

Lead Generation and Conversion in Educational Marketing: Immersive Creatives

Nadiia Artyukhova¹, Artem Artyukhov²

¹University of Economics in Bratislava, Faculty of Commerce, Research Institute of Trade and Sustainable Business Bratislava, Slovakia

²Sumy State University, Academic and Research Institute of Business, Economics and Management Sumy, Ukraine

Abstract

This work explores the impact of immersive creatives on lead generation and conversion within educational marketing. As educational institutions increasingly compete for prospective consumers, innovative marketing strategies are crucial for attracting and engaging target audiences. Immersive technologies offer the potential to create captivating and memorable experiences that can significantly influence the recruitment of consumers of educational services. This research investigates how immersive creatives can enhance lead generation by capturing attention and fostering emotional connections with prospective consumers of educational services. Furthermore, the study examines the effectiveness of immersive experiences in driving conversions, analyzing how these engaging interactions translate into applications, enrollments, and, ultimately, an increased number of educational services consumers. The work analyzes various immersive creative formats, explores best practices for their implementation, and discusses the challenges and opportunities associated with integrating immersive technologies into educational marketing strategies. The findings provide valuable insights for educational institutions seeking to leverage the power of immersive experiences to enhance their marketing efforts and achieve their recruitment goals.

Keywords: consumers; educational marketing strategies; educational services; engagement; immersive experiences