Czech University of Life Sciences Prague

Faculty of Economics and Management

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Bachelor Thesis

UniStudy organization profile on social networking sites

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Faculty of Economics and Management

BACHELOR THESIS ASSIGNMENT

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Business Administration

Thesis title

UniStudy organization profile on social networking sites

Objectives of thesis

The objective of the thesis is to evaluate the impact of social networking sites on business efficiency. Comparing two popular platforms, Facebook and Instagram, used by a selected business – UniStudy organization – regarding the convenience of obtaining information, external signs that immediately attract attention, and modern features, another objective is to recommend the most suitable social network for the selected company.

Methodology

This bachelor thesis is divided into two parts: theoretical and practical. The work will be processed using descriptive and comparative methods.

In the theoretical part, social networks and types of organizing profiles for customers' convenience will be described as they are presented in specialist scientific literature.

In the practical part, the features and impacts of the two social networks, Facebook and Instagram, used by the UniStudy company will be compared. Based on the analysis results, recommendations for the most suitable social network for the selected organization will be given.

The proposed extent of the thesis

30-40 pages

Keywords

advertising, business promotion, social networks, social profiles, trends

Recommended information sources

BELANCHE, D., CENJOR, I., PÉREZ-RUEDA, A. Instagram Stories versus Facebook Wall: an advertising effectiveness analysis. Spanish Journal of Marketing – ESIC, 2019, 23(1): 69-94. DOI 10.1108/SJME-09-2018-0042.

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Declaration

I declare that I have worked on my bachelor thesis titled "UniStudy organization profile on social networking sites" by myself and I have used only the sources mentioned at the end of the thesis. As the author of the bachelor thesis, I declare that the thesis does not break copyrights of any their person.

In Prague on   14.03.2023   _____

Acknowledgement

UniStudy organization profile on social networking sites

Abstract: This thesis examines UniStudy, which provides educational services for international students in the Czech Republic. Their function is to attract students wishing to continue their studies in Prague. They offer services and English or Czech language studies as well as preparation for university interviews at the end of the course. The company was founded in 2019 and has been recruiting more and more students each subsequent year. This thesis examines the impact of using social media platforms to increase and maintain an audience for a brand like UniStudy.

The thesis observes how UniStudy attracts its student customers through new trends and basic marketing strategies aimed at them, which is one of the main criteria of a business that is more developed through online platforms. Consequently, they have organized various interactivities to engage students emotionally through a contemporarily designed social media platform. This way, they attract students' interest every year using all the essential criteria online. This work focuses on UniStudy's marketing strategy through Instagram and Facebook platforms. The research is focused on the future of business through social media and the trends that attract customers and, last but not least, also on choosing the platform that would be the most effective for the business.

Keywords: Social Media, Online, Business, Strategy, Advancement, Instagram, Facebook, Platform.

Profil organizace UniStudy na sociálních sítích

Abstrakt: Tato práce se zabývá organizací UniStudy, která poskytuje vzdělávací služby pro zahraniční studenty v České republice. Jejich funkcí je získávat studenty, kteří chtějí pokračovat ve studiu v Praze. Nabízejí služby a studium anglického nebo českého jazyka a přípravu na přijímací pohovory na vysoké školy na konci kurzu. Společnost byla založena v roce 2019 a každý další rok nabírá stále více studentů. Tato práce zkoumá důsledky využití platforem sociálních médií pro zvýšení a udržení publika značky, jako je UniStudy.

Práce dále zkoumá, jak UniStudy přitahuje své zákazníky-studenty prostřednictvím nových trendů a hlavních marketingových teorií zaměřených na ně, což je jedno z hlavních kritérií podniku, který se více rozvíjí prostřednictvím online platforem. Za tímto účelem pořádají různé interaktivní akce, které emocionálně zapojují studenty prostřednictvím moderně navržené platformy sociálních médií. Skrze všechna online hlavní kritéria tak každoročně přitahují zájem studentů. Práce se zaměřuje na marketingovou strategii UniStudy skrze Instagram a Facebook. Výzkum je zaměřen na budoucnost podniku prostřednictvím jeho sociálních sítí a na trendy, které přitahují zákazníky, a v neposlední řadě také na výběr platformy, která by byla pro podnik nejefektivnější.

Klíčová slova: Sociální média, Online, Podnikání, Strategie, Pokrok, Instagram, Facebook, Platforma.

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1 Introduction

Technology is a sphere that has not stopped evolving, not even for a moment. The evolution of technological tools has not stopped there, as the world moved from manual information technology to mechanical information technology and experienced progress from writing in ink to a typewriter. After that, a great leap forward was electronic information technology in 1970. It brought the computer, which enabled information exchange between several users. Gradually the development came to computer information technology, which made it possible for people not to go to the post office to send letters but to do all this via electronic media. With the appearance of the Global Web in 1991, people's life became easier in exchange for information. Today no human being can imagine his or her life without using these resources for a single second, including both the young generation and adults.

Corporations and small businesses are also trying to exploit and get the most out of the Internet. It is also impossible not to agree with one of the geniuses of our time, the quote of Bill Gates, "If your business is not on the Internet, then your business will be out of business" (Tomorrow.city, 2021). Businesses have since adopted new social networking tools and are using them to make it easier for them to find customers in other ways, and they can only profit from that. The customer can only rejoice because they need to know more about the product and social media is undoubtedly a great help in that regard. They can find not only company descriptions of their products but also comments from previous customers. That is why marketers can do nothing but treat their customers with respect (Tomorrow.city, 2021).

The dissertation specifically looks at the impact of a company's profile on customer perceptions. The analysis takes into account the company's social media activity. It also selects the best social network for small business development in a practical way with figures and diagrams. This approach has its advantages because the analysis of a company's activity is based on the information that is available on the Internet. The activity of the entire population on social media is no longer surprising and secretive.

2 Objectives and Methodology

2.1 Objectives

The thesis focuses on social media and the supporting elements that a business may need for the most effective promotion. To better understand and provide insights into the topic, the role of social media in business needs to be defined. The main objective is to compare popular platforms such as Facebook and Instagram in categories such as ease of getting information, external features that are immediately striking, and the use of certain features that are trending. The ultimate goal of the study is to provide a verdict on which social network is best for a company and to explore how companies can increase their customers through social media, including advertising integration and leveraging other social tools and trends.

2.2 Methodology

This bachelor thesis paper is divided into two parts: theoretical and practical. The theoretical part includes basic information about social networks and types of organization of profiles for customer convenience. Features of marketing in social networks will help businesses to develop and attract an extensive reach. The practical part includes a study of the company UniStudy. Using this company's social networks, it is possible to find the best social network for business promotion. In the end, conclusions are drawn from the data obtained and analyzed.

3 Literature Review

3.1 Social media

Social media has reached a sufficient mass of the online population. Virtually all of us are connected to it in one way or another and understand what is meant by the term. The role of Internet social media in society should not be overstated or understated. Social media is a part of today's information reality, which like any communication tool can be used for different purposes. Social media is a computer technology that has united all Internet sites and thus facilitated the exchange of information.

Social media has attracted every modern person because with a simple tap of your finger you can say hello to your friend. You can discover the possibilities of successful earnings in them. Small companies entering this area can start moving.

Obviously, if social networks attracted users to communicate, they could not attract companies to promote. Companies have found their advantage in using. Previously, they could only limit themselves to advertising in the city or in a newspaper for a small audience. Often without finding their customers. Now, by logging into the company's social media, the whole world can see them (Korombel and Ławińska, 2019).

3.2 The history of development

Social media refers to online platforms and technologies that allow people to connect, communicate, and share content with each other. The history of social media can be traced back to the early days of the internet in the 1960s and 1970s, when the first computer networks were developed for academic and government use.

In the 1980s and 1990s, online forums and chat rooms emerged, allowing people to connect with others around common interests and topics. These early social media platforms were text-based and largely anonymous, but they laid the groundwork for the social media we know today.

The first recognizable social media site, Six Degrees, was launched in 1997. Six Degrees allowed users to create a profile and connect with friends, and it paved the way for other social networking sites like Friendster and MySpace, which were popular in the early 2000s.

In 2004, Facebook was launched, quickly becoming the dominant social media platform. Facebook allowed users to share photos, status updates, and messages with their friends and family, and it eventually expanded to include features like groups, pages, and events.

Twitter was also launched in 2006, offering a platform for short, text-based messages called tweets. Other social media platforms that emerged in the late 2000s and early 2010s include LinkedIn, Instagram, Pinterest, and Snapchat.

Social media has had a profound impact on society, enabling people to connect and share information in ways that were previously impossible. It has transformed the way people communicate, do business, and engage with their communities, and it continues to evolve rapidly as new technologies and trends emerge (Lavrusik, 2018).

3.3 Marketing

Marketing is the process of identifying, anticipating, and satisfying customer needs and wants through the creation, promotion, and distribution of products and services. It is a crucial business function that involves research, advertising, selling, and customer service (Keller and Kotler, 2008).

Marketing theory suggests that companies must understand their target market, including their needs, wants, and preferences, in order to develop effective marketing strategies. A successful marketing campaign involves several elements, including market segmentation, product development, pricing, promotion, and distribution.

Models for understanding and analyzing marketing events are provided by conceptual tools and models found in marketing theories. A list of some of the most significant marketing ideas is provided in the following table (Table 1):

Table 1 Marketing theories

Marketing Theory	Definition	Major proponents	Functions
Consumer Behavior Theory	Focuses on understanding how and why consumers make purchase decisions	Engel, Kollat, Blackwell	Supports companies in creating marketing plans that are specialized for particular consumer segments
Marketing Mix Theory	Looks at the five Ps of marketing (product, price, promotion, and place) and how they work together to create an effective marketing strategy	Jerome McCarthy	Provides a framework for businesses to develop and implement marketing strategies
Relationship Marketing Theory	Emphasizes the importance of building strong relationships with customers and stakeholders	Leonard Berry	Supports companies in creating long-term value and customer loyalty

Source: Scott, 2020

These marketing theories are constantly evolving and adapting to changes in consumer behaviour, technology, and the business environment. The use of marketing theories can help businesses and marketers to understand consumer behaviour, develop effective marketing strategies, and make data-driven decisions to optimize marketing performance (Scott, 2020).

The five P's of marketing refer to the five key elements that must be considered in any marketing strategy:

Product - what are you offering

Price - how much are you charging for it

Place - where will the product be sold

Promotion - how you will communicate the value of your product to the target audience

People - who are your customers and what are their needs

Target audience refers to the specific group of people for which a marketing campaign or product is intended. Understanding the target audience helps determine the best marketing strategies, products and price points to reach the desired market. The four

Ps of marketing, also known as the marketing mix, are product, price, place, and promotion. These elements work together to create a comprehensive marketing strategy that takes into account both the needs of the target market and the objectives of the business (Rinallo, 2019).

Marketing strategies are plans that outlines how a company will reach its marketing goals and objectives. There are many different types of marketing strategies, such as: product differentiation strategy, price differentiation strategy, place differentiation strategy, promotion differentiation strategy, integrated marketing communications strategy, customer relationship management strategy, digital marketing strategy. Marketing research techniques are methods used by businesses and marketers to gather and analyze data related to their target markets and customers. Here are some common marketing research techniques (Table 2):

Table 2 Marketing research techniques

Marketing Research Technique	Description	Advantages	Limitations
Surveys	Collect data from a sample of individuals through questionnaires	Can collect data from a large number of people quickly and easily	Responses may not be accurate or truthful
Focus Groups	Gather a small group of individuals to discuss a specific topic in-depth	Provides in-depth qualitative data	Results may not be representative of the larger population
Observation	Collect data by observing individuals in their natural environment	Can provide valuable insights into consumer behaviour	Can be time-consuming and may not be feasible in all settings

Source: My Market Research Methods, 2020

These marketing research techniques can be used individually or in combination to gather insights into customer behavior, preferences, and needs. The choice of research technique will depend on the research objectives, budget, and resources available. By understanding these concepts and theories, companies can develop effective marketing strategies that help them achieve their business goals and succeed in today's competitive marketplace (Malhotra, 2007).

3.4 The concept of marketing

A marketing concept is a system of basic attitudes, provisions, and marketing tools that are aimed at achieving the company's goals. Its content may vary depending on the size of the company, the industry to which it belongs, its objectives and other parameters. It would be best to write in a theoretical form about the models that best reflect aspects of a company's marketing activities and help managers take a global view of the business.

3.4.1 Company's history

The concept should begin with a description. The company description is general information about your firm and who you are as a business owner. Anyone reading your company description should have a good idea of what your firm does and the gap you are trying to fill.

Writing a proper company description is essential to promoting your firm, whether it is a business plan to attract investors or a biography of your website. People want to be greeted with a brief snippet explaining what your company is about and what the brand hopes to achieve when they visit your website, social media page or other online presence.

3.4.2 Aims of the company

Setting goals is not only a way to promise your employees prospects and satisfaction, not only a means of coordinating the efforts of all departments and employees, but also a key element in segmenting and positioning the company. This is precisely the case where "the end defines the means." If the company's positioning is not evident from the existing formulation of the objective, it would be quite logical to supplement it with a couple of words which would eliminate this shortcoming. Generally, professional literature distinguishes several levels of company goals:

A) Global goal (e.g., to become a leader in a particular industry in a particular country, to help companies take their business to the next level);

B) Business goals (e.g., increase sales by 30 percent in the next quarter, reduce costs by 17 percent in two months)

C) Marketing objectives (to increase the frequency of purchase, average receipt, a lifetime of the customer);

D) Communication objectives (e.g., to show the customer new situations or ways of consuming the product)

E) Digital goals (e.g., to increase sales from a website to 500 per month, to attract 8,000 visitors per month).

3.4.3 Values and regulations

Company values are a set of rules, morals, and business principles shared by the organization's employees. A business is successful only if its participants understand why they are here and what direction the company should take. The staff must be a single organism working to achieve a result. And corporate values are the benchmark to which employees should aspire. Companies typically have between four and ten values, but they should not just be listed, but underpinned by appropriate rules of conduct and norms. For example, one of Apple's values is: "No compromise on ethics for the sake of money. Apple stands solely for fair competition. Employees work to improve and promote their products; no black practices are tolerated." Thus, the concept should briefly describe the corporate philosophy and values, backed up by rules (Gallo, 2012).

3.4.4 Product Description

The product description is the section of the business plan which is of fundamental importance. It should detail the market need, how you meet that need, and how your product fits into the current competitive environment. You can also use this section of the business plan to demonstrate how you stand out from other similar players in the market and how you intend to expand your offerings in the future.

3.4.5 Trade offer

Trade offer marketing is a promotional strategy that involves offering potential customers a specific incentive or deal in exchange for their business. The goal is to attract customers by offering them something of value in return for their purchase, which can help to increase sales and build brand loyalty. Marketing is seen as a transactional relationship between the business and the customer, where the customer is motivated to make a purchase by the value proposition offered by the business. This value proposition can take many forms, including discounts, free gifts, buy-one-get-one-free deals, or other promotions.

The goal of marketing as a trade offer is to create a win-win situation for both the business and the customer. The business benefits from increased sales and customer loyalty, while the customer benefits from receiving a tangible benefit or reward for their purchase. This approach can be particularly effective in competitive markets, where businesses need to differentiate themselves and provide additional value to stand out from their competitors (Keller and Kotler, 2008).

3.4.6 Visual brand identity

The use of visual components, such as colors, typography, logos, and images to create a unified and identifiable visual representation of a brand is called "visual brand identification marketing." Visual brand identity marketing aims to establish a powerful emotional relationship between a brand and its target market by communicating the brand's personality, values, and unique selling proposition to consumers (Segall, 2016).

A company's branding plan must include visual brand identity marketing as a major element. It helps in setting the brand apart from opponents, increasing brand recognition, and developing a powerful brand personality that connects with consumers. Additionally, a powerful visual identity can support a brand's message and foster customer loyalty. Effective visual brand identity marketing requires careful consideration of the visual elements that will be used to represent the brand. These elements should be consistent across all marketing channels, including print, digital, and social media. They should also be designed to appeal to the brand's target audience and reflect the brand's values and personality.

3.4.7 Target audience

A company's success depends to a large extent on who it communicates with and how it communicates with them. A brand's product can only be effectively promoted if there is a clearly articulated message aimed at the potential consumer. It is necessary to focus on the core audience. Identify groups of potential buyers - segments. Find out what is important to them. Segment your target audience to create personalized advertising and optimize your advertising budget. Compact each target group into a few portraits that will potentially generate the most revenue. Study the needs of each segment: requests, expectations, triggers, and pains. To do this, conduct surveys,

analyze search queries and social media. Use this information to draw up a digital strategy, and a marketing strategy, set up digital- advertising, and create content (Scott, 2020).

3.5 Features of Social media marketing

Social Media Marketing (SMM) is a relatively new tool for online advertising campaigns, but it has quickly gained popularity among marketers. Its main purpose is to attract potential customers to a company's website from social media. The market for social media promotion tools is constantly growing, and the process of attracting customers in social media is changing (Weinberg, 2009). SMM, like any other element of internet marketing, has its own peculiarities.

1. Higher credibility for information that does not look like conventional advertising;
2. The ability to reach the target audience from different countries and regions, increasing the reach without reducing conversion rates;
3. Segmentation of the target audience according to different criteria, if necessary, which gives a higher quality of information delivery;
4. The cost of the advertising campaign is much lower than for television advertising with the same or greater coverage of the target audience;
5. Responsive feedback allows the advertising campaign to be flexibly changed depending on the reaction of the target audience;
6. Fast response speeds up the collection and processing of information received during the promotion.

At the same time, there are some limitations and peculiarities of social media marketing that should be taken into account to estimate promotion prospects objectively:

1. It takes a relatively long time to achieve the desired result, because there is no direct advertising material and promotion is based on social links;
2. This promotion to achieve a stable and long-term result requires constant activity in the posting of materials for greater user involvement;
3. The flexibility and high complexity of the advertising campaign makes it difficult to calculate a budget in advance;

4.   The achievement of the desired result cannot be guaranteed;

As one can see, social media promotion is very different from traditional internet marketing. It requires the use of special tools and is highly dependent on the social network and the target audience (Mirchandani and Gaur, 2019).

3.6 Methods of creating content

Social media content can be created through pre-made posts, where there is already a template that has been translated into several languages. This structure is more common in large international companies. The second option is when there is no such template and the manager has to create the content himself. The duties of such a specialist include not only maintaining accounts and groups in social networks, i.e., constantly filling them with content, but also active communication with the client audience (quick response to comments, developing discussions, answering subscribers' questions, and much more) (Figure 1).

Figure 1 Contents used in social media

Contents Used in Social Media

Content	Percentage
Images	54%
Offer	52%
Reviews	49%
Video	44%
Blog/...	40%
Resear...	33%
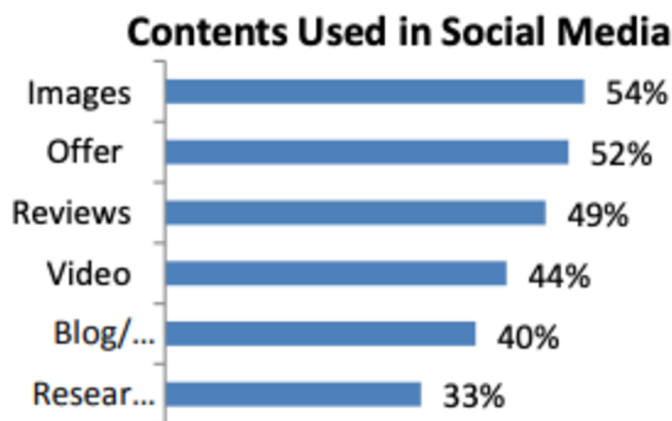
Source: Amity University, 2018

The most common methods are to create a selection of photos in beautiful and extraordinary colors, to publish advice, to post quotations from great people, and to publish various master classes. Storytelling is also widely used. The essence of this method is to transmit information through storytelling. A story can be in the form of text, photo, infographic, video or even a song. However, it has its own rules. In order

for the story to grab the reader's attention and interest, the basic principles of storytelling must be observed. First, the story must be compelling. In order for it to engage the reader, you need to create a sketch of the space in which it takes place, the weather, the time of day, the smells. Secondly, it must be concrete and sequential. Thirdly, it must be written in language that is clear to the reader. And fourth, it must be original. Also, sometimes you do not have to compose your own content - you can use popular news by relating it to a brand and its ideas. This method is called newsjacking. This tool can be extremely effective in increasing the citation index, but its application requires a certain skill - the news must be fresh and its connection to the brand must not be obviously artificial (Mirchandani and Gaur, 2019).

Free social media promotion is time-consuming work. Evans, Gosling and Carroll's (2008) study focuses on factors that predict respondents' agreement when evaluating impressions of a person formed from social media profiles. The result suggests that profile picture is the most important factor in predicting agreement of the target evaluation because it has the strongest association with personality impressions. You need to come up with a name for the group and create a logo (an image with the name). The logo should be of high quality and be eye-catching. The name, in turn, should relate to the interests of the target audience and for free promotions it is not desirable that it should consist of the name of the brand, as this will discourage the first subscribers. The group should give the impression of being a useful resource devoted to the pressing problems of the target audience. Next, the creator of the group, in addition to posting daily, needs to add users as friends and invite them to the group. Also, to increase the number of subscribers it is necessary to cooperate with other groups by making reciprocal reposts. It is important that the groups have approximately the same number of followers, groups with more followers are more likely to be interested in groups with a similar number of followers. Also, it is essential to make a publishing schedule. In terms of content, there are certain conditions that must be satisfied as well. The information should be as useful as possible and users should be motivated to join the group without losing the information. Photos in the community should be of high quality, low resolution photos discourage subscribers. An effective method to attract users to join the group is to give a discount on products for joining the group. Also, lotteries and contests, which require joining the group and

reposting, help to increase the number of subscribers. Awards can be branded products, which is a savings and additional advertising (Evans, Gosling and Carroll, 2008).

Paid promotion is done in a slightly different way. The best option is to contact an advertising agency. In this case, the promotion will be professional, but quite expensive. Only a very large international company can afford to use an advertising agency for promotion in social networks. It may also make sense for a large company to hire its own staff. It is a great option if your company needs services for promotion on a permanent basis, but also it is very expensive and also it is difficult to select the employee. A company that has never engaged in SMM can experience difficulty assessing the hired worker's skills .

3.7 Social media marketing in networks

Using social media platforms like Facebook, Twitter, Instagram, LinkedIn, and others, social media marketing in networks entails promoting a good, service, or brand to a target market. Increasing company awareness, connecting with potential customers, and interacting with current ones are the objectives of social media marketing.

Understanding your target audience and the platforms they prefer is crucial for developing an effective social media marketing plan. It's crucial to adapt your messaging and content to each social media site because each has a unique set of strengths and weaknesses (Popović, 2016).

Typical strategies for social media promotion include:
1. Creating and sharing high-quality content that is relevant to your audience.
2. Running targeted social media ads to reach new customers.
3. Engaging with your followers and customers through comments, direct messages, and other forms of communication.
4. Monitoring and analyzing social media metrics to measure the success of your campaigns and adjust your strategy as needed.

In general, social media marketing can be a potent tool for companies seeking to broaden their audience reach and establish connections with them. However, it's important to approach social media marketing strategically and thoughtfully to ensure that your efforts are effective and efficient (McDonald, 2015).
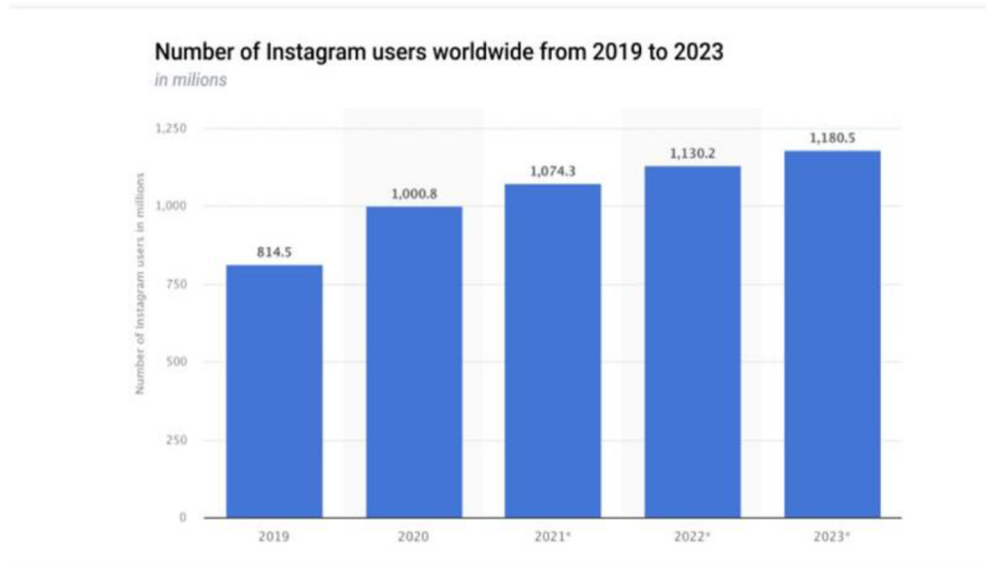
3.7.1 Instagram

Instagram is a complete social network with a mobile app that allows anyone to share their photos and videos with others. Instagram was first released in 2010. It was created by Mike Grieger and Kevin Sistr. Instagram was originally a small project but in 9 years it has developed into a global platform for communication, promotion of products and services as well as professional use. The main feature of Instagram is that it contains only video and photo content. It is a social network that offers great possibilities for self-expression and it is also ideal for business promotion. Many entrepreneurs, from small companies to big ones, create Instagram pages in order to gain the desired audience. Instagram gives you the possibility to enter a page in business account mode, then you can see the total reach of the post, see how many people liked the post if these people subscribed or saw you somewhere else, and so on. Another big plus with Instagram is that it's very easy to communicate with potential customers via the Direct button (Russmann and Svensson, 2016).

Instagram continues to grow as one of the most popular social media platforms for all ages, countries and brands. It has a huge user base and boasts a higher degree of engagement per post than any other social platform. Instagram's most up-to-date statistics for 2022 are below to give you an idea of the current state of Instagram. Instagram now has more than 2 billion active users, according to the latest statistics (Figure 2). This is more than nine times the number of active users generating revenue per month.

Figure 2 Number of Instagram users worldwide from 2019 to 2023

Source: Statista, 2022

3.7.1.1 Advertisement in Instagram

In its traditional form, Instagram advertisements are user posts, Stories, and content in the 'Interesting' section that are shown to a specific target audience. According to authors Belanche, Cenjor and Pérez-Rueda (2019), the unique characteristics of innovative advertising formats like Instagram Stories could increase the effectiveness of a social media advertising campaign. In other words, using new and creative ways to promote products or services on platforms like Instagram may lead to more successful outcomes. The targeted advertising on Instagram allows you to customize this audience with high precision and choose exactly who will see your promotional material. There are plenty of options for settings, and this is one of the main advantages of advertising on Instagram. There are three main types of advertising on Instagram: targeted advertising, bloggers. Each has advantages and disadvantages. And the choice should be made depending on the specifics of your offer, budget, and audience. Targeted advertising on Instagram is the main advertising format of the social network. It allows set the exact audience you want your promotional materials to be shown to, either directly in the app or in the Facebook Ads Manager. In addition, can choose the options for showing ads on Instagram: publications, posts, and

advertisements in "Interesting." Benefits of this type of advertising: Flexibility and accuracy of configuring the target audience for showing ads. Ability to control the displays and the budget of the advertising company. Sufficiently comprehensive analysis of the effectiveness of advertising.

However, this format also has disadvantages. For example, it is quite difficult to make an objective prediction of the coverage of the audience. And the process of setting up at first may not be the most obvious. And another serious disadvantage for many is moderation time. However, this format also has disadvantages. For example, it is quite difficult to make an objective prediction of the coverage of the audience. And the process of setting up at first may not be the most obvious. And another serious disadvantage for many is moderation time. It may be several days before your material is approved, and it is up and running (Belanche, Cenjor and Pérez-Rueda, 2019).

3.7.2 Facebook

Facebook (Meta) is one of the largest and most visited social networks in the world, headquartered in Menlo Park, California, USA. It is owned by the corporation of the same name, whose portfolio of assets includes other equally popular services: Instagram, WhatsApp, workplace.

Users could create their own online profile with a photo and information about themselves, invite friends by sending requests, exchange messages with other users, upload photos and videos, and create communities of interest. In addition, the social network is a powerful platform for advertising and brand promotion, attracting tens of thousands of advertisers from around the planet. It has been just 12 years since Facebook was created in 2004, and it is now the largest social network in the world. Facebook has 2.93 billion monthly active users (Figure 3). Facebook is the 3rd most visited website in the world. It is second only to Google and YouTube. Among users aged 16 to 64, 14.6% say Facebook is their preferred social media platform - second only to WhatsApp. Perhaps this is more than a strong argument for working through this channel as part of a marketing strategy for a business. Even if you are selling a very niche product, it is likely that your target audience is on this social network.

Figure 3 Cumulative number of daily Meta product users as of 3rd quarter 2022
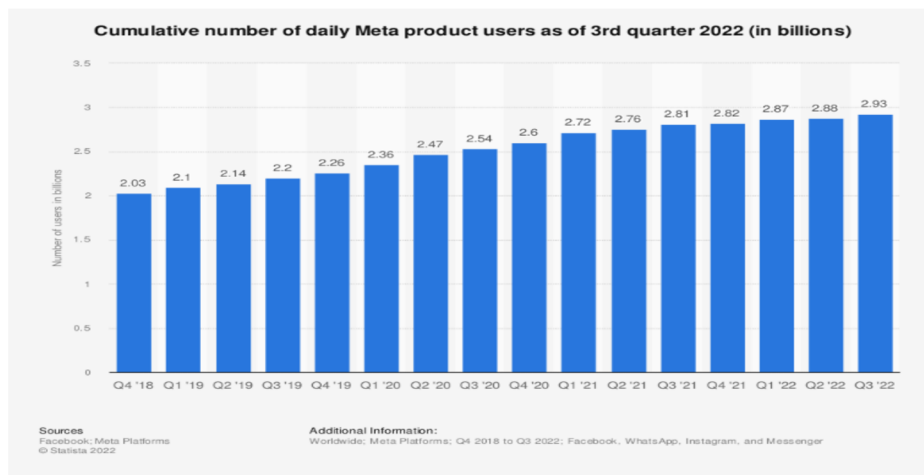
Source: Statista, 2022

3.7.2.1 Advertisement on Facebook

Of all the major social media platforms in the world, Facebook offers the most extensive advertising opportunities. The business owner is offered a range of advertising solutions that allow him or her to effectively engage with the audience. However, it is unlikely that anyone in the world can predict with 100% accuracy the effect of using a particular advertising format. For the promotion of products and services, you need to use a service through Facebook Ads Manager, which allows you to set up an advertising campaign according to different categories. These can be targets, budgets, audiences and other parameters. Before you start shaping your marketing strategy, you need to decide what kind, type or format of Facebook advertising is right for your business.

Facebook offers 11 targets for advertising:

1. Brand awareness - promotions that help generate interest in your product;

2. Leads - motivate your audience to learn more about your product;

3. Conversion - campaigns that aim to motivate people to buy your product.

Facebook offers 5 different ad formats with one or more images, including videos:

1. Ring Gallery - the ring ad format allows you to add between 2 and 10 scrolling images or videos,

2. Single Image - allows you to create up to 6 adverts with a single image,

3. Single video - enables you to create one video or video from images,

4. Slideshow - to create a looping video ad out of 10 images,

5. Selections - a selection of your products that can be opened in full-screen mode on mobile devices.

Every marketing expert needs to be able to find new ways of achieving their goals while spending their advertising budget wisely. Facebook's marketing toolset today offers a wide range of solutions to meet the needs of any business. Whether you need to increase your brand's online presence, attract more qualified traffic to your website or increase direct sales, you can find the type of advertising that suits your needs (Chieruzzi, 2018).

4 Practical Part

The practical part of the thesis is based on the case of UniStudy, an example of the actual use of social media as a tool for business promotion. This is one of the most successfully developing offline and online language schools in the Czech Republic, which every year only recruits more students to successfully study Czech and English language. Created in 2019 in Prague under the leadership of Edmond Grady and Yuri Polyakov.

4.1 Company overview

According to the company, "We are not just a language school; we provide a complete cycle of support to our students, from obtaining visas, moving and adapting to solving any household issues, career guidance, and admission to the chosen university," which describes the main field of its activeness. The company prides itself on providing a full cycle of support to its students, helping them to not only learn the language but also adapt to the local culture and lifestyle (UniStudy, 2022).

4.1.1 Organizational model

UniStudy is a language course company that generates profit by offering a variety of language courses to scholars. The business model is grounded on furnishing high-quality language courses that are acclimatized to the individual requirements of each pupil. The main sources of profit for UniStudy include course freights, which are paid by scholars for attending language courses, as well as other value-added services, similar as visa backing, accommodation arrangements, and social conditioning. UniStudy aims to give a comprehensive result to all the requirements of its scholars, which helps to separate the company from challengers and attract a different range of scholars. UniStudy focuses on cost-effective marketing strategies, similar as online advertising, social media marketing, and word- of- mouth referrals, to increase brand mindfulness and attract new scholars. The company also has a strong focus on client retention and aims to give a positive literacy experience to its scholars to encourage reprise business and referrals.

To minimize costs, UniStudy maintains a spare organizational structure with a small platoon of educated preceptors and executive staff. The company also leverages

technology to optimize its course delivery, including the use of online platforms for language literacy and communication with scholars.

In general, UniStudy's business model is grounded on furnishing high- quality language courses that are acclimatized to the individual requirements of each pupil, along with comprehensive support services that help to separate the company from challengers and give value to its scholars. The company aims to maintain a spare and cost-effective operation while furnishing a positive literacy experience to its scholars and erecting a strong brand character in the language literacy assiduity.

4.1.2 Marketing strategy

The core components of UniStudy's marketing plan include developing a solid brand identity and cultivating connections with both existing and prospective students. The business uses a variety of strategies to do this, such as:

1. Digital Marketing: UniStudy utilizes numerous digital marketing platforms to promote its language courses and support services. The business has a well-designed website that offers details on the support services and training it delivers. Additionally, UniStudy maintains active social media presence on websites like Facebook and Instagram, which it makes use of to interact with prospective and present students and publish updates. Search Engine Optimization (SEO): UniStudy uses SEO techniques to improve the visibility of its website in search engine results pages (SERPs). This helps the company to reach a wider audience and attract potential students who are actively searching for language courses in Prague.

Figure 4 Visitors over the time

Source: UniStudy, 2022

The figure presented above (Figure 4) demonstrates that UniStudy successfully attracted the attention of potential users, resulting in 900 and 630 website visits in October and November, respectively. The number of users in October 2022 was considerably higher, although the reason for this increase remains unclear. However, a commonly accepted theory is that many graduate students begin considering their plans for the next academic year at the start of the year and start searching for potential options, which could explain the sudden surge in website visits.

1. Referral Marketing: UniStudy encourages its current students to refer their friends and family to the company's language courses. The company offers referral incentives to students who refer new students to the school, which helps to drive word-of-mouth marketing and increase enrollment.

2. Events and Activities: UniStudy hosts various events and activities, such as language exchange events, cultural outings, and holiday parties, to create a sense of community among its students. These events and activities not only enhance the student experience but also serve as a way for the company to promote its courses and support services.

3. Partnership Marketing: UniStudy partners with various organizations, such as language schools in other countries, travel agencies, and student

organizations, to expand its reach and attract more students. These partnerships allow UniStudy to tap into new markets and offer additional services to its students.

Generally, UniStudy's marketing strategy is focused on building a strong brand and creating a positive student experience. By leveraging a mix of digital and traditional marketing tactics, the company aims to attract and retain students, while expanding its reach and reputation in the language learning industry.

4.1.3 Revenue model

The company offers a range of language courses at different levels, including group classes, private lessons, and intensive courses. UniStudy also provides support services such as visa assistance, accommodation placement, and cultural activities, which students can purchase in addition to their language courses. The pricing for UniStudy's language courses varies depending on the type and duration of the course. Group classes are typically less expensive than private lessons, and longer courses often have lower hourly rates than shorter courses. UniStudy also offers discounts for students who sign up for multiple courses or refer new students to the school.In addition to course fees, UniStudy may generate revenue through partnerships with other organizations, such as travel agencies or language schools in other countries. These partnerships may involve revenue-sharing agreements or referral fees. Collectively, UniStudy's revenue model is focused on generating revenue from the sale of language courses and related support services. By offering a range of courses and support services at different price points, the company aims to attract a diverse range of students and generate sustainable revenue streams.

4.2 SWOT analysis

Conducting a SWOT analysis is an important tool for UniStudy to assess its strengths, weaknesses, opportunities, and threats in the language courses industry. By conducting a SWOT analysis, UniStudy can identify areas where it excels and areas where it needs to improve. This analysis will also help UniStudy identify potential opportunities to grow its business and help mitigate potential threats in the industry. Strengths:

- With a wide range of classes and degrees, UniStudy provides students with a full-fledged educational environment.

- The easy-to-navigate website layout and user-friendly interface make it easier for visitors to find the information they need.

- A significant portion of the website's users were attracted to UniStudy due to its effective marketing approach.

- The learning platform provides not only offline courses to students but also online courses that they can access from anywhere, which is very convenient and flexible for students.

Weaknesses:

- Other educational platforms providing comparable classes and programs could compete with UniStudy, which would make it difficult to stand out in a crowded market.

- Some employers may not accept UniStudy online courses, which may reduce the number of job opportunities available to students.

Opportunities:

- To attract more students and gain a competitive advantage, UniStudy can increase the number of courses offered and introduce new programs.

- The platform can partner with colleges and organizations to provide accredited courses and programs that can increase the platform's credibility and recognition.

- UniStudy stands a significant chance of taking advantage of the growing market of students who prefer flexible and convenient learning options due to the growth of e-learning and online education.

Threats:

- UniStudy may struggle to maintain the quality and consistency of its courses, which could affect the credibility and reputation of the platform.

- The market for offline and online education is extremely intense, and UniStudy may face stiff opposition from well-established competitors.

Table 3 SWOT analysis

Strengths	Weaknesses
Experienced and qualified language instructors	Limited geographical reach of physical locations
Variety of languages and courses offered	Potential language barrier for international students
Customizable study plans and flexible scheduling options	Limited online course offerings
Strong reputation and positive student reviews	Relatively high tuition fees
Opportunities	**Threats**
Growing demand for language education worldwide	Increasing competition from online language learning platforms
Expanding course offerings to include new languages or specialized courses	Economic downturns that may lead to decreased demand for language education
Potential for partnerships with universities and businesses	Government policies or regulations that may limit international student enrollment

Source: Sanako, 2022

This SWOT analysis (Table 3) can help UniStudy identify its areas of strength and weakness and develop strategies to capitalize on opportunities and mitigate threats in the language course market.

4.3 Advertising and Promotion

UniStudy uses Instagram and Facebook to promote its services and reach its target audience. Here are some strategies that are used to advertise and promote:

Running targeted ads: Both Instagram and Facebook have powerful ad targeting tools that allow UniStudy to reach its ideal customers. Ads target demographics, interests, behaviors and more. For example, UniStudy targets high school and college students who are interested in studying abroad or preparing for standardized tests.

Creating engaging content: To attract and engage potential customers, UniStudy creates visually appealing and informative content that demonstrates its services and

benefits. It includes photos and videos of students studying abroad, testimonials from satisfied customers, and tips on preparing for tests or studying abroad.

Using influencer marketing: Collaborating with social media influencers who have a large audience and align with the UniStudy brand will help reach a wider audience. They promote UniStudy services and share their own experiences studying abroad or preparing for standardized tests.

Offering promotions and discounts: Offering exclusive promotions or discounts to subscribers on Instagram and Facebook can boost engagement and sales. For example, UniStudy offers a discount on test prep courses or a referral bonus for customers who refer their friends to the service.

Engaging with followers: Replying to comments and direct messages on Instagram and Facebook and interacting through stories can help build relationships with potential customers and provide them with the information they need to make a decision about using UniStudy's services.

4.3.1 Advertising via Facebook

The Facebook profile of UniStudy (Figure 5) shares information about its courses and programs, as well as updates on events and activities happening on campus. The company may also use its Facebook profile to engage with prospective and current students, answer questions, and respond to feedback. UniStudy has more than 165 followers on Facebook, but compared to Instagram, Facebook's social circle is still very small: UniStudy has 165 fans, in one year (2022) UniStudy published more than 19 posts on Facebook.

Figure 5 UniStudy profile on Facebook
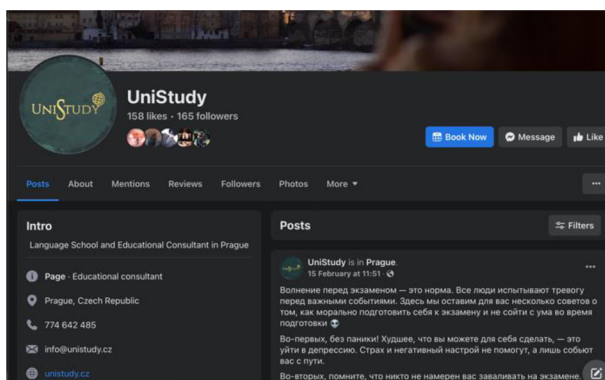
Source: Facebook, 2022

UniStudy use high-quality images and videos that showcase the benefits of learning a new language with them. Show examples of students practicing their language skills, interacting with teachers, and using the language in real-world situations.

Ad has a clear CTA that tells the audience what action to take, such as "Contact us for more information" or "Enroll in our English course today!"
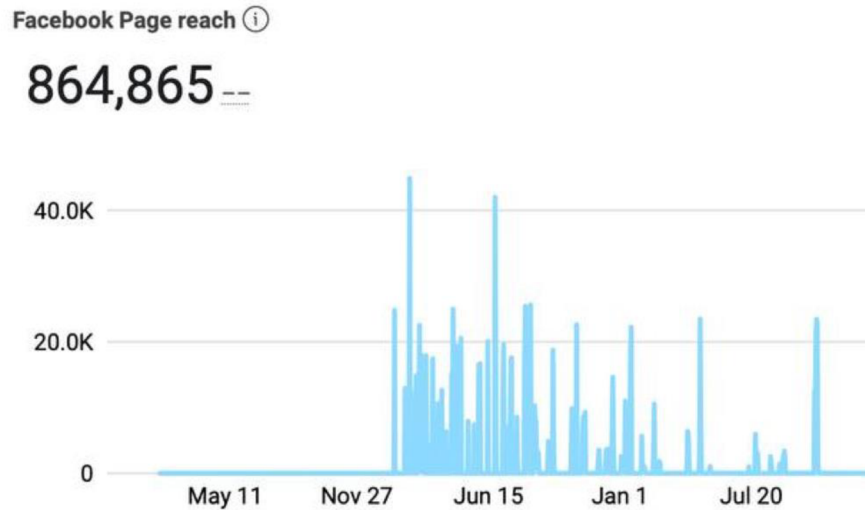
Figure 6 Carousel ads on Facebook
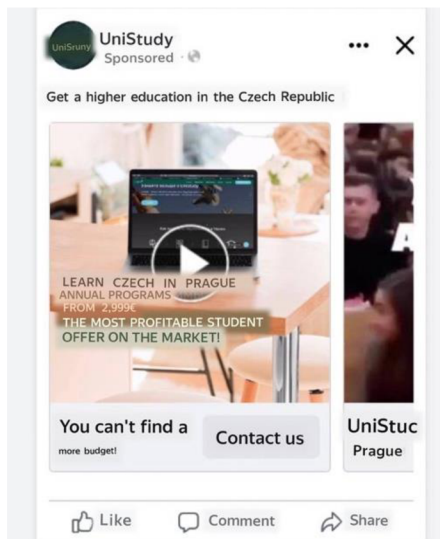
Source: Facebook, 2022

Carousel ads on the Facebook account of UniStudy (Figure 6) are a type of advertising format that allows UniStudy to showcase multiple images or videos in a single ad unit. With the benefit of this advertisement format, UniStudy is able to tell a more thorough story and interact more with its audience.

The Facebook carousel advertisements for UniStudy may include pictures or videos of their classes, campus, student life, reviews, or other advertising materials. Each card in the carousel can have a different title, summary, and call-to-action (CTA) button, enabling UniStudy to attract attention to particular aspects and advantages of their products. The ad format is both aesthetically pleasing and user-friendly thanks to the ability for users to scroll through the carousel on mobile devices or navigate through the cards on desktop. With the help of carousel ads, UniStudy can target their messages to particular audiences based on their demographics, hobbies, behaviors, and other characteristics. Altogether, UniStudy's Facebook carousel ads are a flexible

and efficient way for the business to highlight its offerings, produce leads, and encourage conversions.

Figure 7 UniStudy's Facebook page views

Source: Facebook, 2022

February 15, 2022 was the day with the most active outreach, then UniStudy ran a good ad. There was a video carousel ad with a budget of only $2.73 a day. UniStudy's use of carousel ads on Facebook has been a resounding success, with the company reaching an astounding 864,865,000 page views through this powerful advertising format (Figure 7). The company's creative use of multiple images and videos in a single ad has helped UniStudy to tell a compelling and complete story, engaging its audience in a highly interactive way.

What sets UniStudy's carousel ads apart is their well-designed and carefully targeted settings. By leveraging Facebook's advanced targeting options, UniStudy has been able to reach specific audiences based on demographics, interests, behaviors, and other factors, ensuring that their ads are seen by the people who are most likely to be interested in their offerings. In addition, in just one year, their follower count has increased by 39%, resulting in a positive gain of over subscribers, and we predict that their numbers will only grow in the coming years.

Recently, the company has also launched a number of offline marketing campaigns, but social media remains the main focus of marketing. The company uses posts on Facebook specifically designed for its users based on consumer data collected online.

4.3.2 Advertising via Instagram

Through its Instagram account, UniStudy posts visually appealing content about its classes and programs as well as highlights from on-campus events and activities. Social media pages all have very similar material. The business also uses its Instagram account to highlight the experiences and lifestyle of its students, giving followers a behind-the-scenes look at what it's like to learn at UniStudy.

Company also uses Instagram to connect with its audience by making comments, resharing user-generated content, and running other interactive campaigns. To share longer-form video content, the business also uses Instagram Stories and IGTV. Instagram Ads may be used to expand the audience and increase conversions (Figures 8, 9, 10 and 11).

Figure 8 Advertising on Instagram

Source: Instagram, 2022

To advertise on Instagram, the company use the platform's built-in advertising tools, which allow them to create and manage ad campaigns, target specific audiences, and track performance metrics.

Figure 9 Insights From Instagram

Source: Instagram, 2022

Based on the Instagram ad data provided, there are a few key insights that can be drawn:

Increased reach: The ad campaign was successful in increasing the reach of the company's Instagram account by 43.6% compared to the previous time period. This means that more people saw the ad and were exposed to the company's content.

Increased engagement: The campaign also led to an increase in engagement, with 426 accounts engaging with the content compared to the previous period. This could indicate that the ad resonated with the target audience and encouraged them to take action.

Steady growth in followers: Although the increase in followers was modest (5.2%), it still represents a positive trend for the company. This means that the ad campaign helped to attract new followers and retain existing ones.

Overall, these insights suggest that the Instagram ad campaign was successful in increasing the reach and engagement of the company's Instagram account.

Figure 10 Overview of Instagram advertising
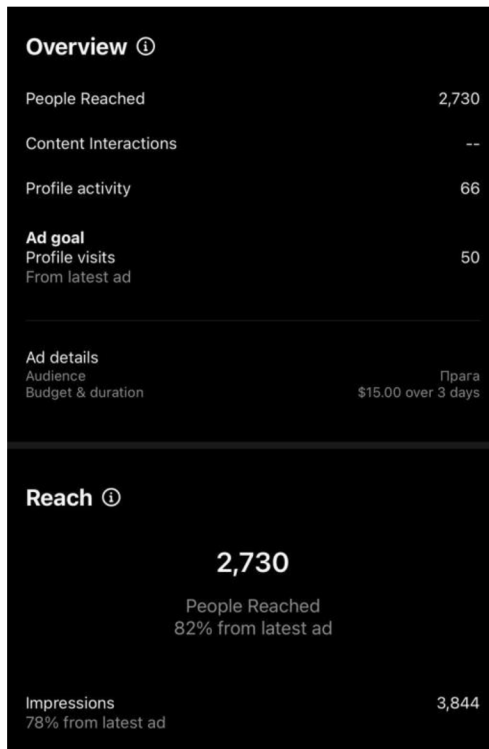
Source: Instagram, 2022

Based on the statistics provided, here is what we can infer about the company's Instagram ad:

People Reached: The ad was shown to 2,730 people. This means that the ad was displayed to these many unique users on Instagram.

Content Interactions: The exact number of content interactions is not provided in the given statistics. Content interactions may include likes, comments, shares, and saves.

Profile Activity: The ad resulted in 66 profile activities. Profile activities may include profile visits, follows, and website clicks.

Ad Goal: The ad goal was achieved 50 times. It is not clear what the ad goal was from the given statistics.

Impressions: The ad was seen 3,844 times. Impressions refer to the number of times the ad was displayed to users, regardless of whether it was shown to a unique user or the same user multiple times.

78% from latest ad: This refers to the percentage of impressions that were generated from the latest ad.

Altogether, these statistics provide insights into the reach and performance of the company's Instagram ad. However, without knowing the ad's goal and the exact number of content interactions, it is difficult to determine its overall effectiveness.

Figure 11 Ad insights
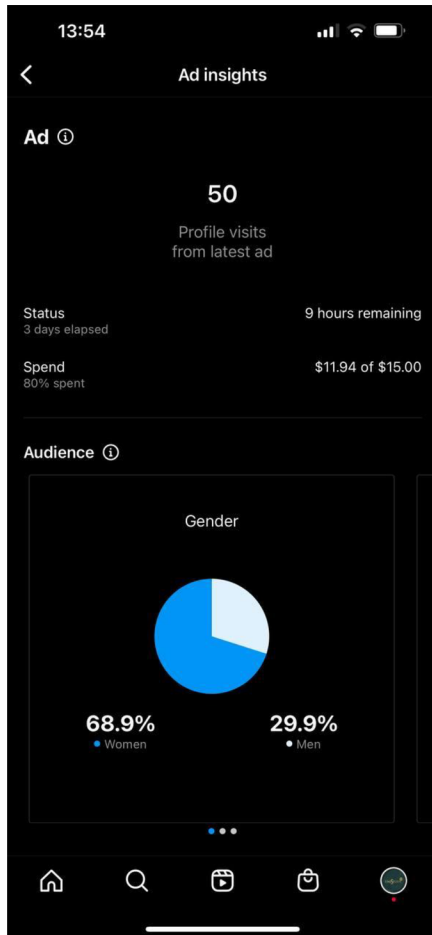
Source: Instagram, 2022

UniStudy has statistics from their Instagram ad campaign. Here's a breakdown of the different metrics:

"50 profile visits from latest ad:" This indicates that 50 people clicked through to UniStudy's Instagram profile after seeing their latest ad.

"Status (3 days elapsed) 9 hours remaining:" This suggests that the ad campaign has been running for 3 days and there are still 9 hours left until it ends.

"Spend (80%) $11.94 of $15.00:" This means that UniStudy has spent $11.94 on their ad campaign so far, which is 80% of their total budget of $15.00.

"Audience 68.9% women, 29.9% men:" This shows the gender breakdown of the people who have seen the ad. According to these stats, the majority of the audience (68.9%) is female, while 29.9% are male.

These statistics provide useful insights for UniStudy to track the performance of their Instagram ad campaign and make data-driven decisions about their future marketing efforts.

4.4 The optimal platform for language education

The UniStudy company, which provides online learning materials and courses, has also discovered that Instagram is more successful than Facebook at promoting their brand.

The fact that Instagram has a wider user base than Facebook could be one explanation for this. Another interesting development is that while Facebook has a higher percentage of adult users, Instagram is more popular with younger audiences. In addition, most Facebook users are beyond the age of 30, according to recent research. This might be a result of Facebook's extended existence and solid reputation as a platform for interacting with friends and family on social media (Shepherd, 2023).

In spite of these variations, women make up the majority of followers on both Facebook and Instagram, which both have a predominately female audience.

In summary, despite the fact that Facebook and Instagram each have specific benefits and drawbacks for advertising, UniStudy has discovered that Instagram has been more successful in promoting their brand. Instagram is a useful tool for connecting with potential clients thanks to its larger following and younger demographic. To make sure that their advertising efforts are focused and successful, businesses must take into account the demographics of their audience on both platforms (Figure 12).

Figure 12 Number of reactions and subscribers

Source: Instagram, 2022

Instagram is a visually attractive platform that allows for the creation and sharing of multimedia content, such as images, videos, and Stories. This can be useful for language education, as it provides opportunities for learners to practice their listening and reading skills, and to engage with visual and interactive content that can aid in language acquisition.

5 Results and Discussion

UniStudy is a well-established and successful business offering language courses and programs to students from all over the world. Paying special attention to the quality of education and individual approach to learning, UniStudy has earned the reputation of a reliable and effective provider of language courses. The following suggestions can be made to strengthen UniStudy's marketing and promotion on social media sites such as Instagram and Facebook in perspective of the SWOT analysis (see 4.1.5, Table 3):

Use the strengths: To attract prospective students, social media platforms could highlight UniStudy's successful marketing strategy. To promote the platform, it is also essential to demonstrate how user-friendly the website is.

Address the weakness: The website can promote success stories of students who have found employment after taking UniStudy courses in order to allay worries regarding the acceptance of UniStudy online courses by employers. To increase the legitimacy of its courses, UniStudy can also offer certification programs that are accepted by companies.

Invest on the opportunities: To attract more students, UniStudy should expand the range of courses it offers and launch new initiatives. In the interest of offering approved courses and programs that will enhance the platform's prestige and awareness, the platform can also collaborate with colleges and other organizations. To engage students who prefer e-learning and online education, UniStudy should also highlight the comfort and adaptability of its courses.

Minimize the dangers: To preserve the legitimacy and reputation of the platform, UniStudy should concentrate on maintaining the quality and consistency of its courses. To stay competitive in the competitive industry, the platform must also stay current with the newest trends and innovations in online education. By emphasizing its distinctive features and advantages on social media sites, UniStudy may also set itself apart from long-standing competitors.

UniStudy's social media presence on both Facebook and Instagram seems to be good, but there is always room for improvement. Here are some ways UniStudy could improve their marketing/advertising on Instagram and Facebook: UniStudy could collaborate with influencers to promote their courses and programs to a wider

audience. UniStudy has already seen success with carousel ads on Facebook, and they could use this format on Instagram as well. Carousel ads can showcase multiple images or videos in a single ad unit and can provide a more comprehensive overview of UniStudy's courses and programs.

6 Conclusion

In conclusion, a strong social media presence is essential for any person or organization, including universities and educational institutions. This is especially true in today's digital age, where social media serve as key channels for communication, engagement and information dissemination. Thus, a growing number of business gurus and authors of books on business and marketing strategies suggest using only marketing through social media. Neil Patel, a renowned Digital Marketing Expert, argues that the rise of social media platforms has forced businesses to rethink their marketing strategies (Chieruzzi, 2018). 'With the rise of social media platforms, businesses must shift their focus to online engagement if they want to remain competitive. Social media has created a more interactive and dynamic environment for marketing, allowing businesses to build strong relationships with customers through meaningful conversations and engagement,' says Patel (Chieruzzi, 2018). Businesses that want to remain competitive must embrace social media and shift their focus to online engagement. By doing so, they can build strong relationships with customers, increase brand awareness, and boost sales in the ever-changing digital landscape.

UniStudy has invested heavily in social media marketing, recognizing its explosive growth in recent years. This has allowed them to offer clients new possibilities in terms of relocation, knowledge acquisition, and the future as a whole. However, this has also resulted in a rise in competitors due to the relatively easy nature of the business model. To maintain their competitive edge, UniStudy constantly devises new strategies and strives to innovate. They leverage the data collected from social media to create personalized content that appeals to their followers and fosters customer loyalty.

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