

EDU-CON NEWSLETTER 23-01

February 23th / 2023



STUDENTS RECRUITING IN TIMES OF SOCIAL MEDIA AND AWARENESS

Hello and welcome to our second newsletter!

First we have an article about data analyst. Who can better analyse: a data analyst or an fortune teller or clairvoyant? The answer is simple.

Second is an article about user behavior – a new study.

Evolution of websites is next.

Finally news about us.

Greetings

EDU-CON Team



ENROLLMENT IS KING!

Data in online marketing can no longer be tracked

Does a data analyst have the same opportunities as a fortune teller or clairvoyant? That's the question we answer.

Data analyst have to be satisfied with superficial, reduced and meanwhile also often modeled data. Among other things, the innovations of the DSGVO, the adapted TTDSG (Telekommunikation-Telemedien-Datenschutz-Gesetz) and Apple's App Tracking Transparency (ATT) contribute to this. Users are informed much more frequently than a few years ago to agree to or reject tracking. Cookie banners must be designed in such a way that users can also refuse them directly. The same applies to the ATT - users must give their consent or reject it for each app on an Apple device. Users realize much more that there is also the option to refuse tracking. This was not the case a few years ago, since not every website required a cookie banner or one could be designed in such a way that consent was the priority. These tracking restrictions can mean that often only up to 30% of the users can be tracked.

Additional kids learn at school not to give data and to leave footprints everywhere in the net. More and more families use VPN-channels to maintain their data privacy.

Data can be manipulated easily. Don't trust just any delivered data.

Conclusion and answer: A fortune teller or clairvoyant has more chances to give correct information, when the client is sitting in front of him.

Making marketing investments dependent on data analysts is like driving blindly.

The only thing that counts is enrolment. A Difficult situation for recruiter's and it seems times are not changing:

„Half the money I spend on advertising

is waste, and the problem is

I do not know which half. (Henry Ford)

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INSTAGRAM AT THE TOP – BUT WHY YOUTUBE IS SO RELEVANT?

FACTS AND FIGURES ABOUT USER BEHAVIOUR OF GERMAN YOUTH.

User Study / Germany 2022

Not only is the intensity of use increasing, but so is the number of people using media via the Internet overall. For the first time, the daily reach for media internet use increased to 72 percent (+17 percentage points). For videos on the Internet, it increased significantly to 51 percent (+15 percentage points). 88 percent of 14- to 29-year-olds watch videos on the Internet on a normal day, compared to 61 percent of 30- to 49-year-olds. The daily reach of audio (42 percent) and text (45 percent) on the Internet is also developing dynamically.

At 74 percent, Instagram is well ahead of Snapchat (47 percent), TikTok (44 percent) and Facebook (42 percent) among under-30s.

In the middle age group (30-49 years), Facebook maintains its leading position ahead of Instagram, TikTok, Twitter, Pinterest and Snapchat. From the age of 50, social media is used significantly less.

90 percent of younger people use messenger and other high usage applications. There is still no quantitatively relevant competition for WhatsApp (68 percent daily use). More than 75 percent use Internet search engines. Almost as many write and read private e-mails at least once a week. Interestingly, the youngest age group more than the target groups aged 50 and over. A third read newsletters and almost four out of ten people use online reference works such as Wikipedia.

Source: <https://www.ard-zdf-onlinestudie.de/ardzdf-onlinestudie/pressemitteilung/>



EVOLUTION OF WEBSITES

From static to Web 2.0, and the rise of www.studieren-in-holland.de to the YouTube Channel „Studienberatung“

The internet has come a long way since the early days of static websites. With the introduction of Web 2.0, websites have become more interactive, user-generated, and social. The rise of YouTube channels has also changed the way people consume and share information online. In this paper, we will explore the history of website evolution from static to Web 2.0, and how YouTube channels have become an integral part of the online landscape.

Static websites were the first type of websites to appear on the internet. They were primarily informational and had limited interactivity. Websites were created with HTML and CSS and were difficult to update, requiring knowledge of coding.

Dynamic websites, which emerged in the late 1990s, were an improvement over static websites. They used server-side scripting and databases to generate content on the fly, making them more interactive and easier to update.

Web 2.0, a term coined by Tim O'Reilly in 2004, marked a significant shift in the evolution of websites. Web 2.0 introduced a more social and collaborative web, where users could create, share, and interact with content. Websites became more user-friendly and interactive, with features such as user-generated content, social networking, and multimedia.

YouTube, launched in 2005, became a game-changer for online video consumption. It allowed anyone to upload and share videos, making it an accessible platform for creators and viewers. As YouTube grew, so did the popularity of YouTube channels. Channels allowed creators to build a following and monetize their content through advertising, sponsorships, and merchandise.

The Influence of [Studieren-in-Holland.de](http://www.studieren-in-holland.de) and the Youtube Channel „Studienberatung“

[Studieren-in-Holland.de](http://www.studieren-in-holland.de) is a website that provides information for students who want to study in the Netherlands. The website was launched in 2002 and has evolved over the years to become a comprehensive resource for students. Initially, the website was static, providing basic information about studying in the Netherlands. However, with the rise of mobile devices the website has become more and more responsive and the main source for prospective students to get a first overview. In addition to the website [Studieren-in-Holland.de](http://www.studieren-in-holland.de), EDU-CON has also launched its YouTube channel „Studienberatung“ in the beginning of 2009, which has become an integral part of its online presence. The channel provides video content about studying in the Netherlands, including testimonials from current students, campus tours, and tips for living in the Netherlands. With over 9.000 subscribers and 30.000 views per month, the channel is still one of the most followed sources of information for potential students from Germany.

To effectively reach audiences in today's digital landscape, businesses need to understand the evolution of websites from static to Web 2.0 and the rise of YouTube channels. Websites need to be interactive, user-friendly, and mobile-responsive, with features such as user-generated content and social media integration. YouTube channels like „Studienberatung“ are an important part of any online presence, allowing Universities to reach audiences through video content.

Video content can provide a more immersive experience for prospective students, helping them to make informed decisions about studying abroad.




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Training of staff

One of us made in future an one year additional study as an Social Media Manager. Three of us follow now same course. For us is intersting what they teach at university about Social Media. But we are in practise and know truth.

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Here you see our Social Media Factory:

WEB 2.0	
<p>Social Web</p>  <p>Studienberatung @TVEDUStudienberatung 9200 Abonnenten</p>	<p>Social Media</p>  <p>University Profiles and other</p>  <p>Studieren in Holland 20.836 „Gefällt mir“ · Angaben · 20.581 Follower</p>

- ++ very good source for information about study programmes
- ++ very good marketing tool
- ++ highly trustworthy

- ++ very good marketing tool
- bad source for valid information about study programmes
- low trustworthy

STATIC WEBSITES	
 <p>www.studieren-in-holland.de</p>	<p>University Websites</p>

- ++ very good source for information
- + highly trustworthy
- + good marketing tool because of focused information

- ++ very good source for information
- ++ highly trustworthy
- bad marketing tool because of it's lack of visibility

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Special offer: Social Media Course Bundle (SMCB)

Booking this SMCB offers many advantages. For each course that you present on www.studieren-in-holland.de, which costs 250 euros individually, we also make 2 Facebook posts (2 x 60 euros) and 2 Instagram posts (2 x 60 euros). We also upload a video to our YouTube channel "Studienberatung". This costs 300 euros individually from us. The total price for the products offered is 790 euros. We offer you this bundle for 700 euros. Please contact us at stegelman@edu-con.de.

250 Euros - course of studies (At www.studieren-in-holland.de + up to 38 additional Websites)

300 Euros – Youtube appearance per Video per year

2 x 60 = Facebook postings

2 x 60 = Instagram postings

790 total

700 Euro if you book all marketing measures (90€ Discount)

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Thanks for reading our Newsletter

If you want more information or like to work with us - feel free to contact us.

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