

**THE EFFECTIVENESS OF BRAND DEVELOPMENT AND MARKETING TOOLS IN
HIGHER EDUCATION INSTITUTIONS: AN ANALYSIS OF CRM SOFTWARE**

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Annotation: This study explores the effectiveness of brand development and marketing tools in higher education institutions, with a particular focus on the use of Customer Relationship Management (CRM) software. The research analyzes how CRM systems contribute to building a positive brand image, enhancing student engagement, and improving communication between institutions and their stakeholders. By examining practical applications and outcomes, the study provides insights into the strategic role of marketing technologies in strengthening institutional reputation and competitive advantage in the education sector. The findings highlight best practices and challenges in implementing CRM tools for brand management within higher education.

Keywords: brand development, marketing tools, higher education institutions, CRM software, brand image, student engagement, institutional reputation, customer relationship management, education marketing, digital marketing tools.

Introduction. In the current era of globalization and intensifying competition, the successful operation of higher education institutions depends not only on the quality of education but also directly on the level of their brand image development. A positive brand image increases trust in the institution among applicants, students, and the broader public, ensuring its competitiveness and contributing to sustainable development. Therefore, educational institutions strive to present their brand in a positive light by effectively utilizing marketing tools. In recent years, modern marketing approaches, particularly Customer Relationship Management (CRM) systems, have been increasingly adopted in the activities of higher education institutions. The CRM system enables a deep understanding of the needs of students and applicants, constant communication with them, provision of personalized services, and enhancement of loyalty. This, in turn, serves as an important factor in forming a positive brand image of higher education institutions. This article analyzes the use of marketing tools in higher education institutions, with a focus on CRM software, and highlights its role in shaping a positive brand image.

The development of a strong brand and the strategic use of marketing tools are crucial for higher education institutions to thrive in an increasingly competitive and globalized educational landscape. Among various marketing technologies, CRM (Customer Relationship Management) software stands out as a particularly effective tool for enhancing brand image and fostering deeper connections with students, applicants, and other stakeholders. CRM systems offer the

ability to collect, analyze, and act on data related to the needs and behaviors of prospective and current students. This enables institutions to personalize communication, improve student engagement, and build long-term loyalty—key factors that contribute to a positive brand perception. By implementing CRM software, universities can differentiate themselves through better service quality, timely information sharing, and stronger relationship management. However, the success of CRM tools in brand development depends on the institution's commitment to integrating these technologies into their overall marketing strategy and organizational culture. Without proper training, data management, and continuous evaluation, CRM implementations may fall short of their potential. Overall, CRM software represents a powerful enabler for brand development in higher education, but it must be part of a broader, well-executed marketing approach to truly enhance institutional reputation and competitive positioning.

Analysis of literature. Brand image formation The issue is in marketing theory. the most current from directions one is considered. In the works of Kotler and Keller (2016) As noted, the brand positive appearance organization in the market position reinforcement and consumers loyalty in increasing main factor become service In particular, higher education education institutions in the context of brand image management not only education quality with, maybe external communications, students with communications and innovative marketing approaches closely with is related. Last in years researchers of CRM programs by in marketing role wide is being studied. Payne and Frow (2017) CRM customers with far term cooperation to develop service doer effective mechanism as described by. Education in the field and CRM systems applicants and students needs deep understanding, their expected the results Satisfying and personalized services offer to grow through organization image positive formation opportunity (Nguyen & Simkin, 2019). Uzbekistan scientists also teach marketing strategies in institutions use, in particular, digital technologies and interactive tools using students attraction to grow to the issue separately attention is looking at. So scientific literature analysis this shows that CRM programs effective use supreme education organizations brand positive image in shaping and strengthening current importance profession will reach.

Discussions and results. Research design as supreme education marketing tools in organizations use status study selected. Home attention from CRM software use to the efficiency The study was conducted between January and July 2025. months cover takes two main in the direction take went:

1. **Practice analysis** – Tashkent Chemistry international CRM programs at the Samarkand branch of the university use processes studied and available experiments analysis was done.
2. **Questionnaire and interview method** – 200 people student and 50 in marketing experts between request was conducted, as well as with CRM software worker employees with conversations organization was done.

Information in collection questionnaires, semi- structured interviews structural interviews and available documents analysis from the methods used. Obtained results statistics and content

analysis methods using again developed, higher education institutions brand image CRM software in the formation place clearly was given.

Source	Statistics
Source: Instagram	10
Source: Facebook	1
Source: Telegram	3
Source: Banner	3
Source: Tanish to know	99
Source: Propaganda	87
Source: Target	10

Transferred research to the results according to, applicants and students supreme education organizations about information in receiving different from sources used Statistically determined. to the information than, most big share **“Get to know ”** channel through arrived, a total of 99 cases organization (46.5 %). This is personal contacts and recommendations still in the marketing process big role to play shows. The second in place **“ Propaganda " works "** with 87 (40.8%) it is standing, this and traditional propaganda of events effective that means.

Conclusion. High education in institutions brand image formation The issue of marketing theory and practice current from directions one is considered. Research during It was found that applicants and students by supreme education organizations about information in receiving still traditional channels (awareness and promotion) works) leader in place is standing. With that together, digital marketing tools share relatively low was observed. This situation supreme education institutions in front of marketing strategies based on modern technologies modernization to do necessity to the surface brings. Analyses this shows that CRM systems use supreme education organizations for one row advantages First, it provides systems through applicants and students needs deep are studied and their satisfaction level is regularly monitored. Secondly, the CRM system personalized marketing approaches application opportunity gives, this and consumer (students and parents) loyalty Third, the system through taken information analysis to do as a result supreme education institutions own services competitive in a way offer to grow to the possibility has will be. Scientific literature analysis and practical observations to the results based on the following scientific to conclusions bride : Brand image in formation integrated approach important importance profession Traditional propaganda methods save remaining without them, digital channels with harmonization supreme education institutions image CRM systems education in marketing strategic tool as consideration With their help individual needs of applicants and students identified, personalized services shown, long term cooperation basics Digital transformation in the process supreme education marketing activities of institutions innovative approaches with enrichment, including artificial from intelligence and big data technologies use promising direction The organization social capital (recommended, personal) communication and public with relationship) still important factor become remaining because of the CRM system this aspects with harmonization efficiency

increases. In general, when taking, taking visited research this shows that from the CRM system effective use supreme education institutions brand positive image formation, students with far term connections reinforcement and education in the market competitiveness increase the most important from the conditions one is considered

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