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## **DIGITAL TOOLS IN MARKETING STRATEGIES OF HIGHER EDUCATION INSTITUTIONS: NEW TRENDS AND APPROACHES**

An important stage in the adaptation of educational institutions to the changes occurring in the modern digital world is the process of integrating trending digital tools into their marketing strategies and the educational process as a whole. The role of digital technologies is growing, and thus, modern marketing tools are applied in many areas, including education [1; 2]. Social, economic, and political factors, in which potential applicants and educators live, as well as in which higher education institutions function, also drive this process.

The significance of integrating digital tools into the marketing strategies of higher education institutions is also determined by the outflow of applicants abroad and changes in Ukraine's educational policy, such as the consolidation or reduction of universities. These challenges push for maximizing efforts to attract applicants, making modern communication channels and digital tools a critical factor for the successful conduct of the admissions campaign.

In this regard, marketing strategies of educational institutions should evolve toward innovation and adaptability. It is essential to explore new ways to inform and engage applicants, test various methods and communication tools with potential audiences, and promote educational services not only to young people but also to other social groups. Social media should, at this point, be an integral component of modern positioning strategies for educational institutions:

- informative and structured Facebook with clear messages and case studies;
- bright and attractive Instagram with creative photo and video content;
- progressive TikTok with quick adoption and adaptation of all possible trends to the educational environment;
- thoughtful YouTube with useful informational content and podcasts [3].

Currently, the implementation and regular, systematic use of content marketing and video marketing are vital aspects of building an effective digital marketing strategy. Video has become an essential communication tool for youth as it allows for receiving information in an interactive and convenient format. Blogs, videos, presentations about faculties and their features, professors, the learning process itself, and student testimonials all contribute to creating an atmosphere of trust and attracting applicants.

Among other trending tools in modern marketing, the use of Big Data for advertising purposes should be highlighted. Collecting and analyzing data on current and potential students will allow educational institutions to better understand the needs of applicants and the advantages that should be emphasized when developing both communication strategies and educational programs [4]. Tools based on artificial intelligence are also rapidly developing, and thus, they should be incorporated into both operational and educational processes.

It is also crucial to continue utilizing platforms for online learning and video conferences, such as Zoom and Google Meet. The experience gained from using these tools during the pandemic and under martial law should serve as a foundation for developing new approaches to organizing and conducting both educational sessions and presentation events. This will allow reaching a broader audience from various regions of the country and the world, compared to traditional offline events. Overall, the adaptability of universities to technological changes is currently a key factor in their success within the Ukrainian educational market [5].

Amid today's challenges, opportunities for growth in long-term planning can be found. The development of skills in working with digital tools and the experience of their application at the current stage of societal and business development seems to be one of the main priorities. It can be concluded that mastering modern digital tools and the timely and effective application of digital skills is becoming one of the primary vectors for the development of educational institutions.

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