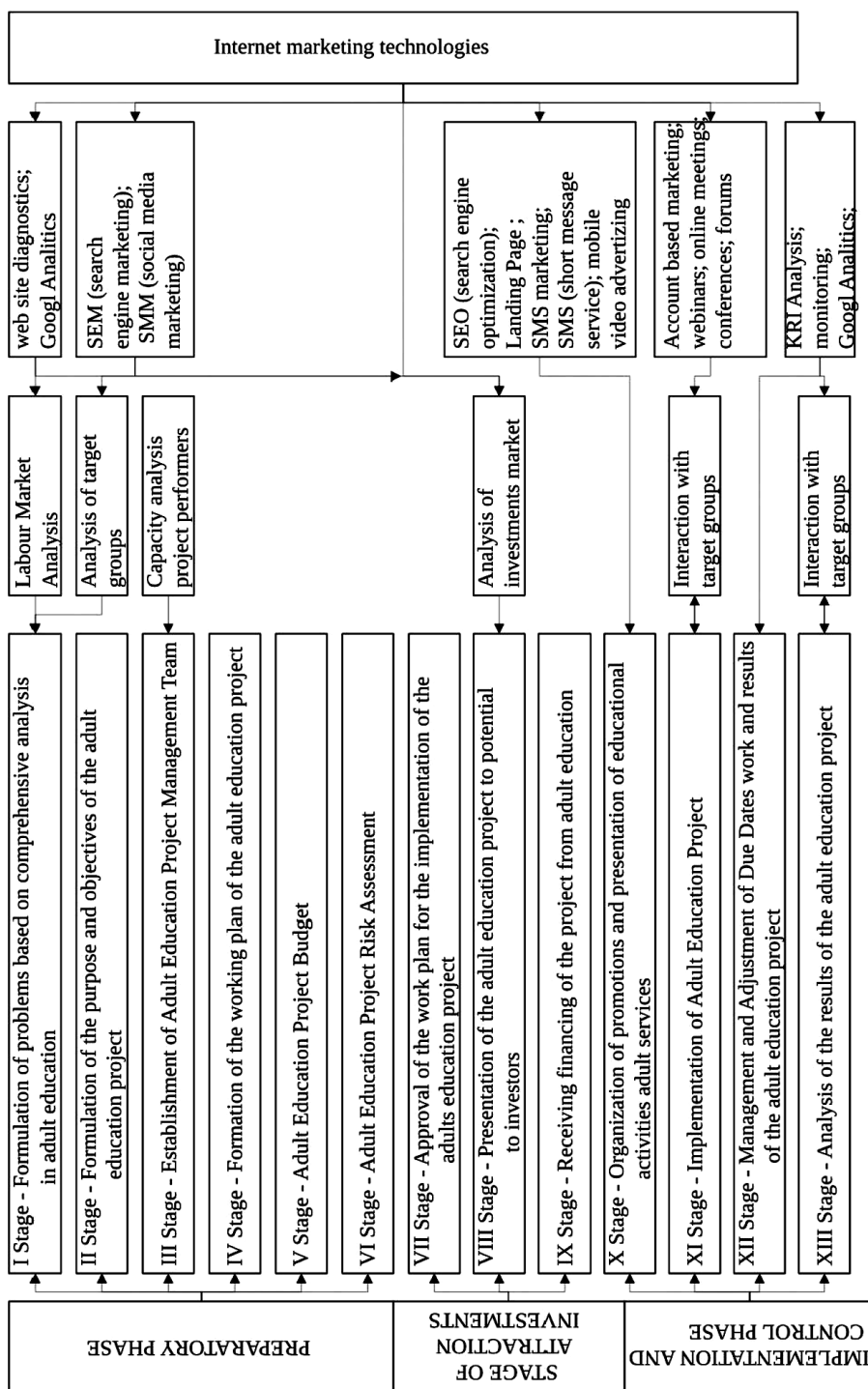
At the stage of preparing an educational project, it is advisable to use such Internet marketing technologies as website diagnostics, Google Analytics, SEM (search engine marketing) and SMM (social media marketing).

The research stage of educational project management provides for Web analytics, which is designed to diagnose all performed actions and identify prospects and opportunities for further expansion of the educational services market.

It is advisable to analyze the state of the labor market and the competitive environment using technology such as diagnostics of market participants' web-



Figure 1. Adult Education Project Management Process (Author Development)





sites. The importance of the website is determined by the fact that information is presented on it, the Internet marketing tools that are used, etc., determines the model of work in the market, purpose, tasks, as well as the target audience of the educational project. The website is a source of information for customers about the product of educational services, its advantages and features.

Such technology as Google Analytics allows you to use both common criteria (initiating a session on the site or opening an application, etc.) and narrow (as interaction with specific products) [5]. This provides an opportunity to create a re-marketing audience to further attract consumers. With its help, the time spent by consumers on the website of the organization, which implements an educational project and shows their interest in it. This can become the basis for further expansion and improvement of supply and qualitative improvement of information support for the promotion of educational services on the market.

Target audience analysis should be done using Search Marketing (SEM). The task of SEM (Search engine marketing) is to attract a target audience, encourage visitors to become customers of the company [Razumov 2019]. Using this technology allows you to attract consumers through social networks, various search engines, while analyzing their preferences. It is also appropriate to use SMM (Social media marketing), a technology that ensures the image of the organization through interaction with the target audience. Social media monitoring, aggregation of social media (collection of content from various media services), social tabs, social analytics (trend research), equipment, social networks are used [Hryshchenko 2013].

At the stage of attracting investments, in addition to the technologies outlined above, the use of targeted advertising related to SMM in social networks will be effective. This will help attract not only new consumers through creativity in photos, videos and texts, but also help find potential investors through the wide functionality of the settings of such advertising.

The next stage of the management of the adult education project is related to implementation and control and begins with the promotion of an educational service in the market, which should be carried out using high-quality content, that is, through the filling of the media space with information (articles, videos, infographics, blogs, images, etc.) about the educational service in order to attract the attention of the audience. The creation of such content is the basis of “inbound marketing”. It is important to use Internet advertising, which will allow you to get traffic for a site or page on social networks.

Platforms with which most often work in Ukraine – Google AdWords, Facebook, YouTube and Instagram. Outsourcing Team provides services for setting up and launching ad campaigns at different levels of complexity on these platforms. In order for the online advertising of the educational service to give the best result, it is necessary to create a website, or Landing Page, describing the educational service and all its advantages, so that the consumer, having familiar-

ized himself, immediately decided to purchase it. That is, Landing should focus on the target audience.

For active interaction with consumers, it is advisable to use SEO (search engine optimization), a marketing method that involves optimizing and establishing the issuance of information about an organization implementing an educational project on the Internet. That is, the website is configured in such a way that its internal content (content) corresponds to the ranking algorithms in search engines to increase the number of references to it among authoritative Internet resources of a specialized thematic or information orientation [Romanenkova 2014]. The use of SEO several times increases the chances of being noticed by target groups.

An effective marketing tactic for managing an educational project is lead-generation, which allows you to find potential consumers by certain contact data (more often first and last name, phone number and e-mail). This allows you to use SMS marketing, e-mail marketing and mobile marketing. Activating media advertising is an equally effective online advertising tool. Today, mobile video advertising is gaining popularity.

Interaction with partners in the management of an educational project can be maintained using Internet marketing technologies such as webinars, forums, online conferences. At the same time, the target audience for such events should be collected using targeted advertising on social networks.

The final stages of educational project management are monitoring and adjustment of the work and results of the adult education project and analysis of the results. The use of technologies such as KPI Analysis, monitoring and Google Analytics at these stages will not only determine the quality of each project task, but also monitor data on a daily basis and identify the dynamics of changes in consumer interest, increase the effectiveness of the project, as well as understand what works best, and what needs to be disposed of. At the final stage, considerable attention should be paid to analytics, for which you can also use Google Analytics.

### **3. CONCLUSIONS**

The development of technology and the reduction of the life cycle of professions led to the aging of the classical model of education and the need to develop the human potential of the region by creating educational models that would give fundamentally new competencies, in particular adult education.

Human development projects, in particular adult education, realize both social and economic goals:

- acquisition of modern competencies, growth of earnings, career growth, possibility of changing the place of work (individual level);
- increased productivity, responsibility, adaptability to innovation (organizational level);

- growth of economy, economic activity, continuation of age boundaries of labor activity (social level).

Increasing the effectiveness of the educational project will allow the use of a set of Internet marketing technologies in the management of educational projects, which will contribute to the expansion of the market for educational services, will allow the formation of new modern educational programs, timely updating of existing ones and attracting new students.

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## **WYKORZYSTANIE NARZĘDZI MARKETINGU INTERNETOWEGO W ZARZĄDZANIU PROJEKTAMI EDUKACYJNYMI NA RZECZ ROZWOJU ZASOBÓW LUDZKICH (EDUKACJA DOROSŁYCH)**

**Streszczenie:** Jednym z głównych składników potencjału gospodarczego kraju i regionów jest potencjał ludzki. W dzisiejszych czasach rosną wymagania, szczególnie w zakresie wykształcenia pracownika i jego zdolności do ciągłego rozwoju. Na całym świecie brakuje wykwalifikowanych specjalistów. Na Ukrainie wynika to przede wszystkim z niekorzystnej sytuacji demograficznej i ujemnego salda migracji. W niniejszym artykule udowodniono konieczność realizacji projektów i programów edukacyjnych uwzględniających potrzeby rynku, adaptacyjnych, ukierunkowanych na rozwój u słuchaczy umiejętności miękkich i nastawionych na kształcenie dorosłych słuchaczy przez całe życie. Rozważa się i ujawnia istotę technologii

i narzędzi marketingu internetowego. Uzasadniono konieczność i celowość wykorzystania technologii marketingu internetowego w procesie zarządzania projektami edukacyjnymi na rzecz rozwoju potencjału ludzkiego regionu.

**Słowa kluczowe:** potencjał ludzki, edukacja dorosłych, zarządzanie projektami, marketing internetowy.

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