Digital Marketing Methods for Promotion of HAMK UAS

on the Russian Internet

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ABSTRACT

This Bachelor Thesis considers digital marketing methods applicable on the Russian Internet (Runet). The thesis covers theoretical aspects of digital marketing methods as well as a practical part including the project of launching a paid advertisement campaign in the Russian search engine Yandex made in cooperation with HAMK's marketing department.

In addition, a survey of potential customers was conducted and answers were examined for adding content and keywords to the HAMK's site. The analysis of HAMK's presence in social networks was made to gain a larger client group. The author combined knowledge taken from literature and scientific articles with practical manuals on the running of digital marketing campaigns.

To answer the research question about the most effective digital marketing methods for the promotion of HAMK on the Runet, the author studies, describes and uses in practice several digital marketing tools. Features of segmenting the Russian Internet are presented, SWOT analysis of the current position of HAMK's web site examined, different ways of uprising in ranking of the Yandex SE explored and emphasis is made on the content for the web site. Additional content in the Russian language in various formats was added on the HAMK UAS's web site in blogs of different degree programs.

Keywords   Digital Marketing, SE Marketing, SE Advertisement, Keywords

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1   INTRODUCTION

The influence of digital technologies is huge and comprehensive. The Internet is firmly embedded to our daily life. Every single day every one of us spends from some minutes to several hours searching information online, and each company wants to be part of these searching activities. Nowadays no serious actions take place without a thorough search and consultation throughout the Internet: search engines, social networks, different blogs and product and services descriptions help customers to make the right choices and smart decisions. There are a lot of various ways for companies to be shown to the potential buyers and different digital marketing methods helping firms to maximize their revenue and customer base. Universities are on the cutting edge of these technologies and use digital methods in educating purposes as well as attracting potential applicants, business partners and all stakeholders. This thesis considers the most common and effective digital marketing methods for promotion in the Russian segment of the Internet.

1.1   Commissioning Party

Häme University of Applied Sciences (HAMK) is a higher education institution that provides access to multiple disciplines. HAMK is located in the central Finland, which is considered to be one of the most populated and economically developed areas in the country.

HAMK provides different types of education: Bachelor's and Master's degrees, various professional teacher's education, continuing and further education, Open University studies and exchange studies. Four main sectors of education in HAMK UAS can be selected: Arts and Humanities, Business Administration and Law, Engineering and Construction, Information and Communication Technologies. HAMK always follows the trends and constantly adds new programs for students, who select education in these fields. HAMK updates all existing Bachelor and Master Programs timely and they are one of the most developed in Finland. Moreover, HAMK UAS is looking forward to fulfil needs of business sector, research and stakeholders, who are also important and valuable clients. (hamk.fi, 2020)

One of HAMK's goals is to become the most international organization in Finland and the university succeeds in fulfilling this aim. HAMK has students from more than 70 different countries and Russia certainly is one of them. Russia is a neighboring country and it is important to increase the share of Russians and Russian speaking students in HAMK. There are several factors, which make

Finnish education attractive and valuable for Russian students. Being a student of HAMK, the author would like to highlight features that are most inviting: nature, food, traditions, level of education, closeness and lifestyle.

1.2 Author's involvement

The author is a full-time student of HAMK UAS and studies International Business in the Valkeakoski campus. During the first years of studying the author carefully examined several marketing subjects in the university and then HAMK gave the opportunity to experience marketing in real life within the course Marketing Ring. Many international students participate in Marketing Ring and the main task is to promote HAMK in schools in various neighboring cities. Students travel to various venues and describe the benefits of studying in HAMK. Marketing Ring was the author's first step towards the marketing field and it became a passion. The writer was involved in various other projects, participated in the fairs in Saint Petersburg called "Finnish Days". In addition to HAMK a couple of other universities, such as XAMK, Karelia UAS and Savonia UAS participated in the event. The author met potential applicants individually, discussed with them the studying process and shared knowledge and tips. Besides, during the studies at HAMK, the author was involved in hosting potential Russian students and presented Valkeakoski campus as an excellent place for education.

Based on experience in traditional marketing, the author introduces the best of it to digital marketing. Digital marketing and Internet marketing in particular are modern interpretations of marketing basics. Most of the customers nowadays are connected to the Internet through out laptops, computers and smart phones. All companies, if they want to be visible for customers, need to be presented online, but it is not enough without competent promotion.

1.3 Research question

The research question of this thesis is "What are the most effective digital marketing methods, which can be used by HAMK's marketing team on the Russian Internet?"

This work covers aspects of applying digital marketing tools for increasing visibility and presence of HAMK for Internet users. What content is necessary on- and off-site and how it should be optimized, what has to be done to appear and raise company's position in the Search Engine Result Page (SERP), how to manage and monitor the reputation mainly in Social Networks and how to

handle the information about the company and what should be done for successful paid advertisement on search engines?

1.4 Goal and objectives

GOAL:

The main goal of this Thesis is to consider methods of digital marketing and its combination in popularization of HAMK University of Applied Sciences on the Russian Internet.

OBJECTIVES:

- Analysis of current situation for the commissioning company's web-site (SWOT Analysis).
- Analysis of target audience and evaluation of the content they are interested in.
- Understanding of keywords leading to a web-site.
- Formation of content in native language for users, including blogs.
- Actual participation in organising of a paid advertisement campaign in Yandex for three HAMK's Bachelor degree programs.
- Analysis of these paid campaigns and suggestions for further improvements and increase of effectiveness.
- Analysis of HAMK's presence in social networks (incl. Vkontakte).
- Social reputation management of the HAMK.
- Overview of the features on the Internet in Russia and its main search engines.

2 KNOWLEDGE BASE

2.1 Digital marketing

Digital marketing is the application of the Internet and related digital technologies in conjunction with traditional communication to achieve marketing objectives. (Chaffey, Ellis-Chadwick, 2016, p. 11) Digital marketing are actions to promote products and services on the Internet. The main purpose of digital marketing for the company is to convert visitors into the customers and increase the revenue and awareness about the company. There are several features of digital marketing that differentiate it from the classical marketing: interactivity, targeting and web-analytics. Interactivity is a possibility to directly interact with users, to communicate with customers of the web-site and to control the situation and immediately react and provide better possibilities or options. Targeting is a possibility to select a target audience and to

communicate with them directly. Web-analytics is a possibility to evaluate efficiency of actions for attracting new clients. The aim of Digital marketing is to attract as many new clients as possible and to increase efficiency of the site and the strategy of digital marketing should be focused on it.

Strategy in the Internet marketing is a sequence of actions in order to increase attractiveness and popularity of the company and its goods and services and, of course, company's profitability. What steps does the strategy consist of? The first step is to understand and clear define the target audience. The second step is to analyze company's position in the market, and to evaluate competitors and partners. The third step is to define Digital marketing tools, which are the most suitable for the company. (Chaffey & Smith, 2017)

There are various tools of digital marketing: Search Engine Marketing, Social Media Marketing, Content marketing, Online advertising, Search Engine Optimization and others. Most suitable tools will be considered in details later.

2.1.1   Benefits of Digital marketing

Digital marketing is an essential instrument for each company, if it wants to expand its business activities and reach more customers. Chaffey and Smith in their book "Digital marketing excellence: planning, optimizing and integrating online marketing" identified visible benefits of Digital marketing and name them 5S. The author depicts them in the context of the university.

1. **S**ell. The first benefit is a growth of selling potential. It could be achieved by wider distribution of goods and services to customers, which can't be served offline. Each year thousands of people are looking on the Internet for the universities to apply, and depending on its dynamic presence, the university, for example HAMK, can increase its visibility and attract more new stakeholders.
2. **S**erve. Online customers can be served with a special care. For example, the university can promptly inform all potential students about new programs or special offers, which it currently has. Furthermore, the university can add value by suggesting different unique online offers or develop already existing programs and make them more suitable for new customers. Also dialogue can be done fully online, so it does not require any physical presence from seller or buyer.
3. **S**peak. By using online Digital marketing tools firm can get closer to its customers by having a virtual dialogue with them and preferably on customer's native language. There is no necessity to have a staff of people who speak different

languages as online tools allow various translations. Chat bots can give exact answer in a matter of minutes, at any time of the day and in any language. Company has possibility to track visitors of web-page, collect data, asking relevant questions, collect feedback by various surveys and questionnaires. The university can see what people search online and can rapidly respond to their needs. By answering on the Internet, HAMK can give useful insights for customers, which are uncertain about the studying in Finland.

4. **S**ave. Marketing budget can be significantly reduced. For example, the university does not need to visit as much student fairs as before, no need to print marketing materials as all information can be provided on the Internet, and if customer needs a personalization it also can be done through online platforms.

5. **S**izzle. Digital marketing can help to extend the brand online. Online platforms can give special "added value", which can be found in various forms. For example, the university can give an online overview of classes and how campuses look inside without person being there. Digital marketing will help to make a full picture about the HAMK and will increase amount of students.

It is possible to add more benefit, for example "**S**peed". Nowadays, information is changing instantly and Digital marketing is able to provide customers with additional data instantly. One more benefit is "**S**teer ability", Digital marketing tools are easy to manage and operate. Analyzing results of any online marketing campaign allows increasing quality and success of any online marketing campaign.

2.1.2   Relevance of Digital marketing

Digital marketing became the biggest part of marketing for each company, because it has many advantages over other ways of advertising. Firms now can monitor each movement customers do on the Internet, can collect the information about clients and also measure the "cause-and-effect relationship" between advertising and purchasing. Moreover, companies can study how people react on various advertising as online advertising is one of the key elements of Digital marketing. (Goldfarb, 2014)

Wes Nichols has raised a question about the future of advertising in his research study for Harvard Business Review "Advertising Analytics 2.0" evaluating advertisement budget of one electronics goods seller. The analysis revealed that in 2013 for the firm TV ate up 85% of the budget in one new-product campaign, whereas YouTube ads—a 6% slice of the budget—were nearly twice as effective at prompting online searches that led to purchases. At the same time 4% of

company's marketing budget generated 25% of sales for the firm. After this research the company started to invest in digital marketing, realizing a 9% increase in sales. (Nichols, 2013) Continuing the topic of saving marketing budget the author believes that now TV plays minor role and various channels of Digital marketing easily find new client bases and generate the biggest share of profit.

10 years ago offline advertisements or non-Internet-based advertising, including television, radio, and print ads were used broadly. Nowadays, offline does not play a key role anymore, because target audience relocated to the Internet and that is where online display advertising took its place. Online display advertising is online advertising that includes banners, plain text, paid search, media-rich content and video ads. (Goldfarb, 2014) Online advertisement has various significant benefits over offline advertisement, such as ability to have direct response component, which stimulates an immediate response from the consumer; and ability for individual targeting that enables firms to approach consumers at the right stage of the purchase decision and direct them to purchase online.

Broad coverage, which Internet can offer, allows companies to inform as many people as possible about their services or products at minimal costs and it is important to provide to each customer a content, which s/he will be interested in. On the Internet people now get education, conduct business negotiations and conclude deals. There are firm which exist only in virtual reality.

Digital marketing allows finding own path to each client and suggests communication in a language s/he understands, in a manner s/he used to. Advertising expenditures worldwide for 2018 are 628 US billion dollars, with substantial growth driven by online advertising. (eMarketer, 2018).

2.2   Social Media Marketing

Social Media Marketing (SMM) is currently one of the most important digital marketing methods as well. Social media can engage customers and interact with them in real time. These abilities make social media a crucial part of each business operations and more importantly the biggest marketing channel. An appropriate definition is given in article "The future of social media in marketing": Social media is a collection of software-based digital technologies - usually presented as apps and websites—that provide users with digital environment in which they can send and receive digital content or information over some type of online social network. Nowadays, social media became broader and it is

seeing less as digital media and specific technology services, and more as digital places where people conduct significant parts of their lives. Social media is used by billions of people around the world and has fast become one of the defining technologies of our time. Globally, the total number of social media users is estimated to grow to 3.29 billion users in 2022, which will be 42.3% of the world's population. (eMarketer, 2018)

Considering the massive potential audience spending many hours a day using social media across the various platforms it is not surprising that marketers have embraced social media as one of the leading marketing channels. For many users social media is culturally significant since it has become the primary domain where they receive vast amounts of information, share content and aspects of their lives with others and receive information about the world around them (even though that information might be of questionable accuracy). There are a lot of various different types of social media, such as news feeds on Facebook and Twitter, private messaging on WhatsApp and WeChat, and discussion forums on Reddit. Social media can be categorized as (1) digitally communicating and socializing with known others, such as family and friends, (2) doing the same but with unknown others but who share common interests, and (3) accessing and contributing to digital content such as news, gossip, and user-generated product reviews. Social Networks like search engines generate their revenue mainly form selling ads. The dominant business model has involved monetization of users (audiences) by offering advertising services to anyone wishing to reach those audiences with digital content and marketing communications. By buying advertisement in social media and increasing awareness about specific product or service, company also can use social media platforms as a place for providing customer care, addressing customer's specific questions and fixing problems. New social media platforms have emerged to make the connection between customer and firm effortless. Much of this is via instant messaging applications for businesses, which several leading technology companies have recently launched as business-related features in existing platforms (e.g., contact business features in Facebook Messenger and WhatsApp or Apple's Business Chat). Firms use social media as a cheap and reliable way to market their selves to a big audience. (Appel, Grewal, Hadi, Stephen, 2019)

In the book "The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns" written by Dodson, social media marketing is divided into three different media types. They are Paid media, Owned media and Earned media. (Dodson, 2016)

Paid media is the media activity related to a company or brand that is generated by the company or its agents. Examples of offline paid media are traditional advertising, such as television, radio and prints. Online examples are display and banner advertising, search advertising, social network advertising, and electronic direct mails. (Stephen & Galak, 2012) Paid media is an investment to pay for visitors, reach or conversion through search, display advertisement network or affiliate marketing. A lot of firms invest money in the online advertisement to boost their web-sites to the first page of SERP, so users can see the site immediately or buy advertising in social media to build a customer base. Nowadays paid advertisement presented in various forms and there are hundreds of their appearances. Paid media requires a budget and additional expenses for the company, but it has its advantages over other kinds of media. (Lawson, 2018)

Owned media refers to the media activity that a company (or its agents) generates in channels it controls. Common forms of owned media include press releases, brochures, and posts made by company representatives on an official company blog or website. (Stephen & Galak, 2012) Owned media is a type of media, which is controlled by the company itself. Firm can leverage its own web-site, blogs, E-mail lists, data about customers and social media presence. The content and everything what is owned by the company online is important for the search engines, because robots analyze this data. Search engine optimization professionals, commonly known as SEOs, specialize in optimizing web content and websites to rank more highly in organic search results. (WordStream, 2020). Most of these algorithms are classified, but generally accepted that if firm wants to be on top of organic search it should work for customers, have a great web-page with newest data, easy for understanding interface and excellent customer relationship management, such as blogs, question and answers, customer's support and presence in social media.

Earned media is media activity related to a company or brand that is not directly generated by the company or its agents, but rather by other entities such as customers or journalists. (Stephen & Galak, 2012) Earned media is "publicity, generated through PR invested in targeting influencers to increase awareness about a brand. With the help of Earned media audience is reached through editorial, comments and sharing". Usually earned media is created by third party companies or individuals and the information is concerned the one or several brands. Earned media is online word of mouth, in a form of 'viral' tendencies, mentions by customers or media, shares, reposts and recommendations. (Lawson, 2018) Volume refers to the earned media impressions that users voluntarily create for brands, for example by retweeting a brand's tweets on Twitter.

Earned media valence captures the positive and negative sentiment of the content. Brands can benefit from large fan following in multiple ways, including the passive exposure of consumers to profiles of brand fans who are similar to them and to target brand fans with customized content. (Colicev, Malshe, Pauwels & O'Connor, 2018)

2.3 Online Reputation Management

Each firm wants to take the full control over its brand, but brand's name does not depend only on the firm. To take care of its Online Reputation Management (ORM) is a priority for each firm if it wants to succeed in the market. In the scientific article written by Heppner brand reputation is explained by following definition: Brand reputation is an intangible component of a business, driven primarily by what customers share about their experiences with your business and how consumers perceive you as a result. (Heppner, 2019) Nowadays, all sharing of experience, reviews, and discussions are happening primarily online, in social media, and on third-party review sites. It is essential to look after these feedbacks, because they shape a company's online reputation. Why is it important to build image online? Online reputation management protects company online by establishing online presence and engaging with customers on the available platforms. Firms with a positive brand reputation have been proven to outperform companies with poor ORM in terms of sales growth, earnings, market value and stock prices. Customer's reviews shown that more than 70 percent of consumers depend on social media to make a right choice, and about 90 percent of consumers read reviews online before deciding to pay for the product or service.

Absolutely all businesses are involved in digitalization, and no industry category is immune from online reputation. Tim Bourgeois assumes that each firm must be cognizant of its industry and frequency to check online reputation should fit its image. On the next step it is very important to find out flagging inflammatory and false reviews by the keywords. For the image of the company it is crucial that each employee is involved in building a brand, meaning that company's human resource need to develop a policy, where each employee will know how to organize their own online presence and how to interact on the Internet. Furthermore, each company needs to be prepared for a crisis management. IT department together with marketing of the company should have a recovery plan to be ready to act in the wake of a reputation management crisis. Last but not least advice highlighted by Bourgeois was "The best defense is an aggressive offense". It means that each firm should use SEO to appear in first page of SERP and

when the highest positioned will be assured firm can integrate the most successful reputation management plans. (Bourgeois, 2017)

Considering online reputation of the higher education institutions it is necessary to bring attention to scientific article, which is called "Reputation management using online and offline communication tools". This research is focusing on the reputation of the university through various online and offline communication channels, used by the Slovak university to spread awareness of the university and through which it creates its reputation. In the research it is clear that online communication allows instant responses. Already today universities use different e-learnings and communicate with students minimally by the university mail accounts. In addition to this form of communication social networks come to the forefront today. Through the social network, the university raises awareness among their students and the public. Reputation represents how an organization or an educational institution is perceived publicly and as perceived by stakeholders. The educational institution is mainly about makers of reputation, which make reputation by their attitudes towards students, research, but also for various other activities. Authors of the work remind that when potential students (studying at some secondary school at that moment) decide on their future, this is a moment, where they should be addressed. Just like customers when they buy goods, students also collect all available information about the universities that are interesting for them when choosing the right institution. This information is retrieved from the online environment – university web sites, Facebook pages, and various forums and blogs that evaluate the quality of concrete universities, and the offline environment – from a direct visit of the university, fair of universities, informational materials published by the university, promotional leaflets. (Zraková, Ferenc, Poláčková & Kubina, 2014) That is why it is important to build all these channels on the very high level, take care of the information provided there and to follow online reputation and maintain it constantly.

2.4 Targeting

Display advertising allows for targeting, as advertisers can track pre- and post-impression consumer response. Behavioral targeting technologies enable firms to tailor display advertisements to consumers on the basis of their past browsing history. As such, display advertising enables better matching between the firm's products and customer's tastes through targeting. Display advertising also allows firms to attribute individual consumer sales to a specific advertisement.(Bayer, Srinivasan, Riedl & Skiera, 2020) To make targeting ads it is necessary to find out what is the targeting audience for demonstrated goods or services. Target

audience is defined as a set of buyers sharing common needs or characteristics that the company decides to serve (Kotler & Armstrong, 2012). The target market identification is based on the premise that one needs to establish what they ought to satisfy in order for consumers to be attracted to the product offering. (Kampamba, 2015) Marketing literature shows that targeting advertisement significantly increase click-through rate on the advertisements. To be exact effectiveness of psychological targeting in the context of online display advertising: persuasive appeals matched to the psychological profiles of large groups of people resulted in up to 40% more clicks and 50% more purchases than their mismatched or non-personalized counterparts. (Bayer, Srinivasan, Riedl & Skiera, 2020)

Search engines and social networks have an access to the big data, which can provide information about various groups of consumers, who may be interested in purchasing goods. It can be customers, who already shown interests in the product by searching for an associated keywords on a search engine.

2.5   Keywords

To boost sales of any product smart investments into advertisement should be made. Nowadays, millions of advertisers choose advertising in search engines to promote their products and services. The Internet has a lot of advantages over other platforms, such as precise targeting, low advertising costs, and high return on investment. To make advertisement on the Internet certain steps must be taken including keyword selection. The main job of keywords is to link advertisers, search users, and search engines. Keywords must be organized according to advertising structures defined by each search engines. Elaborated choice of keywords can secure more traffic and revenues by serving the right ads to the right customers. Throughout the entire life cycle of search advertising campaigns, advertisers have to face a series of keyword-related decisions, which play a significant role in the search advertisement. Company should make keyword generation, selection, grouping and adjustment. Advertisers might also categorize their keywords according to keyword characteristics, for example, generic or branded. (Li & Yang, 2020)

Keywords can be very different and which one to use is discussed in the article: "Consumer Click Behavior at a Search Engine: The Role of Keyword Popularity". In this study authors analyzed data on approximately 1.63 million keyword searches over a one-month period for 120 keywords. Authors came up with very innovative idea that consumers can be classified into segments on the basis of their click patterns, which can be interpreted as corresponding to

different stages of consumer involvement with the topic they are searching about or the product they want to purchase. Specifically, the writers found that lower-involvement consumers search more for popular keywords, whereas higher-involvement consumers search more for less popular keywords. It means that different types of keywords should be suggested to these two types of users. The first group needs more broad keywords, while other users already know about the good or service they are looking for, and more specific group of words should be suggested to them. Authors calculated that consumers searching for more popular keywords focus relatively more on the organic results whereas consumers searching for less popular keywords focus relatively more on sponsored results suggests that advertisers might want to focus their sponsored search advertising efforts on less popular keywords and focus their search engine optimization efforts on more popular keywords. In addition, the insights that were uncovered into consumers' click behavior can also help search engines design better responses to consumer queries and, therefore, better serve both search engine users and advertisers. (Kinshuk, Liye & Young-Hoon, 2014)

Nowadays Internet users depend heavily on search engines to find information on the Web and it is crucial for advertising firms, researchers, and search engine companies to carefully work with keywords selection. There are several problems appear, for example one keyword, can mean absolutely different search queries. Although search engines are trying to predict consumer's interests, a particular consumer's search interest is not directly observed, and its prediction can be nontrivial. But search engines analyze what are searcher's needs and give SERP depending on this analysis. Any potential mismatch between the consumer's search interest and the advertiser's intent might reduce the efficiency of search advertising. Keywords with higher ambiguity are associated with higher CTR for top-positioned advertisements compared to those with lower ambiguity. In addition, higher keyword ambiguity is associated with faster decay in CTR with ad position. Net effect of keyword ambiguity is a combination of these two opposing effects. In addition, click-through performance varies significantly across topics. (Gong, Abhishek, Li, 2018)

2.6 Landing page

Landing page is "an entrance page to the site when a user clicks on an advertisement or other form of link from a referring site. This will maximize conversion rates and brand favorability." (Chaffey, Ellis-Chadwick, 2016, p.386) Landing page even could be just a single-page web-site that presents a product or service. Its main task is to convince users to perform a targeted action. This Call To

Action (CTA) in case of university will be a registration of customers to one of the studying programs. Marketing experts understand that it is valuable for customers to give direct links to the products or services and their full description without wandering. If customers see that landing page has what he/she was searching for, they can look at the main-page to get full picture of the company. More clicks customer needs to do, less chance that visitor will stay for a long time. Company should clearly understand which page of the web-site to make as landing page, because this will determine future client behavior online.

It is significant to have links to the main web-page and always encourage customers to visit it. Skipping the main page, customers will not see important information, which will significantly influence the decision of the customer, such as awards, which were given to a firm and acknowledgments.

2.7 Blog

Chaffey Dave and Ellis-Chadwick Fiona give a following definition of the blog. "Blog is a personal online diary, journal or news source compiled by one person, an internal team or external guest authors. Postings are usually in different categories. Typically comments can be added to each blog posting to help create interactivity and feedback" (Chaffey & Ellis-Chadwick, 2016, pp. 32-34) Blogs are needed to maximize favorable mentions of the company's web-site, which will be visited by target audience. One of the main tasks of the blog is to conduct public relations via the web-site. Moreover, blog can be used as a tool to collect negative feedbacks and mentions. (Chaffey & Ellis-Chadwick, 2016, p. 33)

A big research was made in 2011 about so called "Word of mouth (WOM)". Researches approved that blog is a developing way of attracting customers, consumer adoption and diffusion of new products and services. Authors of research separated information channels into two categories: traditional and non-traditional information channels. Blog is non-traditional channel of information. News, for example, is considered to be traditional. (Hu & Liu & Tripathy & Yao, 2011) Researchers give their own definition of blogs: methods of individual expression and opinion on the Internet. The main task of their research is to bring to light the importance of blogs in the valuation of firms. This research has shown that blogs are reliable and trustworthy compare to email marketing and that information given throughout blogs has better quality and a broader audience than traditional media. The positive association between blog visibility and market valuation indicates that companies cannot ignore discussions about their products and services online. Authors came to conclusion that firms could use

blogs to communicate more efficiently with their shareholders and other stakeholders. Firms with blogs can build the credibility by sharing personal stories of their clients, discussing most relevant information, and deciding the structure of information they provide. Furthermore, owners of blogs evaluate or verify the information, which appear in blog, and quality of this data increases significantly. In addition, "many blogs specialize in the collection, synthesis, and dissemination of online WOM communications relating to company products and service". (Hu & Liu & Tripathy & Yao, 2011)

Jordan Lee and Bhat Narayan in their book explain how to present the company's blog to the audience in the best possible way. Authors discovered that blogs should have strong color difference, so text can be visible from the background (usually dark text over the white background). Blogs should be well-structured: there should be a search within the blog and "clean columns-based layout". Also, blog must be visible from the web-site and more important to encourage visitors to interact with one another. Nowadays it is important to visualize everything, and blog should contain graphic images, pictures, and logos to create environment that people would remember, and associate with the company itself. (Jordan & Bhat, 2008)

2.8 Search Engine Optimization

Search Engine Optimization or SEO as it is usually abbreviated is a special Digital marketing tool for increasing quality of the web-site. Search engines are the largest platforms to browse any kind of information and presence on highest organic positions in Search Engine Result Page became a necessity for each web-site. SEO is defined as a collection of strategies that improves a website's presence and visibility on a SERP. (Veglis & Giomelakis, 2019) More precise explanation is provided by Chaffey and in his book Search Engine Optimization is "a structured approach used to increase the position of a company or its products in search engine natural or organic results listings (the main body of the search results page) for selected keywords or phrases." (Chaffey, Ellis-Chadwick, 2016, p.30) Millions of websites compete for placement in the search engines, therefore, only the websites improved and structured through SEO tactics receive increased visibility on the web. The optimized websites get better ranking in the SE and usually attract higher number of visitors. SEO process entails employing specific principles to improve search operation for websites and enhance probability of website discovery.

To enhance search visibility and ranking webpages need to be optimized in an explicit way because search engine algorithms have

distinctive policies to index information available on the web. SEO includes work on all parts around web-page: optimization of images, optimization of web forms, structure optimization of frames, directory structures, URLs and optimization of flash media content and many more. SEO methodologies are administered in four key areas: content, keywords, structure and link optimization. SEO technique consists of two processes: on-site optimization and off-site optimization. (Khan & Mahmood, 2018)

On-site optimization pertains to the practices that are used during the development of website and future constant adding of the content on the web-pages. On-site optimization consists of four steps: Keyword Research, Approval, Implementation and Analysis. Keywords are the most important step to increase sites visibility on the Internet, from finding appropriate keywords and including them into the content depend success of the output. Next step is to create a perfect architecture of the website that can be easily crawled, which will help SE robots to identify web-site and after deep analysis to put it on high positions in SERP. Site should be regularly updated and content should comply with the ever changing Internet trends. In addition, regular website updating is necessary to counter strategies used by the competitors. It is also crucial to optimize video, images, audio, infographics and other multimedia content. On-page content should include keywords in the title and header tags of web-pages. (Khan & Mahmood, 2018)

Off-site optimization relates to the practices through which the website and its contents are propagated over the Internet to increase its traffic which in turn enhance ranking of the website. Off-site optimization needs three steps for Strategy Development, Link building and Analysis. Most important for off-site SEO is to get back linking, meaning to place website links on other well-reputed and top ranked websites. Links to the popular social networks must be placed on the web-page. This tactic helps other people to visit firm's social media profiles and ultimately visit its web-site. For the greater interaction with clients company should consider joining online community and discussion boards: place comments containing links of your website on these sites. (Khan & Mahmood, 2018)

Both these methods are developed in order to increase web-site's positioning in the search engines, but each site should concentrate on making its Internet resources easy for understanding, regularly check the content and update it. In the current era, SEO is necessary for companies to increase their customer base. It is important to use new techniques for SEO to make a website popular and acquire higher rank in search results.

2.9   Specificity of the Russian Internet

Russia has many specific features and the Internet is not an exception. Information technology became a part and parcel of most people's daily lives and in Russia there are particular factors to be considered: preferred search engines with specific algorithms of searching which are configured in Cyrillic, own social network and services, which currently operates only in limited number of countries, strict legislation and censorship. In Russia various kinds of information technology being actively used by people, organizations, businesses institutions, public associations, as well as governmental and municipal authorities for many years. Interesting fact is that the first Internet connection to the global Internet in Russia was launched in August 1990 and it was a dial-up connection from Moscow to Helsinki University. Thirty years later Russia has leapt forward in its joining the global information space, despite the complexity of information and the Internet in Russia today is used not just for communication or entertainment, but also for carrying out business and banking operations, commercial and social activities, providing government services, ensuring public access to court records and mass media activity, and many other things including scientific and educational purposes. (Galushkin, 2015)

Each year Russians spend more and more time on the Internet. For example, in 2010 average daily Internet consumption was 50 minutes, but already in 2018 this time doubled and it was equal to more than hundred minutes per day and according to survey the author conducted nowadays these figures are even more as more than 50% of survey participants spend more than 4 hours a day browsing the information. Figure 1 shows that 77,8% of Russian users need the Internet to access Social Media, while more than a half Internet users (54,1%) search for the information about goods and services online.
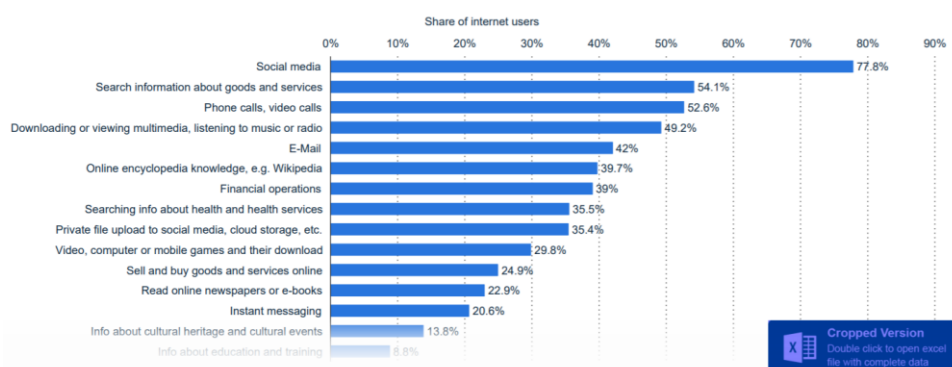

Figure 1: Main purposes for the Internet use in Russia in year 2018. (Statista.com, 2020)

In 2019 year Russia was on the eighth place among countries with highest number of internet users. Almost 117 million people are connected to the Internet or presented online in different forms, therefore Internet penetration is more than 80%.

Herewith 75,5% of the Russian Internet consumers are using tablet computers for the Internet connection, 23,3% use phones and only 1,2% are laptop and desktop users. People in age groups from 12 to 24 and from 25 to 34 prefer to use smartphones as their main device for the Internet access, while people in the age group from 45 to 54 equally use desktops and smartphones. In average age group from12 to 24 uses the Internet on mobile phones 217 minutes daily and spend only 80 minutes by browsing web-pages on desktops. Also, statistics shows that penetration of the Internet in Russia is higher in male audience. 88,1% of men use Internet, while a little bit less of 86,5% of women used Internet. (Statista.com, 2020)

In Russia the most popular search engines are Yandex and Google and there are several minor others (data on the first quarter of the 2020):

1. Yandex — 58,11%
2. Google — 39,24%
3. Search.Mail.ru — 1,47%
4. Rambler — 0,11%
5. Other — 1,06% (Statista.com, 2020)

The information above shows search engines by percent of total user visits over the first quarter of 2020 and it includes usage by individuals and businesses.

2.9.1 Yandex

Yandex is one of the biggest IT companies in Russian, and one of the leading search engines in Russia, Turkey, Belorussia and Kazakhstan. Yandex was launched one year before Google in 1997, and became the leading search engine in Russia. Google entered Russia in 2005, and since that time competes with Yandex for the 117 million Internet users. Although in 2019 Yandex lost to Google and decreased its share from 49% to 45%, but constant launching of new services company strengthened its position in the market and now is leading SE in Russia. (Yandex, 2019)

Over the past two decades, Yandex has grown tremendously, transforming into one of the world's most innovative technology

companies and the leader in home market. Broad ecosystem of services touches many areas of daily life in Russia, affecting tens of millions of users. Yandex is a unique and highly strategic constituent of the Russian economy and play a crucial role in the broader community in which it operates. While Yandex is one of the leading search providers in Russia, it is also much more than that. When people compare Yandex with the big international players, they often call it the Russian Google, Uber, Waymo, Amazon and Spotify combined under one brand. Yandex's audience equals the total number of Internet users in Russia - more than 100 million people a month, most of whom use Yandex services several times per day. Users ask Yandex more than 7 billion search queries per month. Yandex voice assistant called "Alice" responds to more than a billion requests monthly. Every day people listen to more than 265 years of audio and more than 58 million tracks on Yandex.Music. The service Yandex.Taxi completes more than 100 million trips every month. More than a million Russians also derive some or all of their income with the help of the Yandex ecosystem. More than 700,000 drivers and couriers connect to Yandex.Taxi and Yandex.Eda applications. At the same time, Yandex not only creates technological services and products, but also develops educational projects, with more than a million children and adults learning with Yandex services. (Yandex, 2019)

The popularity of Yandex services is proved by Statista in its consumer survey. The Russian Internet users were asked the question "Which search engine have you used in the past 4 weeks?" and 94% of responders have chosen Yandex as their main search engine meaning that from random group of people almost everyone will search data in Yandex and it shows how significant it for the consumers. (Statista.com, 2020)

The quality of Yandex search is not in doubt especially in Cyrillic alphabet. Its algorithms change and develop each month, leading to changes in the search results of web pages. The Yandex search engine uses a ranking algorithm that allows the user to perform the best search for the desired pages that best match their search query. The ranking algorithm can be called a complex system of mathematical formulas. These formulas determine the page's favorability and rating them in SERP. Currently there are about 250 factors involved in the ranking, which are kept in a secret by Yandex.

2.9.2   Google

Google is the multinational Internet service corporation, which owns the most popular search engine in the world. In Russia in the beginning of 2020 Google had the search engine market share of

about 40%, but this number varies depending on launching of new features or changes of algorithms from both Google and Yandex. The Google search engine was created in 1998 by students at Stanford University. Due to new approach of minimalistic search engine Google started to grow rapidly in the beginning of 21st century. As a company Google started with search engines, but twenty years later it provides more than 50 various services to all its customers. Google has a huge variety of all kinds of services, but revenue mostly comes from advertising activities. In 2019 Google's revenue was equal to 160,74 billion US Dollars, and 134,81 billion of US Dollars was earned by targeting adds. The rest of revenue is generated via product licensing and other additional activities. Nowadays, Google also works on developing of digital content and mobile apps, which can be found in Google Play store. (Hosch, 2008)

There is so much data in World Wide Web that it is impossible to find exact information without any kind of solution, which could organize this data. Google's ranking tools organize hundreds of billions of pages in the search index. To provide the best possible data these ranking systems include a number of algorithms. To give to customers the most useful information, they take into account many factors, including customer's search query, the relevance and convenience of the pages found, their reliability, as well as location and settings of the person, who search. The weight of each factor varies depending on the nature of the request. More attention is paid to the publication date when searching for current news, and less if customer is interested in a definition. (Hosch, 2008)

The main searching language for Google is English, but it also works excellent with all other languages. Russian market is the tough, because of Cyrillic alphabet, but Google managed to gain its customers and market share. Google is the most well-known search engine in the world and it is hard for other companies to compete with it.

2.9.3   Comparison of Yandex and Google

Russian market is different from all others mainly because of the Cyrillic alphabet and requirements for new algorithms and programming. 10 years ago Yandex had very little competition from Google, but with the rapid development mobile markets it was possible for Google to catch up with Yandex. Mobile phones devices are affordable and have constant Internet connection, so people began to use it more actively. Android system and Apple has the Google search engine installed by default and that helped American company to become one of the biggest players in Russia.

One of the main differences between Google and Yandex is their designs. Search Engine Result Pages of these two companies are extremely different. Google decided to make a minimalism main page with only most important data and tools on it. Yandex went with absolutely different approach and added many informative blocks on the main page, such as news, feed, weather and other essential or interesting information for users. Another important issue is device orientation. Google is more focused on the mobile audience, while Yandex has a greater emphasis on the desktop version. Moreover, both search engines concentrate their work on various queries. Google is originally built to look for specific information and in Google it is easier to find large documents, articles and studies. Yandex was conceived as a machine built to find information based on commercial components. That is why Yandex provides more details about product and service options. Yandex is more commercial tool, while Google is tool to find information.

There are also a lot of similarities between two search engines. Both firms work on engagement and interactivity of users. Both Google and Yandex have four main attributes of search engines: search box, block of contextual advertisement, organic search and internal service of se, which make search results more relevant and personalized. Both search engines have great functionality in queries, search results, and search filters.

Promotion in Google and Yandex search engines is very different. For comparison, Yandex focuses on behavioral factors: the time spent on the page and the percentage of rejections (visits to only one page of the site). To promote a site in Yandex, the first step is to improve the quality of content and usability of the resource. For Google, quality external links are important: reviews, Analytics, and a link from a useful source. For successful promoting in Google it is necessary to buy high-quality links with detailed reviews and useful materials.

The Great Russian commander A. Suvorov said: "Theory without practice is dead, practice without theory is blind". Next part describes practical research including running of paid advertisement campaign, analysis of social networks and research of data received from the questionnaire.

3   REALIZATION OF THE PROJECT

3.1   Task

The task of the thesis was to make Häme University of Applied Sciences more visible on the Russian Internet for clients searching for the educational services. The main idea was to launch a paid advertisement campaign in Yandex for three of HAMK's Bachelor degree programs taught in English. For this purpose the content in the Russian language with keywords was added to the web-pages and advertisements in Russian were prepared. Furthermore, the analysis of HAMK's social media activity in the most popular social network in Vkontakte was done. For better understanding of specific Russian auditory interested in education abroad the author made and examined a survey. During the project the author was involved into marketing operation of HAMK UAS and worked with marketing department of the university.

3.2   SWOT Analysis and 5Cs

To maximize its investments each firm implements a strategic planning of its operations. Strategic planning is a way to make an organization be more productive by helping guide the allocation of resources in order to achieve goals. One of the tools to make a strategic planning is SWOT Analysis. SWOT stands for Strengths, Weaknesses, Opportunities and Threats that firm has. SWOT is an external and internal analysis and by conducting an external analysis, an organization identifies the critical threats and opportunities in its competitive environment. It also examines how competition in this environment is likely to evolve and what implications that evolution has for the threats and opportunities an organization is facing. While an external analysis focuses on the environmental threats and opportunities facing an organization, internal analysis helps an organization identify its organizational strengths and weaknesses. It also helps an organization to understand which of its resources and capabilities are likely to be sources of competitive advantage and which are less likely to be sources of such advantages. (Gürel & Tat, 2017)

Strengths are characteristics that give advantage over other players in the industry.
Weaknesses are characteristics that place at a disadvantage relative to others.
Opportunities are external elements in the environment that give benefits for the organizations.
Threats are external elements in the environment that could cause trouble for the organization. (Gürel & Tat, 2017)

Below is presented SWOT Analysis of the HAMK web-site over its competitors using different analyzing tools including Alexa.com.

Strengths:	Opportunities:
• HAMK has a strong branding in educational services • Finland is a neighboring country for Russia and there is a huge potential to attract Russian students • HAMK has a favorable web-site, easy to operate with convenient and fast search information • HAMK's web-page gets high rating from web-site analyzing tools • Web-site is free of viruses and is safe in terms of both Yandex and Google • HAMK has its own blog, where blog post appear on regular basis • HAMK is represented in most well-known social networks including Facebook, LinkedIn, Twitter, with shortcut from the main web-page (and in Vkontakte in case of Russia), social engagement is higher compare to its competitors • HAMK's web-site has a search bar that makes navigation easier for visitors • HAMK has a stable 0.6% growth in daily pageviews per visitor	• Improving and increasing of keywords in the content and targeting of clients on these words and phrases • Landing pages in native languages for each degree program with possibility to collect data about visitors can be dedicated • Increasing web-site position in various SERPs using SEO tools and by editing content • Expansion number of subscribers in different social networks and interaction with bigger group of people • Increasing number of publications of various types (such as images and video content) • Increasing number of page views and time customers looking at the web-site • Expanding number of links to HAMK's web-pages from the organizations dealing with education services and companies dealing with international education • Shortcut from main web-page to YouTube, Vkontakte and Instagram for fast access

Weaknesses:	Threats:
- Lack of the content in the Russian language, which is necessary for Yandex scroll robots and potential customers from Russia - Insufficiency of keywords on the web-site - Deficit of back links to the HAMK's web-site from trustworthy organizations - Absence of a website in organic search in search engines - Complicated system of blogs on the HAMK's site and difficulty to find them - Shortage of site visit time (visitors spent only 2m55sec daily on the web-site) - Confusing translation of HAMK UAS into the Russian language ("ХАМК") - No video content in the Russian language neither on the web-site or YouTube	- Competitors (especially from Southern Finland) already have landing pages written in the Russian language with rich content - The group Vkontakte is operated by outside firm and HAMK has less control over the information there - Educational services are popular and keywords can increase in price of paid campaigns - HAMK's site has an audience overlap with many competitors such as turkuamk.fi, xamk.fi, jamk.fi, seamk.fi - Fast changing technologies and digital marketing tools need special attention and investment to follow them

Figure 2: SWOT Analysis of HAMK's web-site.

5Cs marketing model is commonly used to describe in details any corporation. This framework is a helpful tool to consider environment in which any firm operates. 5Cs model is consisting of Customers, Collaborators, Capabilities, Competitors and Conditions. (Forbes, 2017)

Customers: HAMK has very different groups of customers and all their needs should be satisfied. The Thesis will mostly concentrate on young Russian people, who are seeking for the bachelor degree programs in Finland and how they can be successfully targeted by the digital marketing tools. HAMK already has a huge number of marketing operations and digital marketing needs a special attention and resources. Moreover, all steps should be carefully structured before their systematic implementation.

Collaborators: By collaborators HAMK sees all other firms that can produce and maintain online reputation of the university. HAMK positions itself as International Corporation and already works with

many different companies all around the world, such as other universities, education institutions, firms selling consulting services and many others. Digital marketing requires many partnerships and collaborations, because it is important to tell about company's services and products to as many customers as it possible and mutual sharing of knowledge is very common online.

Capabilities: HAMK has a strong reputation by its modern approach to education, professional teachers and staff, who is working to provide the best possible services. University always makes different training, increases quality of its operation and constantly collects feedback to keep track of its weaknesses. Therefore, HAMK increases its chances to overtake competitors by providing a better quality product to its customers.

Competitors: There are various competitors for HAMK UAS. All kinds of education services in the Central area of Finland can be considered as competitors, education providers in other parts of Finland and all other institutions around the World. Correct usage of digital marketing can lead to successful superiority over competitors and increasing number of university students. At the same time it can decrease the number of spent resources on marketing and outcome will be more affective.

Conditions: HAMK works in Finland and that influences its operations the most. Finland is one of leading countries in Europe with very strong economic situation, which suggests that companies operate in save and friendly environment. Finnish education market has very strong reputation around the World and each firm's responsibility to maintain this reputation by its excellent services. (Forbes, 2017)

3.3 Yandex Advertisement campaign

3.3.1 Types of advertisement

Yandex as search engine has its own web-tools to help business to increase customer base, helps to download useful applications, link business and customers by advertisement it shows, return customers and encourage them to buy more.

Yandex.Direct one of these tools and it provides two different types of advertisement: search advertisement and content advertisement. Search advertising responds directly to the customer's request and this kind of search appears in search result for a specific query. Yandex.Direct uses keywords from the search query and compares them with the words used in the advertisement or words, which are

given on the web-site describing goods or services provided by the firm. Content advertisement focuses on data about user's online behavior on the Internet. The ad offer fits neatly into the content of the site that the user is currently viewing. Paid advertisement works on all devices start from computer or PC and ending with smartphone and tablet. There are three possible ways on which Yandex.Direct shows ads to public: first is when user's search query matches advertisement's keywords, second is when advertisement reflects user's interests and third is when advertisement itself matches with the web-site's content.

In the advertisement campaign carried out by HAMK UAS used both search and content advertisement. In general, ads were displayed when search query were matched to keywords, phrases or used synonyms, also autotargeting were used.

3.3.2 Keyword selection

Keywords play a significant role in the searching on the Internet and are basis for the paid advertisement campaigns. Keywords are the words and phrases that users enter to search for products or services. The role of keywords is to simply describe product or service firms provides for customers. Yandex provides its own service on keywords. This tool is called WordStat, and it helps to select suitable keywords, refine the list and exclude users outside the target group.

Keywords are very specific topic and results of the campaign depend on the correct and careful selection of words. Choosing keywords is a process consisting of few mandatory steps. Firstly it is choosing the region, and in the case of HAMK UAS, it is Russia without specifying to concrete areas. Second step is selection of keywords and it is important to imagine how users search for the educational service and in which branches. With the help of WordStat the main keywords related to the education were checked and analyzed. In the attachment there is a list of most useful and related to business school words and frequency with which they are viewed. On the third step keywords could be defined more precise as you can delete negative keywords or add words, which will bring traffic. Company should be careful about adding and excluding words because adding words increases the audience but also increases the budget, and removing words saves the budget, but significantly reduces the audience that sees ads.

Most useful keywords were suggested for the paid advertisement campaign. The following factors are taken into consideration when selecting ads for viewing: the keyword, the bid set, indicators that illustrate the ad's performance. Choosing appropriate keywords

is a necessary step to optimizing and appearing advertisement in the best positions at the lowest possible price.

Advertisement campaign for HAMK was developed for three different programs, and all these three programs involved their own keywords. (Yandex.com, n.d.)

International Business:

On HAMK's web-site there is following description of IB program. International business is a Bachelor program, which is targeted for people, who wants to learn by doing. Classes are highly engaged and based on team-work. International Business program will provide skills needed for daily business practices and problem-solving. Study international business means to have a large professional network. Aim of the IB program is to gain as much professional experience as possible and offer each student's new skills to the businesses world. Moreover, during IB program students will gain excellent communicative skills and very high level of English language, in addition IB degree offers opportunities to develop a second and third language because foreign language skills are a necessity in global business. Graduates of IB program are self-motivated and adoptable people, who are able to overcome all kinds of challenges and bring a modern solution.

International business involves a lot of various subjects, so there are various keywords are suitable for the degree. Taking into account the information above and frequency of use in search queries the author suggests following keywords in the Russian language to use for the paid advertisement in Yandex.
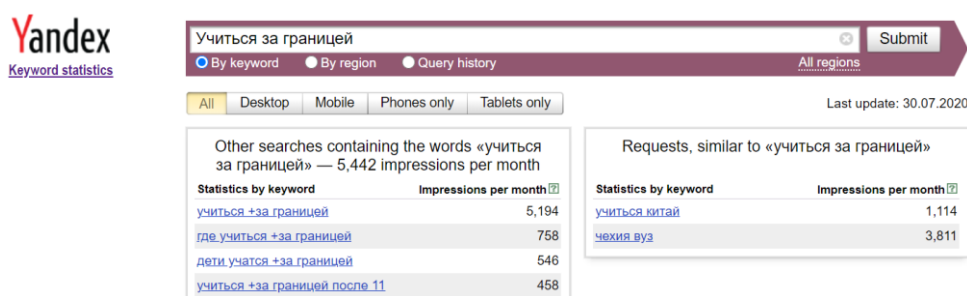
Figure 3: Keyword "Учиться за границей" used in the paid advertisement for the HAMK's International Business degree program. (WordStat, 2020)
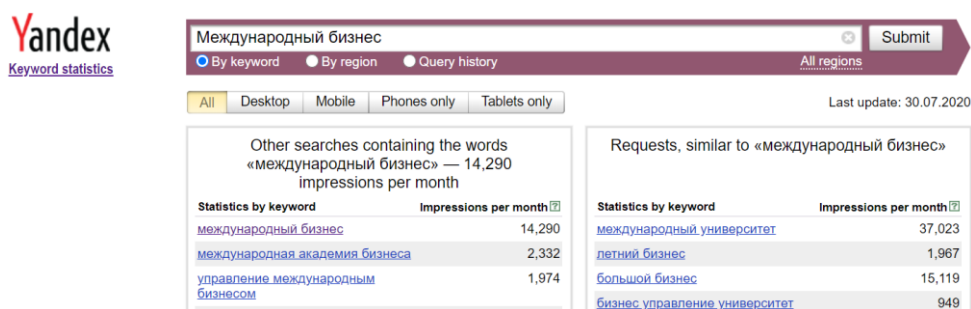
Figure 4: Keyword "Международный бизнес" used in the paid advertisement for the HAMK's International Business degree program. (WordStat, 2020)
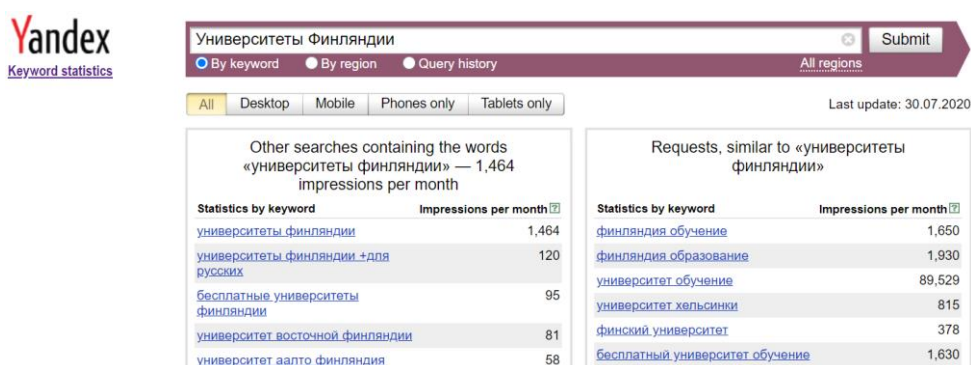

Figure 5: Keyword "Университеты Финляндии" used in the paid advertisement for the HAMK's International Business degree program. (WordStat, 2020)

Computer Applications:

Computer application is new program of HAMK UAS for individuals, interested in inventing and creating new applications and wide range of topics related to programming. This HAMK's programs targeted for people, who are ready to be part of IT team, and ready to work in different environment, operating systems, developing of web pages and systems to mobile apps and games. This program will give a deep understanding of various IT tendencies. After completing this program each student will become a professional programmer fit to work in the modern business world and ready for the modern ICT challenges. Computer application degree program involves a lot of computer technologies, programming, IT, ICT.

Various words were found and checked in WordStat and most suitable of them were used for the actual advertisement campaign.
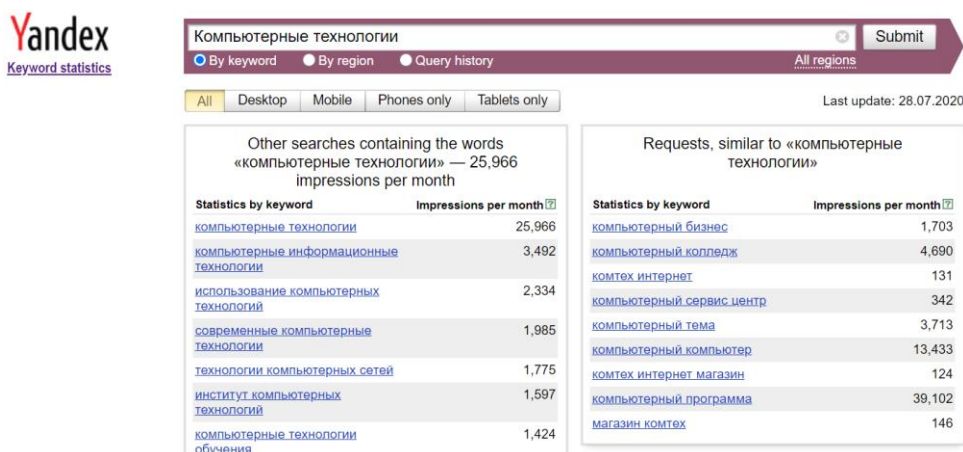
Figure 6: Keyword "Компьютерные технологии" used in the paid advertisement for the HAMK's Computer Application degree program. (WordStat, 2020)
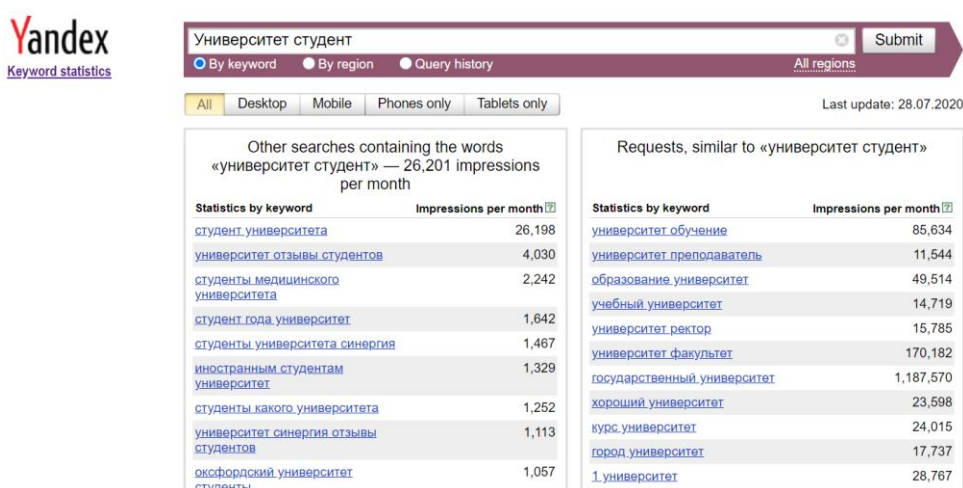

Figure 7: Keyword "Университет студент" used in the paid advertisement for the HAMK's Computer Application degree program. (WordStat, 2020)
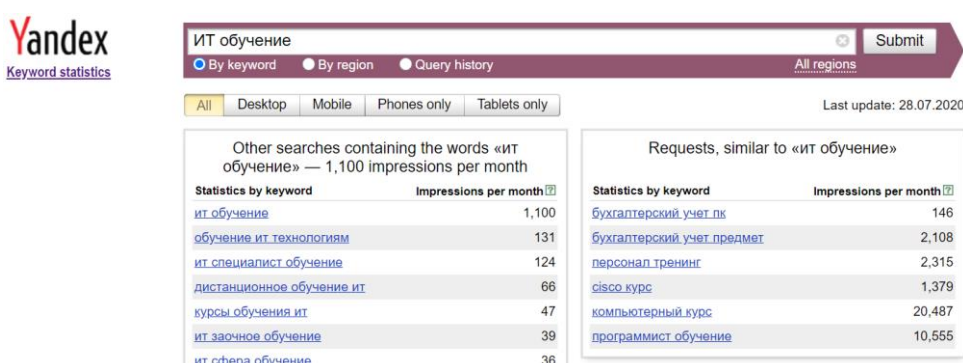

Figure 8: Keyword "ИТ обучение" used in the paid advertisement for the HAMK's Computer Application degree program. (WordStat, 2020)

Smart and Sustainable Design:

At HAMK's web-site there is a following description of this program. Smart and sustainable design is a Bachelor degree aimed to bring future of fashion already now. This program will teach students what ecological design is and ethically produced products and services. This program will concentrate on the environmental issues and technology advances. Students will collaborate with business and will have a strong commercial focus in design.

This program requires its own special keywords, which should be linked to the traditional and modern techniques of design. Moreover, education involves various subjects such as clothing, footwear or glass and ceramics, so most important that this program is focusing on design and the "design" is the main keywords, which should be taken into account.
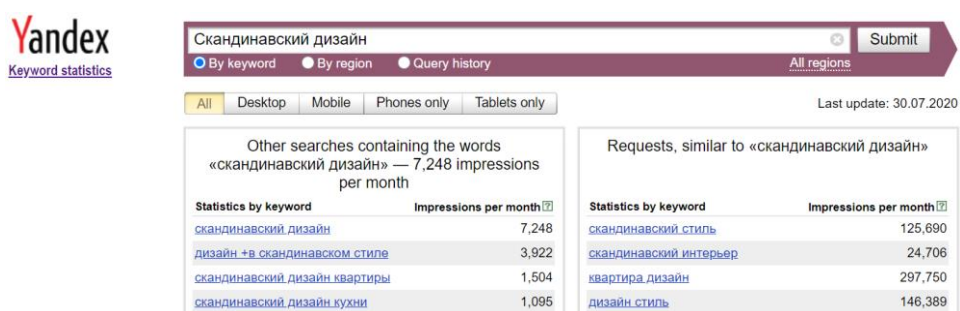
Figure 9: Keyword "Скандинавский дизайн" used in the paid advertisement for the HAMK's Smart and Sustainable Design degree program. (WordStat, 2020)
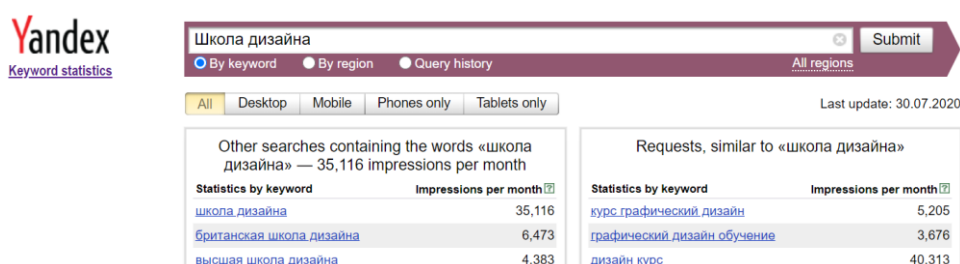

Figure 10: Keyword "Школа дизайна" used in the paid advertisement for the HAMK's Smart and Sustainable Design degree program. (WordStat, 2020)
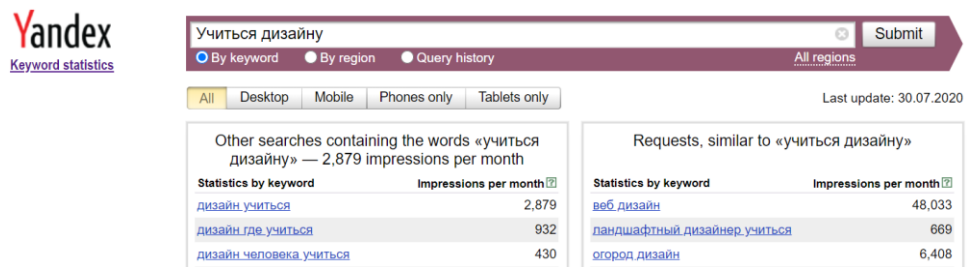
Figure 11: Keyword "Учиться дизайну" used in the paid advertisement for the HAMK's Smart and Sustainable Design degree program. (WordStat, 2020)

There is an option of "Autotargeting" when launching a new ad in Yandex. If company does not want to spend resources creating and deciding keywords for their paid advertisement campaigns beforehand, Yandex developed a solution for them and it is called "autotargeting". Autotargeting is a tool, which automatically indexes the text of the advertisement and web-pages. After this advertisement begin to appear in response to matching user's search query. Autotargeting works in real time, and have only scanning ability and it does not create keywords by itself. Autotargeting can be used as another tool to find suitable keywords, because it shows on which responds it appears the most.

3.3.3 Advertising budget

Yandex suggests mainly CPC advertisement campaigns. Although it offers CPM advertisement or so-called display campaigns too, in this campaign the option CPC was used. Yandex's contextual advertisement is served on Payment Per Click (PPC) basis. It means that firm pays when user uses contextual advertisement to go to the company's web-site. Firms pay for real customers, who appear on its web-site. Number of clicks to the ad campaign depends on many factors, such as region, where the ad will be shown, popularity of keywords, and bidding system. Yandex provides a special tool, which is called "Budget Forecast". Budget forecasting requires three steps. First is to choose a region, where company wants its paid campaign to be shown. In case of HAMK UAS, as it was said before, paid campaign was oriented generally on customers from Russia, so "Russia" was chosen, but in the future more active regions can be highlighted and paid advertisement could be broadcasted to there. On the next step firm should choose forecast period, site type and currency. Forecast period meaning for how long campaign are going to lasts, site type means that firm can choose between all types of sites or only mobile versions. There are 8 different currencies are given, including Euro. Last step is to add needed keywords, which were prepared beforehand. In addition,

Yandex Forecast will give matching keywords, which will be suitable for the ad campaign.

Yandex Forecast will provide price for the specific period of time in a needed currency.

Yandex

Ad campaign plan "HAMK UAS"
(Keyword suggestions)
Campaign duration: month
Sites: all
Currency: EUR
Display regions:Russia

Proposed keyword phrases	Approximate number of queries	Traffic volume	Approximate number of impressions per month (for selected traffic volume)*	Approximate number of clicks per month (for selected traffic volume)*	CTR forecast (for selected traffic volume)	Average set bid (for selected traffic volume), EUR	Average click price (for selected traffic volume), EUR	Approximate budget, EUR (for selected traffic volume)
Международный Бизнес	12417	9	3205	17	0,53	0,67	0,10	1,70
Образование в Финляндии	1802	9	672	5	0,74	0,51	0,05	0,25
Обучение в Европе	2289	9	1168	8	0,68	0,65	0,10	0,80
*Total including selected traffic volume***	16508		**5045**	**30**				**2,75**

Figure 12: Forecast of the paid campaign for selected keywords, for period of 30 days, for all sites, in Euros, in Russia region.

3.3.4 Creating an advertisement campaign

In order to launch actual paid advertisement campaign several steps should be made and many settings should be tuned. Ad campaign starts from the creating a personal profile in Yandex.Direct. After account is set firm can start work on marketing in Yandex by carefully selecting all needed setting, because additional data will bring extra costs. Advertisement campaign appears automatically in the account; each campaign consists of groups of advertisements. These advertisements contain ads with various texts and common keywords.

There are different types of ad campaigns in Yandex.Direct. For example, Text & Image ads, smart banners, ads for mobile apps, display campaigns for ad networks and search banners.

How to build an advertisement campaign? Firstly, name for this ad campaign should be given. This name will appear only in the account, customers will not see it. It is crucial to set clear name, so in the future the difference between various campaigns will be clear. Then time-frames should be set, such as beginning and end of the campaign, and also everyone can enable time targeting (the most suitable time for demonstrating ad). Yandex automatically will set 24 hour seven day a week show of the advertisement, but if company wishes to decrease its advertisement expenses, timing could be considered more precise. Region, where the target group is located should be put. Next step is to choose to show where the campaign will appear exactly. It is necessary to put "On all sites",

because in other cases advertisement will be very limited to specific web-sites. Next is very important step to choose a display strategy. There are two types of display strategy: manual bid management strategy and automatic strategies. Manual bid management strategy requires more attention to fast-changing bids for keywords. If manual strategy has been chosen bids of required keywords should be checked and adjusted manually several times per day. Automatic strategies are much easier, because Yandex takes the full control of bid management and company should not be involved in manually adjusted bidding process. Next step is to mention "Negative keywords". Negative keywords are those queries, which firm does not want to trigger impressions for. Next step is to complete company's contract information. This information will be seen by potential customers, so all required data should be checked and carefully put. On the next move Yandex.Metrica tag should be installed or considered for the installation, if firm did not have it before. Yandex.Metrica will show important data, such as visual demonstration customer's interaction on the site, reports and other valuable statistics, scrolled maps and analytics of the web-page. The very last step is to turn on notifications. Notification will make it easier to follow results of paid advertisement campaigns in real time.

3.3.5 Moderation

Information about the advertisement campaign should be filled and checked by sending it for the moderation. There are several requirements for passing moderation. Most important is that advertisement clearly tells what it advertises: product, service or other types of goods. Next crucial factor is that all is written correctly, without any mistakes in the text. If text is provided in English, it is preferably to have a translation into the Russian language. For the advertisements in the Russian language the appropriate content in Russian should be presented on the web-site and keywords should reflect the main idea of the advertisement. In addition, the web-site of the company should be displayed correctly in different browsers and content of the site must be linked to the advertisement.

Some specific product and services may require special documentation for the advertisement. These documents varies from country to country, but if firm selects more than one country, and documentation is suitable not for all of them, advertisement will appear only in "permitted" places. Yandex notifies about passing the moderation by E-mail and it might take a few days.

3.3.6 Running of the marketing campaign

Here can be seen pictures of SERP of Yandex, when the advertisement campaign was launched. That is what customers saw, when they typed keywords or matching queries in Yandex. It can be clearly see that on each picture presented below HAMK is located on the first raw in SERP and marked as advertisement.
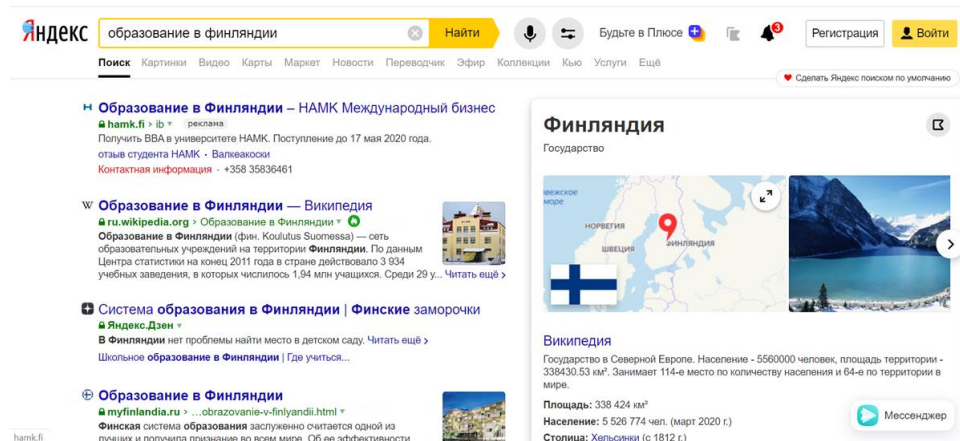

Figure 13: An advertisement of HAMK UAS in Yandex for Russian-speaking customers on the keyword "образование в финляндии" (Translation: education in finland)
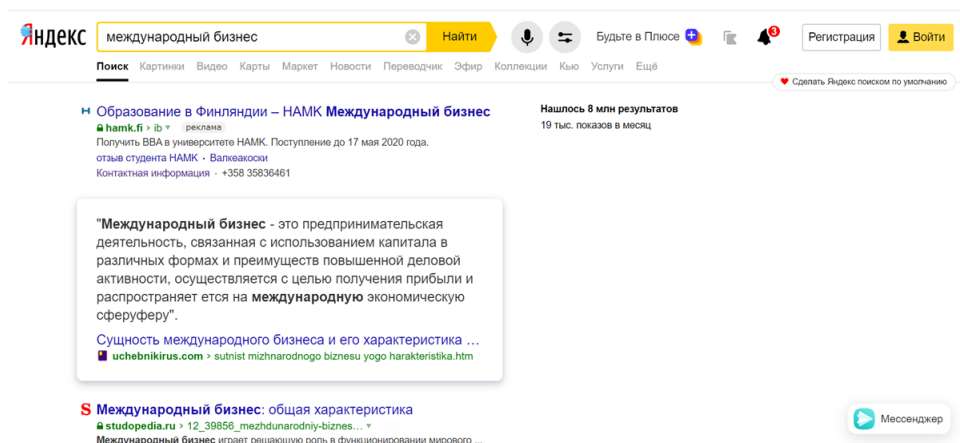
Figure 14: An advertisement of HAMK UAS in Yandex for Russian-speaking customers on the keyword "международный бизнес" (Translation: international business)
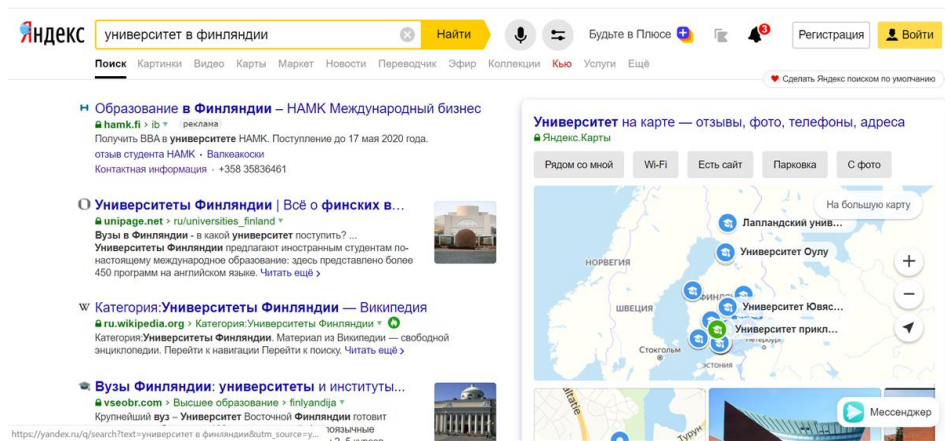
Figure 15: An advertisement of HAMK UAS in Yandex for Russian-speaking customers on the keyword "университет в финляндии" (Translation: university in finland)
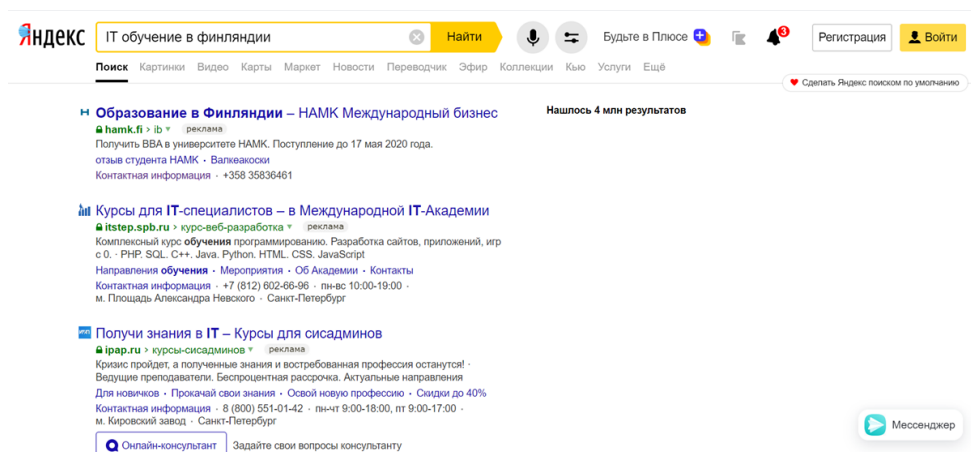

Figure 16: An advertisement of HAMK UAS in Yandex for Russian-speaking customers on the keyword "IT обучение в финляндии" (Translation: IT education in finland)

It clearly shows that advertising campaign is working successfully. It is important to specify that all three ad campaigns were linked to the School of Entrepreneurship and Business with description of all these three programs in the Russian language. The author believes that in the future, when launching advertising campaigns in Yandex, the number of ads should be expanded, giving information to Russian users not only about the programs of the school of entrepreneurship and business, but also for all engineering specialties and landing users on the corresponding landing pages with a description of these programs in Russian.

3.3.7   Analysis of the marketing campaign

This part is devoted to the analysis of advertisement campaign for HAMK UAS in Yandex and it should be mentioned that this year

campaign was launched as a pilot project, and all results can be maximized in the future. For example, marketing team can considered bigger number of keywords, and more risky keywords, which will bring more traffic to the web-site. Moreover, campaign can lasts for a longer time, and can be made not only for the application periods, but can be presented more times per year. Budgets also should be revised, more money invested into paid advertisement, the bigger chances it will appear more times for potential applicants.

On the Figure 17 presented analysis of different advertisement campaigns completed for HAMK UAS in Yandex. Overall, there were three different campaigns: "CA spring 2020" (for the Computer Application program), "IB spring 2020" (for the International Business program), and "SSD spring 2020" (Smart and Sustainable Design program).

For all HAMK UAS's paid advertisements were chosen automatic strategies, which optimize clicks for the campaigns. The period of time was set as one month. Campaigns were shown on all kinds of web-sites. The budget for all campaigns was 150 EUR, and this sum was equally divided between all three campaigns, meaning 50 EUR for each.

Results of the campaign:

Computer Application advertisement campaign costed 17,55 EUR. International Business 18,38 EUR, and Smart and Sustainable Design 18,81 EUR. Summing it up HAMK spent 54,74 EUR on this campaign.

Most expensive Cost Per Click was for the Computer Application, and CPC costed 0,33 EUR. Next CPC price was taken by Smart and Sustainable Design 0,18 EUR. The cheapest CPC was for International Business 0,12 EUR.
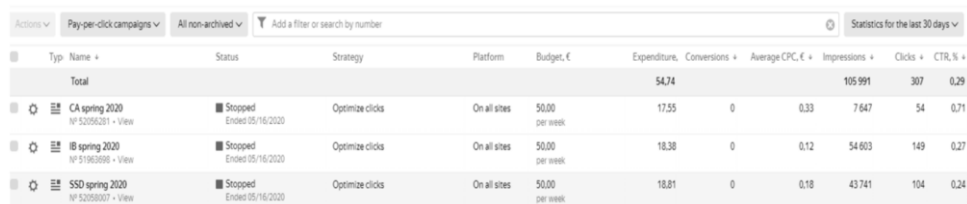
All three campaigns were seen by 105991 people who are target group for HAMK UAS. The biggest number of impression received Business program, which had 54603 views. On the second place is Smart and Sustainable Design with 43741 views. Computer Applications had only 7647 views.

The next variable is important for the analysis of the campaign; it shows actual number of clicks on the exact advertisement. The most attractive was International Business advertisement with 149 clicks on it. Smart and Sustainable Design had a second place with 104 clicks on it. Computer Applications had only 54 clicks on it.

One of the most valuable measurements of success of the paid advertisement campaign is CTR. CTR is the percentage of clicks website listing generates, based on the number of impressions served. Impressions are the number of times a page of the website displays in SERPs and are viewed by a user. (Dodson, 2016) CTR is calculated by following formula:

CTR = Number of clicks-through / Number of impressions * 100 (%)

All three advertisement campaigns together got CTR equal to 0,29. This quite low percentage and it is necessary to increase this number by effective targeting and changing settings manually to target the key audience. On this indicator the most successful campaign among these three is Computer Application with the CTR 0,71.

	Typ	Name ▲	Status	Strategy	Platform	Budget, €	Expenditure,	Conversions ◆	Average CPC, € ◆	Impressions ◆	Clicks ◆	CTR, % ◆
		Total					54,74			105 991	307	0,29
⚙	🔳	CA spring 2020 № 52056281 · View	🔳 Stopped Ended 05/16/2020	Optimize clicks	On all sites	50,00 per week	17,55	0	0,33	7 647	54	0,71
⚙	🔳	IB spring 2020 № 51963698 · View	🔳 Stopped Ended 05/16/2020	Optimize clicks	On all sites	50,00 per week	18,38	0	0,12	54 603	149	0,27
⚙	🔳	SSD spring 2020 № 52058007 · View	🔳 Stopped Ended 05/16/2020	Optimize clicks	On all sites	50,00 per week	18,81	0	0,18	43 741	104	0,24

Figure 17: Overall look at the three paid campaigns made in Yandex for HAMK UAS during a specified period of time.

Above there was an overview of three advertisement campaigns made by HAMK UAS in Yandex, and now each of these three campaigns are considered in details. Yandex provides a lot of statistics, which is valuable for the understanding of the right customer group, gender of the people, who are interested in firm's products and services, what devices they use for searching, and what kind of search queries they use.

Analytics of International Business campaign:

The female audience, who clicked to the IB advertisement exceeds number of click of male audience. Women clicked on the advertisement 88 times while men target audience only clicked 57 times. There is a difference in impressions as well. Yandex has shown this advertisement more to women auditory than to the men: female have 31876 impressions, while male have 21372. There is also a group of not specified people, who did not allow Yandex to collect information about them, and this group of people got 1355 impressions and only 4 clicks on the advertisement. To sum it up, Yandex has shown the paid advertisement of IB degree more to women audience, as these settings calculated by Yandex based on previous experience and machine learning.

The age group of customers provided by Yandex could be useful for future advertising campaigns. Yandex suggests advertisement about universities and Bachelor degrees mostly to people younger than 18 years old and from 18 to 24 years old, with 11943 and 14566 impressions respectively. This advertising is also shown to other age groups in less volumes since that it can be also valuable for others as potential university students or parents, relatives and other family members of potential applicants, who must have seen paid advertisement of IB program. Interesting fact is that two groups with very different number of impression were interested in the program on the same level: age group of people from 18 to 24 had 14566 impressions, and 32 clicks on the advertisement, while age group of people from 35 to 44 had almost 7000 impressions, and same number as 32 clicks. It tells that this group was the most interested in the IB program having two times less impressions, and it indicates that manual settings are worthy for the more precise targeting.

Next statistics is about the device from where customers check the information. The data about device is needed in order to understand how better to organize advertisement. Statistics tells that biggest group of customers, who saw an advertisement were users of desktops – 41026 users or 75% from all impressions. Next big group check for the information from their smartphones (12956 people or 23% from all impressions), and last but not least are 631 person (only 2%), who searched from their tablets. Clicks have different statistics: most of the clicks came from mobile phones, 78 clicks, 67 clicks from desktops and only 4 from tablets. It means that HAMK's advertisement was the most suitable or it was looking great on smartphones, and less good on the desktops, because in comparison of impressions, desktops had three times more impressions. Interesting to notice that most expensive cost per click is for desktops with 0,19 EUR per one click. At the same time CPC on mobile devices and tablets are the same and equal to 0,07 EUR. It means that it is smarter to invest to the advertisement on mobile phones, since it is cheaper and there are more clicks on the advertisement from the phone.

Next point of analytic is number of impressions on the image and on the text of the paid advertisement. Here it is clear that image got more attention: image got 96% of impressions while the text has 4%. At the same time when considering number of clicks the data really varies. The percent of clicks on the image is 55%, while on the text 45%. It says that people care about the text of the advertisement more, even search when search engine suggests picture.

Taking into account analytics of IB paid campaign is possible to make a conclusion that since CTR between all gender audiences is quite the same, budget should be equally separated between three groups, and number of impression should be similar after all. Since it is a Bachelor degree program most important age groups are under 18, from 18 to 24 and from 25 to 34 years old people, but should be taken into account that CTR of age from 35 to 44 was significantly high, the budget should be equally allocated. Moreover, the price of click is approximately identical between all ages and varies from 0,09 EUR to 0,16 EUR. International Business advertisements should be shown more for mobile and tablet users, since the CTR for the desktop is low and price of click on the desktop ad is really high.

Analytics of Computer Applications campaign:

Analysis for Computer Applications campaign is similar to IB campaign. Computer Application ads were shown more to female audience compare to male with 4570 and 2155 impressions respectively. But CTR from male audience is higher and equal to 0,84, while CTR of female audience is only 0,66. Some conclusions: male audience was more interested in the program compared to female and correlation between impressions and clicks were much higher from males, paid CPC higher for women than for men: female's CPC is equal to 0,36 EUR, while for the men's click on the advertisement is 0,26 EUR.

Variations were identified for the age groups: data shown that the best CTR was for the age group of people from 25 to 34 years old, but Yandex did not show advertising to this age group so much. In comparison to the age group of people from 18 to 24 years old received paid ad about computer applications 2156, while from the also valuable age group of people from 25 to 34 years old had 958 impressions. Advertisement should be more targeted to the potential customers, to first three age groups: younger than 18, from 18 to 24 and 25 to 35 years old. Important to have a close look at the average price per click on each age groups to make more smarter investments.

What are the most used devices for the search of information? CTR for desktops were higher than one percent - 1,16 to be exact. But Yandex most showed advertisement to mobile phone users (4931 impressions). The most expensive cost per click was for the desk top users and most clicks are from them.

Impressions from image and text are in the proportion of 58% to 42% respectively. At the same time click through rate is much

higher on the text advertisement compare to image, but average price of click is 10 times higher on the text.

Considering information above it is possible to make a conclusion: male audience was really active on the Computer Application advertisement. The biggest CTR got the age group from 25 to 34 years old, so more attention as well as to younger customers, should be put to these age groups. The biggest CTR was from the desktop users, but all mobile and tablet users are should be considered as potential customers of this program. Text advertisement has more CTR than image, and that should be taken into account for the future paid ads.

Analytics of Smart and Sustainable Design:

Shares of Smart and Sustainable Design degree program between female and male audience are following: 60% of impressions were for female audience, and last 40% were separated between male and audience and not specified. Surprisingly, click through rate shown that male audience was more interested in the program compare to female, even if men had twice less impressions on the ad. Here it is need to notice that average price per click is equal to 0,13 EUR for the female audience and 0,23 EUR for the men's click, while for not specified gender group Yandex charges 0,64 EUR per click. To sum up, in the future campaign should be made accent on the benefit of each gender group, and price per click on each of them, because effectiveness of advertisement is depending on it.

The most impressions got the age group of people younger 18, more than 9747 people saw the advertisement, but the number of clicks was not so impressive with only 19 clicks on the ad. Strangely people older than 55 were very active on this advertisement with the click through rate 0,42 and the most clicks compare to all age groups. The activity of this age group can be linked to keywords, which were given to this advertisement, and in the future ad campaign additional clicks, which do not bring any positive benefit to the campaign, should be limited.

Desktops impressions on the advertisement are extremely high with 26375 impressions on the advertisement, but there are only 29 clicks from desktop users on the paid advertisement. At the same time mobile users impressions are only 16795, but the number of clicks is significantly higher – 75 clicks. It means that Smart and Sustainable design degree could put more attention to the mobile users, because their CTR is much higher, while price per clip is much lower. Tablets had 572 impressions on the advertisement, but no one clicked on the ad.

The proportion between image and text advertisement is absolutely different. Yandex decided to promote image in this case, because as search engine supposes the design should be visible for customers. Image has 85% of the ad, while text remaining 15%. Data shows that outcome from text ad is far greater with CTR 0,50 (CTR of image advertisement scored only 0,19). Average clicks on the image costed 0,04 EUR, while text advertisement 0,47 EUR.

Analysis of Smart and Sustainable Design campaign shows: not specifies gender should be not considered as an option, because Yandex charges 0,64 EUR per one click for this group, but since CTR for male and female audience is equal number of impression should be also equally shared. In addition, as tablets users did not click at the advertisements at all this should be analyzed and advertising for this program should be made more suitable for tablet users. In addition, text has two times higher CTR and more, so text must be easy to understand and attract customers.

3.4 Content management

Another important digital marketing method is filling a web-site with the required and appropriate content. Content is needed for all search engines and should be updated regularly and wisely. Each firm decides what they would like to have on their web-site, what they post, sell or give away. HAMK UAS has miscellaneous information on web-site for various groups of customers. HAMK has data about its campuses, studies, teachers from all other departments, features of Bachelor and Master degree programs, other types of education and more content, which can be useful for customers.

Content needs to be developed, modern and thoughtful, so everyone, who needs it clearly understands given information, and use it by applying to the university or telling to others about possibilities that HAMK UAS provides.

HAMK UAS is the international university and looking for the students all over the world. The main page is presented in two languages: Finnish and English. There is a possibility to translate the web-page automatically to any language, but it is a raw translation and it is not good enough for understanding. This is a kind of problem: people, who search in their own language (in this case in Russian), have few possibilities to find HAMK UAS in local search engines. Moreover, search engines could not show the company's site at all in their SERP if company's web-site does not support the "main" local language. Yandex is one of these search engines. For Yandex it is very important to have at least a little content in the Russian language. That is why it is essential to have sufficient and

correct content in the Russian language at the HAMK's web-site. The author had an opportunity to work in the field of site's content management.

It is essential to define the appropriate place for content allocation. This place should be easy to find not only by users of this data, but also by search engine's robots, which scan each web-site in order to index, find and remember what the information is and what the theme of the web-site is.

HAMK already has its own system of blogs, where new blog texts are given on the regular basis. Blog is a favorable place to fill up the needed language and at the same time to provide valuable data in native languages of readers. Blog is needed to share real experience, and motivate people to use HAMK's education services by giving opinion of past or current customers.

The author used various HAMK's blog to place info in the Russian language for Yandex and Russia readers. Below are some blogs, which were translated into Russian: IB blog is located under the https://blog.hamk.fi/yrli/ and has an actual link for the information in the Russian language https://blog.hamk.fi/yrli/hamk-ru/.
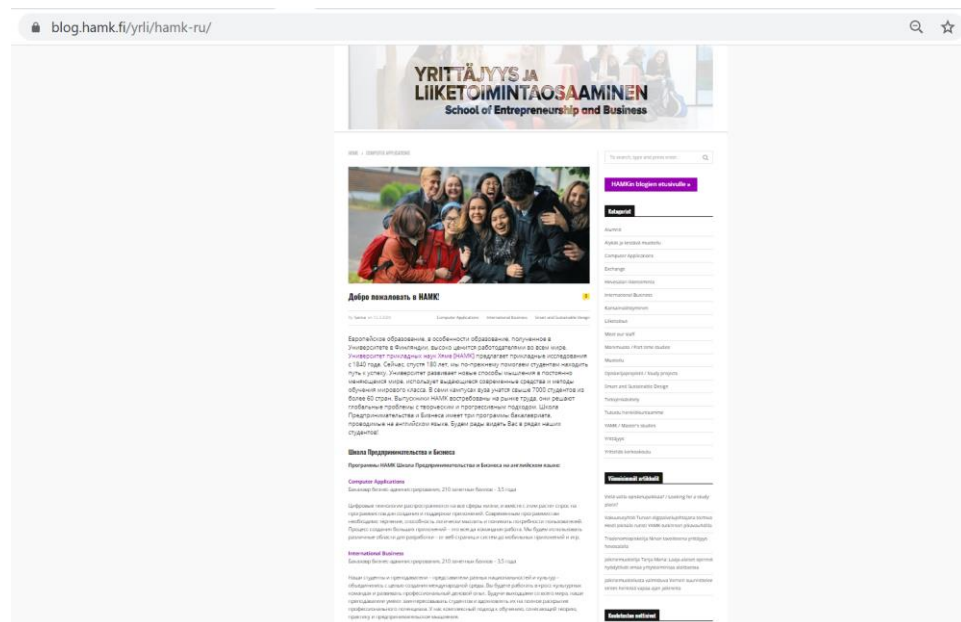

Figure 18: Landing page in the Russian language of three different HAMK's Bachelor degree programs in HAMK's blog on the web-site. (hamk.fi, 2020)

Another blog translated to the Russian language by the author are answers on most frequently asked question about IB program.
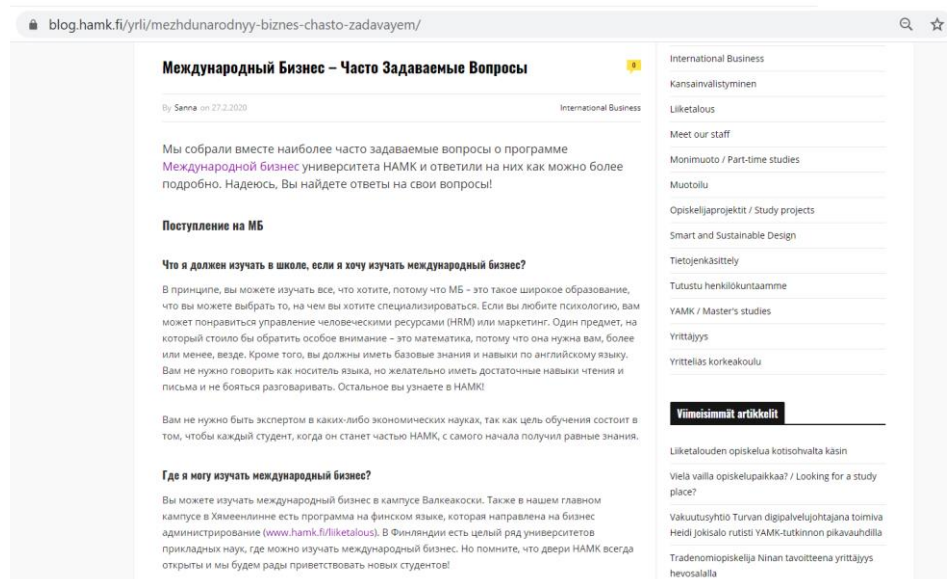
Figure 19: Example of blog post, which answers all frequently asked question about IB for Russian users. (hamk.fi, 2020)

There is also one more post in Russian under IB blog, written and translated by the author. This blog tells about experience of double degree program in Germany.
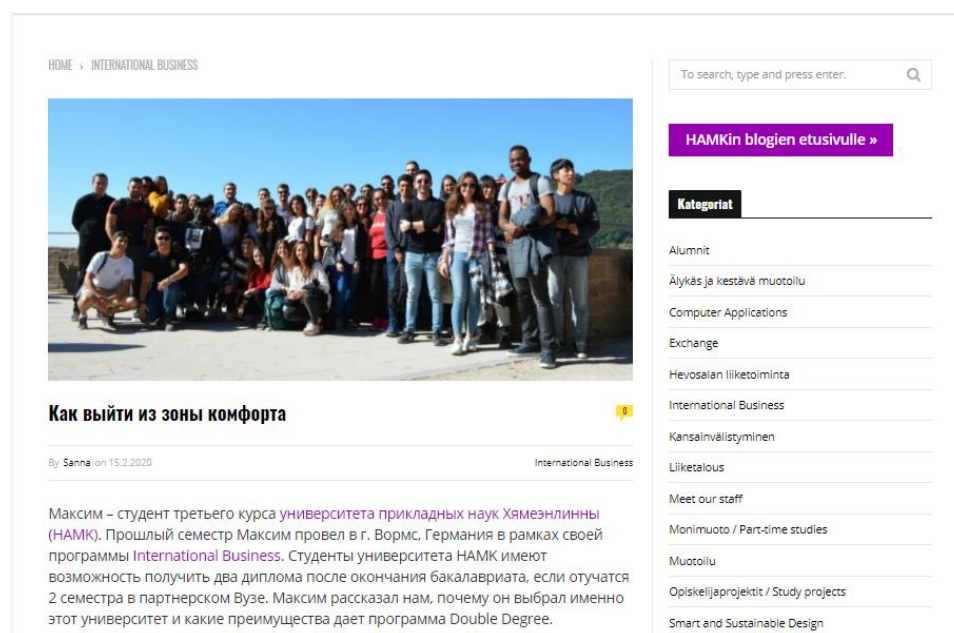

Figure 20: Example of blog post written in the Russian language. (hamk.fi, 2020)

All these three posts mentioned above and some others are located in the same IB blog, although they cover different topics of varying importance: where description of programs should be shown to

maximum number of users, while stories from student's lives only to those, who have a particular interest in it.

3.5 Social Networks

Nowadays social networks play significant role in the life of each person. Social media creates image for the individual or even for the company, and it is crucial to monitor and build this image. If main idea of the Internet is to provide the information, the idea behind social networks is that individuals can discuss the information and provide their opinions, share their thoughts, and give valuable data. In the scientific article "Social Networking" is given following definition of social networking service (SNS): SNS is an Internet-based platform used in building and developing social relations among people. (Sadiku, Omotoso & Musa, 2019)

There are social networks, which operate all around the globe, such as Facebook with 2.6 billion monthly active users (Statista.com, 2020), YouTube with 2 billion monthly users (Iqbal, 2020), Twitter has 330 million monthly users (Statista.com, 2019), LinkedIn has 310 million active users (omnicoreagency.com, 2020) and many other social networks.

As all other popular brands HAMK has its own profiles in various social networks, which are presented on the web-site. These social networks are Facebook, Twitter, LinkedIn, and Yammer. At the main page of web-site there is a fast access to mentioned above social networks as well as to HAMK's mail and independent icon to print all most important materials in Finnish and English languages.

HAMK has an excellent Facebook page with 16294 followers (data on the 5.08.2020). The Facebook page is made in English, and all information is clear, valuable and needed for current students and/or future applicants. HAMK joined Twitter in 2009 and already has 3315 Twitter followers. Information in Twitter is up-to-date and makes a great image of HAMK UAS. Not all of these social networks are reachable everywhere, besides all these social networks are oriented to English-speaking people.

Russia has specificity in usage and spreading of social networks due to large Russian-speaking audience, different interests and features of legislation. The biggest social network in Russia is Vkontakte, also known as VK.com. VK.com has 38 million monthly active users (Statista.com, 2020), who spend daily two hours in average inside the social network. Interesting fact is that in 2019 Russia was ranked first by social media usage among all European member states. (Statista.com, 2020) The largest share of both Vkontakte and Facebook in Russia is demographic group of 25- to 34- year-olds.

Young people prefer social networks, because they can see real opinion of others. Furthermore, Instagram has been gaining popularity in Russia in last two years. Already in February 2020 in Instagram was more than 44 million users from Russia, and this number increases rapidly.

HAMK is presented in Vkontakte. The link to the HAMK's page is following https://vk.com/hamkstudents. This page is created and developed by Russian-based agency IClass. This agency helps students to find, prepare and apply to the universities; also they give various classes including preparations to the entrance and English exams. HAMK is one of the universities they promote. There are 1064 users of this VK profile right now (information on 5.08.2020). Information on this page is updated approximately once per month, but during the application period more updates and data appear on this profile. Mainly this information is forwarded from another IClass's group about education in Finland.
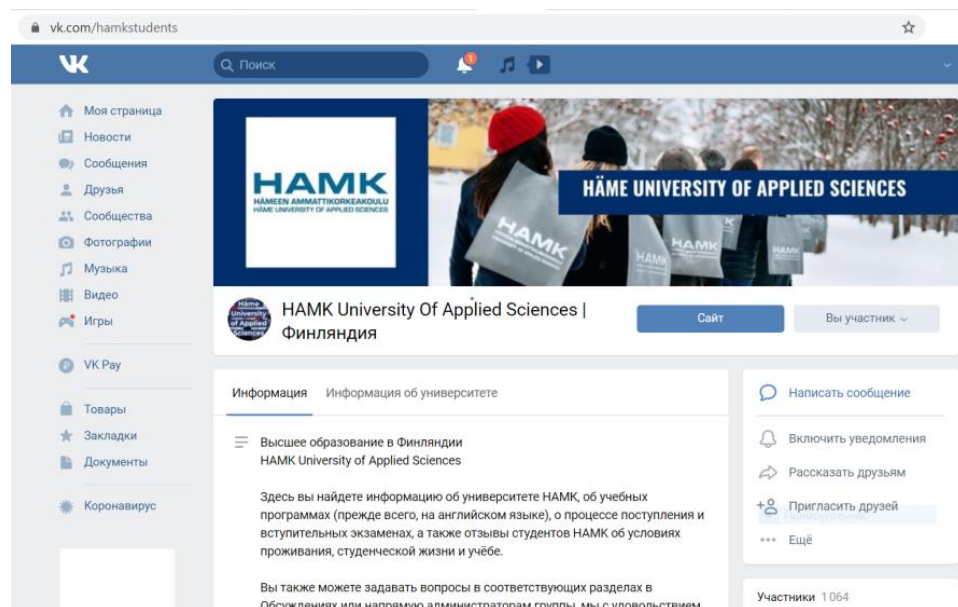

Figure 21: HAMK's profile in Russian social network Vkontakte. (Vk.com, 2020)

IClass has its own VK profiles, where it gives links to HAMK's page. As it was mentioned before more web-sites, social network profiles and links the firm has, the bigger opportunity that search engine crawlers will see the web-site and will put it in the higher position in SERP. HAMK has a partnership with IClass and the availability of HAMK' profile in the most popular Russian social network only gives it extra opportunity to be found by potential applicants. The author suggest regularly update with new information all concerned parties, such as I Class or make a direct linkage with other social network and to post information in VK too.
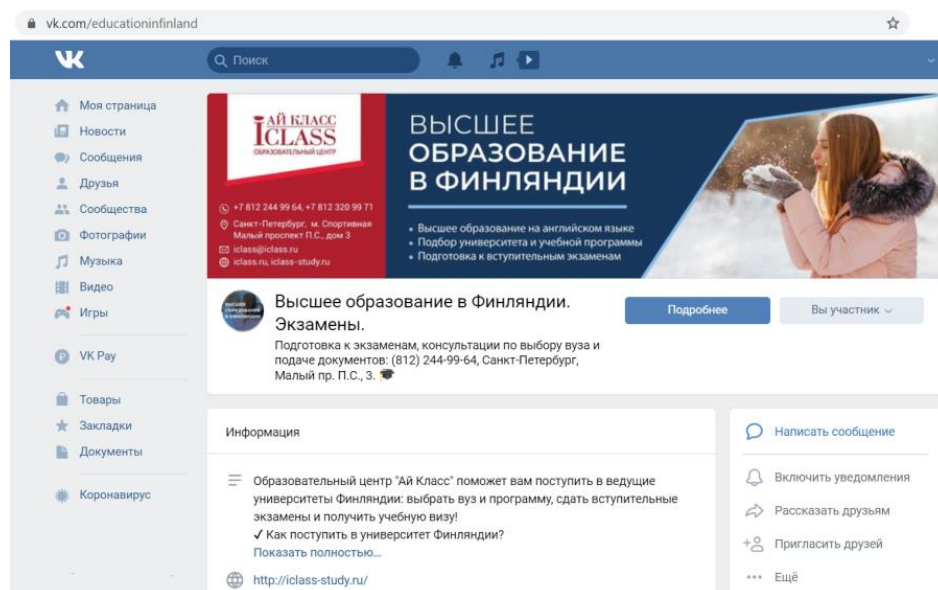
Figure 22: High education in Finland: IClass's profiles in Russian social network Vkontakte. (Vk.com, 2020)

In 2019 Vkontakte was the most popular social network in Russia by the active month users. Second place was taken by WhatsApp, which is a popular messenger, and third place was taken by Instagram with almost 30 million active users per month. (Statista.com, 2019) HAMK has a great presence in Instagram with 2295 followers. HAMK's Instagram is mainly in Finnish language, and the author supposes that lack of content in Instagram in English leads to lack of interaction with potential applicants. In addition, search engines see that university's social media is mainly targeted to Finnish audience, and it appears less for searchers in other countries.

4 SURVEY

For the better understanding of how Russians search for the information about education abroad, and which search engines they use, the author launched a practical research. For this purpose a survey was made to evaluate the usage of the Russian Internet by different groups of people, with their special needs. Questionnaire improves understanding about HAMK's potential customers and their preferences in usage of different search engines. To have additional background and fully satisfy needs of commission party questionnaire were asked questions, which are aimed to provide supportive data about the Internet in Russia and about its users. In survey participated 80 people and they gave their opinion on questions described below. The survey continued for two weeks, and all in all gained around 600 answers. Qualitative data received

from the survey were transferred into quantitative data using different ratios and were analyzed. Moreover, later in the text will be considered pivot tables, which are very helpful to make conclusions on specific hypotheses.

Question 1

First question asked the age of each participant of the survey, because search engines work with people from different age groups, but more oriented to the younger generation. By this question the author wanted to check how age influences the choice of search engines, and preferable languages and way of search query. Moreover, for content paid advertisement search engines uses data they gain about each particular customer, and age is very important number for SE. The following answers were received. More than 52% of respondents were from 19 to 25 years old. About 15% were other three groups: 26-30 years old, more than 30 years old, and less than 18 years old. It gives to us understanding that most of responders were youngsters and in further analysis of answers it is important detail.

Question 2

Second question asked how much time people spend on the Internet. And responders had a choice between three different time frames: less than 2 hours, from 2 hours to 4 hours, and last answer was more than 4 hours. It turned out that almost 60% of people spend more than 4 hours per day using the Internet in its different formats and it is much more than statistics gives. Less than 8% of responders spent less than 2 hours per day on the Internet. The author made a conclusion that people searching the World Wide Web quite huge time of the day, even more than official statistical figures. The author supposes that this data was received due to big volume of youngster involved in the survey.

Question 3

The researcher was interested to find out which search engine is more popular between the surveyed. So, third question already came closer to the research question of this work. It asked: "Which search engine You use in order to find information?" This question gave quite surprising results: 47% of people prefer to search in Google, 33% choose Yandex as their main SE, and last group of 20% is using both these search engines equally. It could happen mainly because most of surveyed knew English language on the high level and probably searched for the information in English too.

Question 4

Fourth question was dedicated to the level of English, which those who answer the survey have. It is very important to understand it, because the author supposes that people could choose search engine depending on their level of English. It was interesting to know what language they use when they search for the information. Question asked: "Which level of English do you have?" And gave follow answers: "A1 Elementary, A2-B1 Intermediate, B2-C1 Upper Intermediate, C2 Advanced". 34% of responders told they have a quite high level of English language equal to B2-C1, 30% said they have A2-Bt English level, 25% have A1 Elementary, and the smallest group of responders have a C2 Advanced.

Question 5

Fifth was a multiple answers question. The author tried to find out what will be the most popular language when people are searching for data and are there any dependence between language and search engine. Question asked: "Which language you use for the search query?", and four answers were suggested "in Russian", "in English", "depending on the search request", and "depending on the search engine".

Results showed that 59 out of 80 people have chosen "depending on the search request" as their answer to this question. It means that people chose the language in order to have accurate results. Second largest group was 38 people, who choose Russian as the main language in search engines for them. English language was chosen by 15 people, and only 4 people change their language preferences depending on the search engine. It means that if people know second language, there is a big probability they use it in order to find different information or check availability of this data on other sources.

Question 6

This question is aimed to find out willingness of participants of questionnaire to study abroad. The biggest group of survey participants is target group of people from 19 to 25 years old, and data collected from them will be more relevant for HAMK as this age group when people apply to universities. The question asked "Have you ever thought about studying abroad?". More than 51% of people considered applying and currently looking for the information or for the particular places, in contrast 35% of people said "no" to the education abroad. 11% of those, who answered already studied in a university not in Russia, and 2 participants were in the process of applying to the Bachelor degree. This give

overview that even in sample of 80 people, half of them are ready to apply to the university abroad, and are looking forward for possibilities. The task of HAMK's marketing team is to target these people and provide the most recent updates to them.

Question 7

Next question had an aim to find keywords, which can be used in order to target specific theme. Keywords which are more frequently used by survey participants could be appropriate for the paid advertisement campaign and were needed to realize what people will search for the education abroad. All collected information was analyzed and most important keywords are presented below.

- Обучение + за границей (Translation: Education abroad) were used more than 25 times
- Учеба + в + Финляндии (Translation: Study in Finland) were used 7 times
- Учиться + за рубежом (Translation: To study abroad) were used 3 times
- Образование + в + Европе (Translation: Study in Europe) were used 3 times

WordStat shows that these keywords are mostly used when customer search for the information.
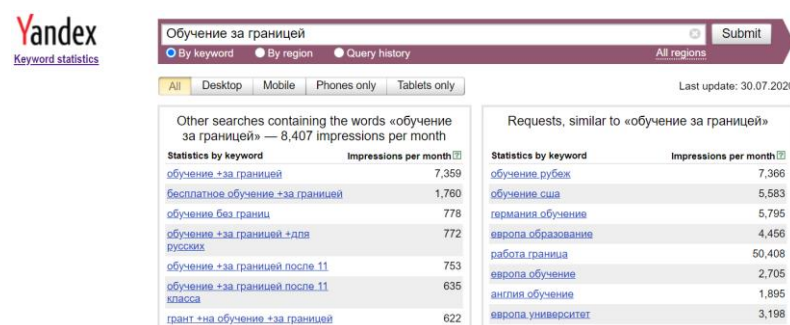

Figure 23: Keyword "Обучение за границей" used in the paid advertisement for HAMK. (WordStat, 2020)

There were a lot of unique answers such as: "technical universities", "Top 10 Universities", "How to apply", "Educational programs", "How to get education abroad", and many other answers, which are complicated to count as keywords, but they are good for the analysis of the behavior of searchers, and worthy to have as content on the main web-site.

Question 8

Following question was necessary to find out the information which people seeking for various degree programs. Question asked participants to list their most relevant questions about education abroad. It is important to place all answers on the most frequently asked questions and these are the issues, which need special attention.

Most of people were interested in the price of international university (34 people out of 80) highlighted price of the education, living costs and possibility of tuition fees as their main hesitations of the university in another country. Financial part should be visible for all web-site visitors since it is first what people consider when applying to the university in other country. Many asked about conditions of education, including what are the possibilities during and after the program, how long is each program and what the opportunities to increase their international competences are. Surprisingly many people were asking about sport activities on campuses and around the university. More than half of participants were interested in the experience of people, who already graduate or currently studying abroad. These are the main topics should be considered by each education service on their web-site. In addition can be presented information such as level of language, what are possibilities to continue education (more relevant for the Bachelor degree students), and all kinds of information about the country, where the university is located.

Question 9

Next question asked participants to give their opinion on advertising on the Internet. The question asked if potential customers are looking at the advertisement they receive from SE. Results were next: more than 62% denied the online advertisement they receive, and said that they scroll to the organic results. Next 25% of people firstly check which advertisement is shown to them. And other 13% of responders said that they use advertisement in special occasions, and it depends on the search query, search engine and the actual advertisement. This shows to us that most of people ignore paid advertisement, and they prefer more web-sites, which are chosen by search engines as best in organic searches.

Based on data received from the survey, the author wanted to check several hypotheses, which are directly related to the research questions. The first hypothesis is that using particular search engine depends on the knowledge of English language by Russian users. The author supposed that as Yandex is more oriented on Russian customers and Cyrillic text better analyzed and recognized there,

users with less knowledge of English language are target group for this SE. At the same time, users even with different level of English already prefer Google, because they use English in searching activities, and Google is more international SE. This hypothesis was proved by collected data. Below is shown a diagram reflecting this feature.
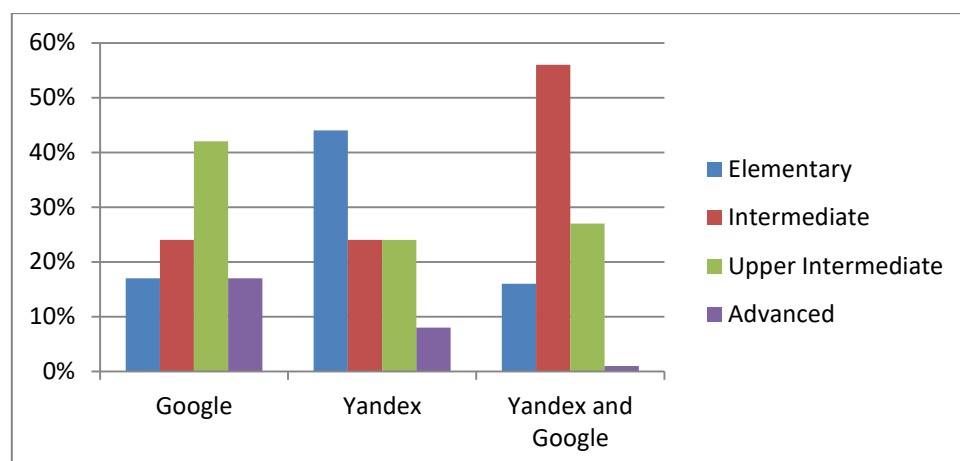

Figure 24: Dependence of using SE from the level of English language

The following hypothesis, which the author wanted to testify, is "dependence of the browsing or scrolling of advertisement from the search engine". In the Table 2 there are answers collected from the responders. The writer made a conclusion that mostly people ignore advertisement they receive from Search engine, and it happens regardless of using SE. People straight check organic results they receive. From the collected data the author noticed that customers more ignore advertisement in Google, and if you are going to use paid advertisement it is more effective and useful to make it in Yandex. The second hypothesis as well was proved by collected data.
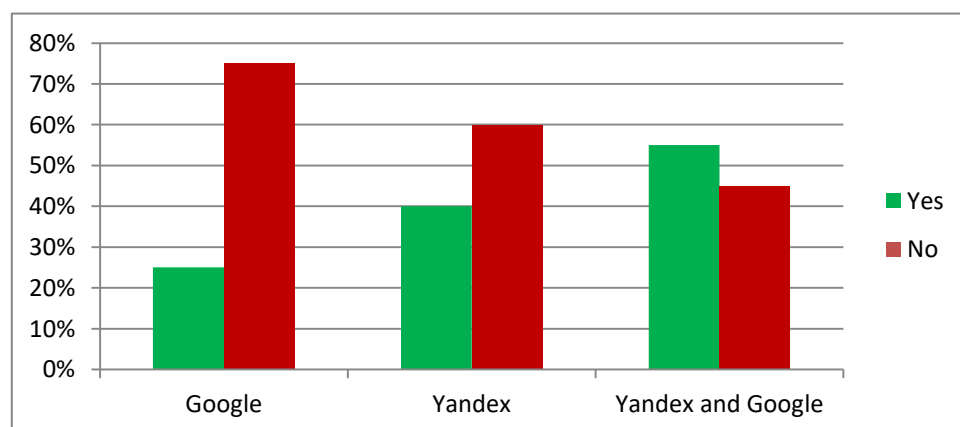

Figure 25: Dependence of ignoring advertisement from the SE

5 CONCLUSION AND SUGESTIONS

5.1 Conclusion

This Bachelor thesis investigates some of the digital marketing methods, which can be used to promote an international company in the Russian segment of the Internet. The study indicates that the most swift and effective method to appear on the front rows of the SERP in each SE is to use tools of paid advertisement. If the campaign is well-prepared, keywords are organized and everything is well planned beforehand, advertising will be effective and not burdensome for the budget. Following digital marketing tool allowing visibility for clients is comprehensive presence in social networks, providing well-sourced information for customers.

The result of the thesis demonstrates the importance of the developing of web-content. The more international the company wants to be, the more languages it should support with information updated and vital. That is why most of the thesis work was dedicated to the web-site content development in the Russian language: the description of the Business School's programs were added to the web-site, answers on the most frequently asked questions and student's stories were translated and uploaded as blog posts for Russian-speaking users.

As was mentioned before, in cooperation with the marketing department of HAMK University a paid advertisement camping in Yandex was launched as a project. These advertisements during the campaign were shown for Russian speaking customers during the application period and gained the attention of hundreds of potential applicants to HAMK UAS. Some campaigns were more successful than others, but all three of them have room for improvement. Landing pages and the web-site should be the face of the company and represent it, by looking at the web-site many customers can identify the company's values, find feedback about goods and services and can have a live conversation with employees.

Moreover, social network management and a survey gave special value to this work as Internet behavior and priorities of customers give a base for the construction of the web-site and content management. By analyzing HAMK's brand in the Russian Internet the author considers it possible to give following suggestions.

5.2   Suggestions

The need for content on the HAMK's web-site in the Russian language was identified throughout the research work. The possibility of translation with the help of Google translate of the English/Finnish versions of the web-site is not sufficient for visitors and as for search robots. These crawlers should find correct headings and quality content in a local language to index these web-pages as recommended for viewing. During the thesis work, the big volume of texts for blogs in the Russian language was added to the web-site of HAMK University. The author supposes that it is useful to attract students from different countries during their studies at HAMK to write blogs and describe their experience with HAMK in two languages: English and in their native language. Search engines of their countries can easily find and provide to the user's query the information about HAMK UAS.

Another suggestion is to develop landing pages in the languages of the popular countries from where students arrive the most and provide brief, special information in native languages about the ways of applying, entrance exams, studying and other information for students. Besides, HAMK has a lot of international business contacts and this specific information in their native language will help to attract more business partners from different countries. At these pages HAMK can give specific information related to the specific countries. In the process of the thesis writing the need in the single point of information was identified. Now the vital information is spread around different departments and web-site pages. The landing page will be the welcoming page where customers can find the most needed data briefly and in their native language and it is easy to manage and keep this information updated and reliable.

The survey has shown a big interest of possible applicants in the issue of various education and living costs. HAMK's web-site is well-made and easy to navigate and find all important information about Finland, campuses, and their location. Moreover, there are separated pages for each Bachelor and Master Degree programs with all most recent information about them. Perhaps, it could be suitable to have a cost calculator, where each person can calculate their own costs, depending on their living standards. For example, there can be shown prices for different types of accommodation, insurances from different companies, average food price in Finland and additional costs on travelling or other kinds of entertainment. This will make price for the abroad education more personalized for each student and applicants will get the full overview of estimated expenses.

Based on the successful execution of the Yandex paid campaign the author believes that it is highly desirable to launch advertisement campaign in the Russian language not only in Yandex, but also in Google as it is about 50 percent of the search engine market in Russia and there are different customers using different search engines according to survey's results. If ad campaigns will be launched in both Yandex and Google, the outcome could be increased two times or even more. The format of advertisements in the Russian language could be the same for these search engines.

More attention should be put to links which lead to the hamk.fi or are located on the web-site. Back-links help crawler robots to determine how good the web-site is and how many other electronic resources are linked to it. For example, if the applying process to the university is made through another particular web-site, HAMK needs to suggest how links to and from this application web-page will look like and they must be easy to access and be clearly seen by potential applicants. Moreover, requirements for the entrance exam and recommendations for preparing these exams must be accessible in one click, so potential applicants do not waste time searching for the information. Easy web-sites are more welcomed by both users and search engines.

Social networks are very useful tools to build a great reputation around the university and to give updated information constantly. The author suggests having constant channels of sharing information from HAMK to the partners, who can post and upload updated data regularly on their own sites. Social networks are the cheapest way to gain a bigger audience in a short period of time. Different countries have various preferences in social networks and HAMK needs to follow these preferences to be aware of where their potential customers are right now, what they use and how they get information. In the case when social media accounts are given to third-parties, these channels should be regularly checked and updated with latest information as it should be done with the profile in Vkontakte.

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SURVEY RESULTS
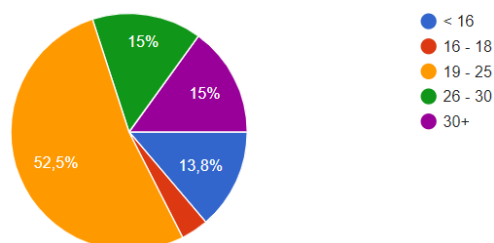
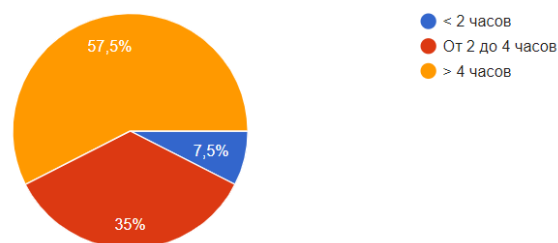Figure 26: Question 1 - The age group of the participants of the survey. (Translation: How old are You?)

Figure 27: Question 2 – The amount of time which people spend in the Internet. (Translation: How much time do You spend in the Internet?)

Figure 28: Question 3 – Preferred search engine. (Translation: Which search engine do You use?)
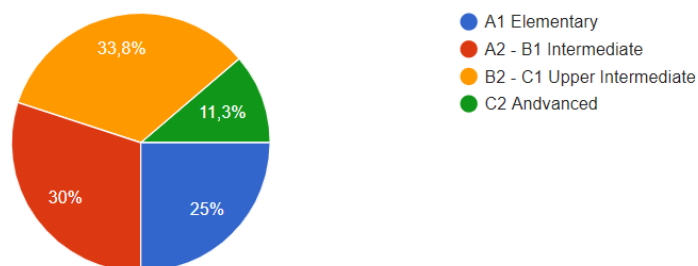
Figure 29: Question 4 – Level of English language. (Translation: What is Your level of English language?)

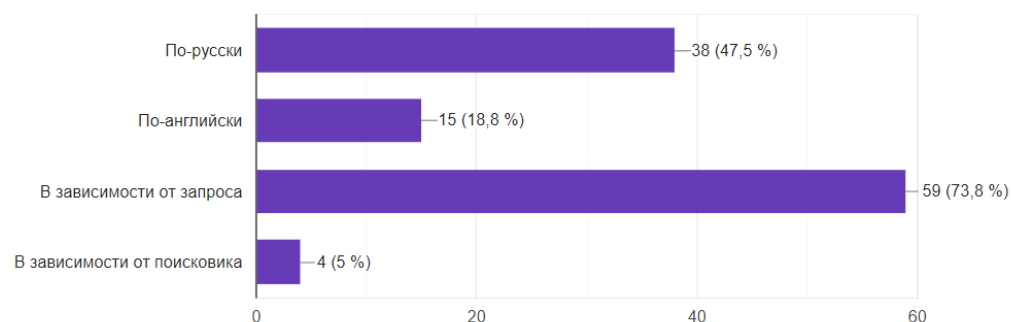

Figure 30: Question 5 – Language of the search query. (Translation: What language do You use to write search queries?)
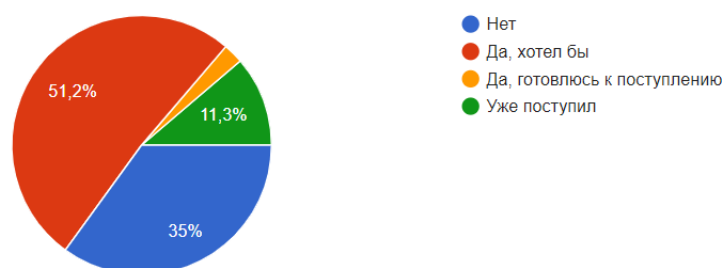

Figure 31: Question 6 – Opinion on the education abroad. (Translation: Did You consider education abroad?)

Какие запросы Вы ввели бы для получения информации об этом?

80 ответов

Обучение за границей

Образование в Европе

Учёба за границей

Учиться за границей как

Figure 32: Question 7 – What are the keywords to find education abroad. (Translation: Which search queries do You use to find out information about education abroad?)

Что Вам наиболее интересно было бы узнать об обучении за рубежом?

80 ответов

Стоимость, экзамены, программы для студентов

Рейтинг учебного заведения, стоимость, продолжительность
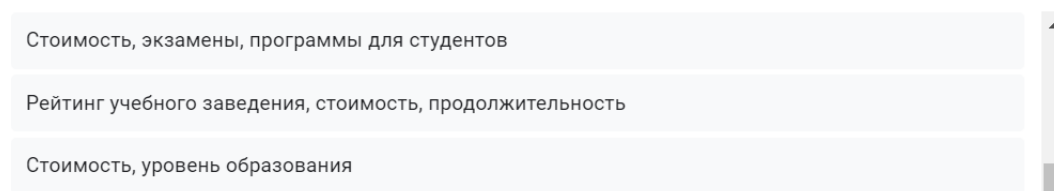
Стоимость, уровень образования

Figure 33: Question 8 – Information about education abroad. (Translation: What do You want to know about education abroad?)

Когда Вы ищите информацию пользуетесь ли Вы предложенными Вам рекламными объявлениями?

80 ответов

- Да
- Нет
- Иногда
- Иногда бывает
- Довольно редко
- Редко
- Зависит от информации
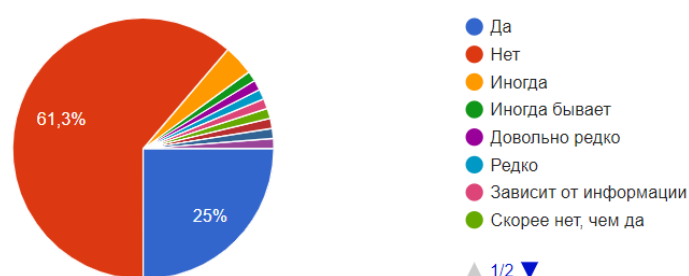- Скорее нет, чем да

▲ 1/2 ▼

61,3%

25%

Figure 34: Question 9 – Advertisement in search engines: paid or organic search? (Translation: When searching for the information in the Internet do You use suggested paid advertisements?)