

# Building the brand and image of training institutions in the digital era – A critical factor in attracting learners

Dr. Nguyen Thi Thu Thuy<sup>1</sup>, MA.Nguyen Thi Thanh Ngan<sup>2</sup>

<sup>1</sup>Thai Nguyen University of Technology, Thai Nguyen University

<sup>2</sup>College of Trade and Tourism, Ministry of Industry and Trade, Vietnam

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## ABSTRACT

In the digital era, building a robust brand and professional image is vital for training institutions to attract and retain learners amidst increasing competition and informed decision-making by prospective students. This article explores the significance of educational branding, emphasizing digital marketing strategies such as user-friendly websites, social media engagement, content marketing, email campaigns, and learner community development. It underscores the critical role of training quality, encompassing modern curricula, qualified faculty, advanced facilities, and transparent policies, in fostering trust and credibility. Furthermore, sustained learner support and relationship management through tools like Customer Relationship Management systems enhance institutional reputation and loyalty. By integrating these strategies, training institutions can establish a sustainable brand and competitive advantage, ensuring long-term success in the evolving educational landscape.

**Keywords:** educational branding, digital marketing, training, learner engagement, image

## I. INTRODUCTION

In the current era of digitalization, establishing and maintaining a strong brand and professional image for training institutions is a pivotal factor in attracting learners. With the rapid advancement of technology and the internet, prospective students can now access information about courses, institutions, and training programs with ease, speed, and diversity. Consequently, training institutions must proactively leverage digital tools to build a distinctive brand and image, thereby effectively attracting and retaining learners.

## II. CONTENT

### 1. The Importance of Brand Building in Education

A brand is not merely a name or logo; it encompasses a set of values, perceptions, and impressions that learners associate with a training institution. An educational brand reflects the institution's commitment to training quality, the value delivered to learners, and the support services they can expect throughout their learning journey.

In a competitive environment where training institutions are increasingly diverse in terms of type and program content, a strong brand serves as a key differentiator, enabling institutions to capture the attention of prospective learners. Moreover, a robust brand fosters trust and loyalty among learners, strengthening the institution's reputation and long-term relationships.

### 2. Brand building in the digital era

The digital era has transformed how learners access information, make decisions, and select training programs and institutions. Digital communication tools, such as websites, social media, and online learning platforms, have become critical channels for building an institution's brand. Training institutions can adopt the following fundamental strategies to establish their brand in the digital landscape:

First, developing a user-friendly website and interface

A website serves as the online "home" of a training institution, providing learners with comprehensive information about courses, faculty, facilities, and support services. A well-designed, user-friendly website that delivers clear, detailed information can significantly enhance learner trust. Key factors such as fast page loading speeds, ease of navigation, and the ability to provide timely,

updated information are essential in cultivating a professional image for the institution.

Additionally, integrating search tools and optimizing for SEO (Search Engine Optimization) ensures that the institution ranks highly in Google search results, thereby increasing its online visibility and presence.

Second, leveraging social media to engage with learners

Social media today is not only a platform for entertainment but also a highly effective marketing tool. Training institutions can utilize platforms such as Facebook, Instagram, Zalo, TikTok, LinkedIn, and YouTube to build their brand and directly connect with prospective learners. Sharing posts, videos, and success stories, as well as highlighting exemplary learners, helps create an image of a dynamic, modern educational institution that prioritizes learner development. Moreover, social media enables training institutions to interact directly with learners and parents, addressing inquiries and receiving feedback from the community. This fosters closer, more sustainable relationships with learners and the broader community, thereby enhancing trust and loyalty.

Third, content marketing

Content marketing is an effective strategy for brand building in the digital era. Training institutions can produce articles, videos, blogs, and free educational materials to share in-depth knowledge related to their training fields. These resources not only enhance the brand's value but also attract learner interest. Furthermore, such content can be optimized for SEO (Search Engine Optimization), increasing the visibility of the institution's website in search engine results and thereby improving access to potential learners.

Fourth, utilizing email marketing

Email marketing remains a vital tool in brand-building strategies, particularly in the education sector. Training institutions can send newsletters, updates about new courses, promotional programs, or upcoming events to learners and parents. By providing valuable, personalized information, email marketing helps maintain strong connections with the learner community.

Fifth, building a learner community

A strong brand not only attracts learners but also fosters connections among them, creating a cohesive community. Training institutions can

establish learner groups on social media or online forums where learners can share experiences, address questions, and engage in mutual learning and interaction. Building such a community not only cultivates a positive learning environment but also reinforces the institution's brand image as an organization dedicated to the holistic care and development of its learners.

### **3. The image of training institutions – An indispensable factor in attracting learners**

In addition to branding, the image of a training institution plays a crucial role in attracting learners. This image extends beyond mere visual elements such as logos, colors, or the design of physical facilities; it encompasses the perceptions of learners and the broader community regarding the quality and value of the institution. To establish a high-quality and valuable image in the minds of learners and society, training institutions must effectively address the following fundamental requirements:

First, ensuring training quality

Training quality is the cornerstone of building credibility and a positive image for a training institution in the eyes of learners and the community. In the modern educational landscape, training quality is not solely evaluated based on program content or the qualifications and teaching prowess of faculty but is the holistic learning experience perceived by learners, from their initial interaction with the institution to the completion of their course.

Training quality is assessed by learners and the community through several key factors. Teaching quality must be prioritized, with faculty members possessing deep expertise, employing modern pedagogical methods, and demonstrating strong communication skills. Additionally, program content must be regularly updated, aligned with practical applications, and responsive to labor market demands. The integration of technology, digital learning materials, and interactive tools enhances knowledge acquisition.

To enhance training quality and cultivate a positive, impactful image in the minds of learners and the community, training institutions must focus on creating an optimal training environment. This includes developing modern and comprehensive facilities, such as well-equipped classrooms, laboratories, multipurpose rooms, internship spaces, accommodation, and areas for cultural and sports activities, alongside maintaining green, clean, and visually appealing campuses. Safety, order, and professional yet approachable

relationships between the institution and learners are also essential. Furthermore, institutions should prioritize professional admissions counseling, prompt and effective academic support, and the organization of extracurricular activities and learner community engagement. Moreover, transparency in tuition policies, scholarships, and career outcome commitments is integral to training quality. Learners must perceive that their investment yields tangible value, not only in knowledge but also in career opportunities, personal development, and social connections. Ensuring comprehensive training quality is a prerequisite for building trust, retaining learners, and securing a sustainable competitive advantage in the education sector.

Second, supporting learners and maintaining strong relationships

In the field of human resource training, learners are not merely “customers” at the point of enrollment but long-term partners who may return for further studies, refer others, or become brand ambassadors for the training institution. Therefore, providing ongoing support to learners post-enrollment is an essential component of a sustainable marketing strategy.

Learner support should commence from the first day of enrollment and continue throughout the learning journey. Training institutions should establish a comprehensive learner support system, including academic advising, technical assistance (for online courses), active listening to feedback, and promptly addressing challenges faced by learners. When learners feel valued and supported, they are more likely to develop trust and loyalty toward the institution.

To maintain relationships after course completion, common practices include sending congratulatory emails upon graduation, providing updates on relevant new programs, inviting learners to join alumni communities, offering discounts for future courses, or organizing offline networking events.

Furthermore, implementing a Customer Relationship Management (CRM) system in education enables efficient storage and management of learner information, facilitating personalized support messages tailored to each stage of the learner’s journey. A robust learner support strategy not only enhances training quality and service delivery but also builds credibility and a sustainable competitive advantage for training institutions in the digital era.

### III. CONCLUSION

In the context of an increasingly competitive training market and with learners becoming more discerning in their choice of institutions, building a strong brand and image is a critical factor for attracting learners. Digital marketing strategies, coupled with the delivery of high-quality services and the creation of a cohesive learner community, are key to establishing a sustainable brand and achieving long-term success for training institutions.

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