

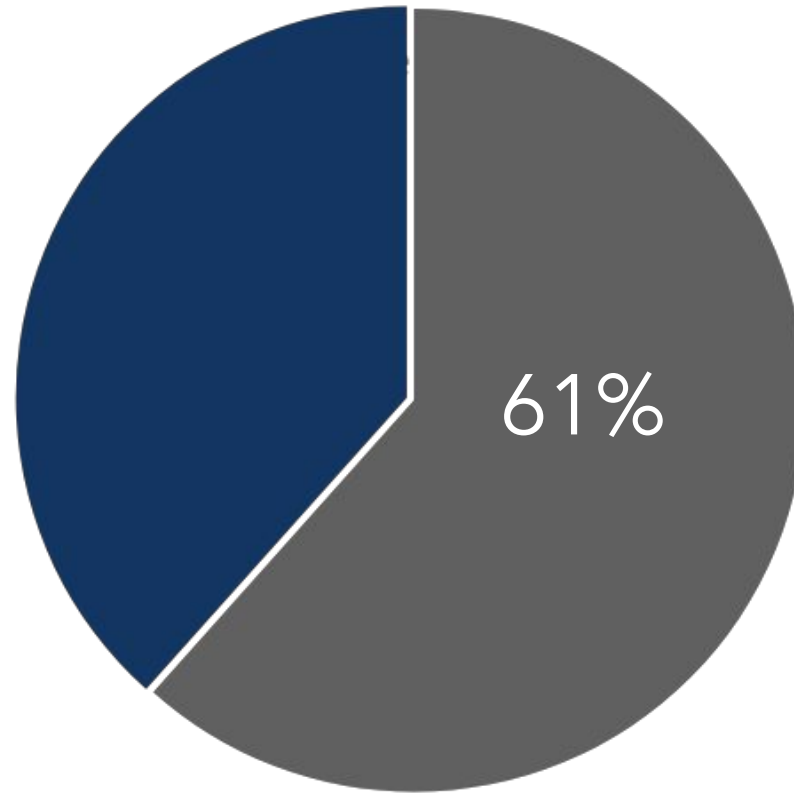


THE  
Language  
Village

# Internet Marketing. Why is it so important?



# How many people use the internet in Ukraine?



- Сдесь будет инфографика под соц сетям(оч интересная)

# How to be successful in social media

- Create good contents
- Create a measurable goals
- Built a strong network
- Be engaging
- Be a good listener
- Have a plan before you start
- Be a good social citizen
- Be consistent (keep your message on target and stick to your brand)



# Content for Social Networks



Этот слайд я переделаю

Content

Phrasal verbs #languagevillage\_verbs

Synonyms  
#languagevillage\_synonyms

Reposts from students pages (involvement of school activities, their emotions)  
#languagevillage\_students

Invitations to events  
#languagevillage\_events

Special offers

News of school  
#languagevillage\_news

Polls

Regulations  
#languagevillage\_regulations

Slang words #languagevillage\_slang

communication with the audience

Useful articles (for example, travel)  
#languagevillage\_interesting

Educational video (Like TED, vid that help learn English)  
#languagevillage\_video

Report of activities (photo and vid)  
#languagevillage\_lifestyle

discussion news  
#languagevillage\_world

Idioms #languagevillage\_idioms

Humor post #languagevillage\_funny

Phrases (kits) 10-25  
#languagevillage\_phrases

Quotes #languagevillage\_quotes

New word every day  
#languagevillage\_words



The more you give – the more you get.





Internet Marketing – It's  
not only Social Networks.



We are changing.



# What We will do?

- Change the website, logo and branding
- Revive and focus on our social networks groups
- Print brand attributes
- Add preparation course for IELTS, TOEFL, 3HO
- Organize 3 events on Summer
- Create and support advertising campaigns



# Summer Important Events:

- 15 June – American Flag Day
- 27 June – The First “Village Getaway”
- 8 August – The Language Village’s Birthday



# Our Goals.



4000

Students.



# This number includes:

- 200 adult students in groups
- 180 kids in groups
- 20 individual students including IELTS, TOEFL, 3HO, etc.



Every next office – new stage.





How do you imagine the future?



The Language Village  
is not just a English school.



The Language Village is a family.

