

# A Study of Applying Interactive Media to Promote the Brand Name of Hatinh University

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## ABSTRACT

The article analyzes the branding theory and the university brand advertising interactive media. Based on theory and application of methods of analysis, survey, synthesis, the article assesses the current situation of applying interactive media to promote the brand name of Hatinh University in the past time, from then on solutions to apply interactive media to promote the brand name of Hatinh University in the coming time.

**KEYWORDS:** Brands, interactive media, Hatinh University, solutions.

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## I. QUESTIONS

Currently, interactive communication is a new trend to help universities get closer to the community, understand the community, and rely on the community to develop brands in a better way. Therefore, in recent years, Hatinh University has had many communication activities to promote brands in different forms, from actual activities to in the media, and has achieved many outstanding achievements. However, in the context of the 4.0 technology revolution that is increasingly taking place, the application of interactive media in branding of the University requires more research, survey, and evaluation, thereby offering solutions to improve the effectiveness of this application.

## II. CONTENTS

### 1. Some theoretical issues about branding and interactive media

#### 1.1. Brand concept

As defined by the World Intellectual Property Organization (WIPO), a brand is a unique (tangible and intangible) sign that identifies a product, goods, or service that is produced or provided by an individual or an organization.

Most researchers today have the same consensus that the brand is one of the most significant factors that distinguishes a product from others designed to meet the equivalent needs. These differences can be physical and tangible or emotional and intangible. Today, most universities around the world consider brands as one of the biggest assets they hold; and this is the basis for forming and developing the concept of "university brand."

#### 1.2. Interactive communication

##### 1.2.1. Conception

Through researching documents, surveying and evaluating effective communication campaigns, the authors have drawn the concept of interactive communication: the communication applies technological achievements to spread information, to help the audience receive, care and especially stimulate the audience to participate in the communication process (such as sharing, building content, etc.)

##### 1.2.2. Principle of effective interactive communication

First, create social recognition.

Second, make up the trigger.

Third, arousing emotions.

Fourth, make everything necessary to be public.

Fifth, bring real value.

Sixth, create stories.

##### 1.2.3. Interactive communication channels

One is social media. Compared to the online newspaper channel, the social network is the most powerful and effective channel for information dissemination because a broad system of users is connected. The most popular social networks are Facebook, Instagram, YouTube, Zalo, Tiktok, etc. Social networks are an effective channel for universities to steer and deliver information directly to the community.

Second, the university website. In addition to the online media channel to bring and spread university information, the university website is also a very efficient channel for interactive communication. University websites today are no longer in 2.0 format but have been diversified, allowing customers to interact on the page. Therefore, this is also an interactive communication channel that the university cannot ignore.

Third, facts. Another interactive communication channel that communicators in universities should not disregard is through online and offline events such as seminars, consultation sessions, volunteer activities, etc.

Fourth, email. One communication channel is not too new, but only recently used more popularly is the email. Not only communicating brands, products, and services to new customers, the email is also a channel for universities to care about students and 'customers' goals.

## **2. The role of brands for universities and the role of interactive media in promoting university brands**

### **2.1. Role of brands for universities**

First, the brand creates the image of the university and its educational service in the mind of the community.

Second, the brand serves as a commitment between the university and the learner.

Third, the brand aims to segment the market.

Fourth, the brand brings benefits to the university.

### **2.2. Role of interactive media in university branding**

First, with its popularity and strong pervasiveness, the form of interactive communication will affect many audiences regardless of region and time of day. These results in both the efficiency and efficiency of interactive communication compared to traditional forms of communication.

Second, interactive communication makes the process of sharing and exchanging information between learners, the community, and the university becomes easier by many communication methods through different channels such as email, text message, social networks, etc.

Thirdly, interactive communication helps the university save many costs on traditional communication, increase work efficiency. The Internet connection helps the university's message reach the community without too much manpower.

Fourth, with interactive communication, time, and space barriers are eliminated. Information about products, services, and universities is available 24/7. Customers can access and find information anywhere to help the brand continuously spread.

## **3. Situation of interactive media application to promote the brand name of Hatinh University**

Hatinh University is a local, multi-level, multi-disciplinary university with the task of training, scientific research, and technology transfer to serve the socio-economic development of the locality and the country was established by Decision No. 318 / QD-TTg dated March 19, 2007 of the Prime Minister. The core value of Hatinh University is to train qualified human resources to meet social needs.

### **3.1. Methods and content for interactive media to promote brands of Hatinh University**

#### **3.1.1. Website of Hatinh University**

The official website of Hatinh University is located at <https://www.htu.edu.vn/>. Here users can access and search information related to the university, such as organizational structure, faculty, enrollment, etc. The website has 2 interfaces Vietnamese, English, and Thai.

#### **3.1.2. Fanpage of Hatinh University**

Hatinh University's Facebook page at <https://www.facebook.com/TruongDaiHocHaTinh/>. Facebook does not just stop at providing one-way information from the university, but it is the perfect place for multi-dimensional information exchange, especially with those who are in the process of seeking admission information. In addition to finding out information about the university, the community can provide quality feedback, so the administrator of the site is responsible for keeping up with the update and responding to positive or negative comments from customers during the earliest period.

#### **3.1.3. YouTube of the University**

In addition to Facebook, Hatinh University also has its own YouTube page at <https://www.youtube.com/user/TruongDaiHocHaTinh>

Currently, this YouTube page has not yet invested in content and images. YouTube channel established for a long time, but until now, there are only 25 videos. The highest number of interactions in the videos on the page is the video of Chairman of the National Assembly Vuong Dinh Hue interacting with the staff and lecturers of Hatinh University in the year, reaching 8,659 views.

#### **3.1.4. Events**

Hatinh University also focuses on organizing events to promote brand and enrollment. The events the university usually organizes are seminars and volunteer programs; Helping families with difficult circumstances, people with meritorious services to the country, etc.

Through communication channels, Hatinh University upholds the spirit of dare to think and dare to do; encourage the discovery and application of new scientific, technical and technological advances to management

and teaching; always proactively improve and improve the quality of products - services. Besides, Hatinh University always attaches great importance to learners, community and always puts learners at the center, puts the interests and desires of learners on the top, strives to bring students and the social the best educational products and services. Hatinh University teaches with dedication, understands the mission of serving, and only undertakes the task when qualified.

### **3.3. Advantages and disadvantages of Hatinh University when applying interactive media to promote brands**

#### **3.3.1. Advantages**

The outstanding advantages of Hatinh University in applying interactive media to promote brands are:

- Under each article on the website of the Faculty, there are buttons to stimulate readers to like, share articles on personal Facebook and bookmark. It will create conditions for everyone to share and spread content on the website, from which information on the university brand and images of the Faculties will also be spread. Also, the University's website is easy-to-see, making it easy for readers to find information.

- The University's Facebook social network helps the information on the website spread quickly and effectively so that the media message has the opportunity to strongly influence the audience; then the university's brand is gradually imprinted into the public's mind.

- With the ownership of loyal members, the University fanpage becomes simpler to spread information. With Facebook's built-in free apps, users can share, bookmark, or attract fanpage to any conversation in an extremely simple way. The more you mark up and share information, the more Facebook fanpage ratings are appreciated by Facebook.

- Content on the University's Facebook page is diverse in both forms (link sharing, posting photos, videos, live streams, etc.) to content (information about seminars, volunteering, etc.) to help excite the viewers on Facebook to interact with the post. The images on the University's Facebook page are synchronous, easy to see, create trust and ease for content viewers.

- Hatinh University has also paid attention and budgeted to optimize keywords, articles on the website and Facebook, helping to increase the number of visits to the university's website and Facebook on search engines such as Google, Coccoc, etc.

- Hatinh University also conducts a series of seminars, charitable activities, etc., doing things with the nature of providing information, bringing benefits to the community. It is also a practical action to help spread the university's brand most effectively.

#### **3.3.2. Disadvantages**

- There are many contents on the university website but not very interactive. The university's media team has not yet transformed much other useful information on the website into the content that has become interactive and spread widely in the online community.

- The University website does not yet have the tools to help learners and the community interacts faster with the university. Currently, on the homepage of the website there is no direct chat with the university, while clicking the button "Student Support", there is no content. Under each post on the university's website, there are no integrated buttons of like, comment, and share on Facebook. It affects the experience of website visitors and limits interaction.

- The average number of posts in a week is relatively small on the fanpages of the University, the Faculties, the number of connections is not too much, modest compared to the social networking sites of many universities today. Although the content of some articles is rich, it has not stimulated much interest or action from readers. Besides, the interface image of fanpage has not made the 'friendly and playful' to create excitement for viewers.

- Interactive communication channels have not been fully utilized in their strengths. Up to a third of online activities are related to watching videos, 80% of people watch videos while only 20% read the entire blog post, but the university's YouTube channel, especially the YouTube channel of the Faculties has not been deployed synchronously with Facebook and the website.

According to the research team, from December 2018 to April 2020, the University's YouTube channels have almost no new videos, while the previous videos are not attractive in presentation form.

- Although interactive communication is applied to university branding and has some results, the university's branding communication strategy is not holistic, especially in coordination. The cooperation between faculties and individual units in the university with the Foreign Affairs and Communication Department is still limited.

## **4. Proposing solutions to improve the effectiveness of interactive communication in branding at Hatinh University**

### **4.1. Solution for building a communication strategy**

In the coming time, the school's interactive communication strategy should answer the following essential questions:

First, what is the goal of developing an interactive communication strategy?

Second, how is the audience for the campaign described? What are their needs and preferences?

Third, what content will be provided, with style and editing like?

Fourth, in what format will the content be transmitted?

Fifth, what criteria to measure the effectiveness and success of the communication strategy?

#### **4.2. Select solutions suitable for communication channels**

The most important principle of effective communication is understanding what channels your readers are receiving, when, and in what way. So start by defining the portraits and habits of each target audience in your interactive communication strategy. Put yourself in their shoes, whether they care about the information they give? Is there anything that helps them? Do they receive information through the channel they choose? Did I say the way they wanted to hear/see?

It shows the importance of suitable content for each media channel. The method of determining popular content can be based on surveys or based on the read/view statistics and shares of articles, from which select the appropriate content for each media channel to build suitable media content development, which helps to develop interactive media and apply brand management well.

#### **4.3. Solutions to improve human resources**

Today, the durable development of the Internet has changed the face of the whole world. Along with that is the change in customer habits as well as consumption habits. About these changes, in addition to the inherent qualities, brand administrators, and communications of the University, they need to have more skills, such as information management skills, ability to process information quickly, and intellectual capital.

#### **4.4. Solution to effectively enhance interactive communication channels**

The Email has always been considered an interactive communication channel that cannot ignore, but Hatinh University has not made full use of this communication channel. The attraction shown from the letterhead to the arrangement of the content within the email with the necessary and attractive information is placed first and then gradually decreased in importance; or information that goes from non-commercial providing knowledge of a particular subject to the reader, such as admission advice, quality of outcomes, etc., and down to promotional information about the advantages of the school.

Also, Hatinh University's social networks as Facebook and YouTube should be given more priority. Because Facebook in particular and many other social networks, in general, has become an incredibly effective tool when integrating fast and continuous points of online newspapers, the attractiveness in images and sounds of pictorials and newspapers and most of all, 'worth of mouth' ability to persuade the public and persuade the public. The Facebookers, YouTubers now have the power not inferior to the press. Marketer - PR practitioner has admitted that social media is a new 'worth of mouth' channel.

Of course, social media has its sides too. For example, all the number of likes or comments on fan pages are just virtual because sometimes they are handy or free, click like or comment without reading carefully, do not understand the nature of the information. Therefore, if the administrator wants to do it effectively, it will not care about the number of members, but only the members who regularly work on the fanpage, have comments to build content, or even suggest discussion topics.

#### **4.5. Solution for integrating communication channels to increase efficiency for interactive communication**

All communication channels to promote brands such as Facebook, YouTube, the School's Website cannot and should not operate independently, they need to combine and integrate to create more efficient and synchronous. Therefore, in the coming time, the school needs to come up with plans to increase communication efficiency for each channel, but more importantly, put them into a systematic and strategic model, to optimize communication for all channels being used, instead of just increasing the efficiency of a single tool like last time.

### **III. CONCLUSION**

The strong growth of the Internet has made it possible that, in addition to normal communication channels, online communication channels quickly become a giant information channel shared among millions of people. These channels appear to have created a big turning point for eliminating one-way information reception through the mass media or traditional newspapers. In addition to supporting each other in the huge information network in many fields, media channels in general and social networks in particular also contribute significantly to the communication to promote the school's brand, especially Facebook and YouTube.

Survey on the application of interactive media in branding Hatinh University from 2018 to 3/2020, the authors have drawn several advantages and disadvantages of Hatinh University in the process of developing and promoting brands when applying interactive communication through communication channels. Then, some solutions suggested by the authors in the topic can be a reference source for Hatinh University who wants to improve the interactive communication application in promoting its training image and quality, thereby affirms the position and prestige of the brand in training not only for the public in Hatinh province but also throughout the country.

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