

## Digital Tools, Archetypes and Implications in Marketing Educational Products: A Path to Global Competitiveness

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Modern education faces challenges such as globalization, competition, and the need for integrating new technologies. Marketing strategies based on archetypes and implications show significant potential. Their combination with digital capabilities and the prospect of incorporating neuromarketing opens new pathways for enhancing the effectiveness and improving the communication strategies of educational institutions.

Integrating digital opportunities into marketing strategies significantly improves the effectiveness of promoting educational products. Archetypes and implications create emotional value, neuromarketing prospects offer new research opportunities. Further directions: development of interactive educational products using VR/AR; integration of AI for the personalization of educational programs; using of AI for analyzing target audience behavior and personalizing content. All these advancements are explored through the lens of archetypes and implications, enhancing emotional resonance and audience engagement.

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