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IMPORTANCE OF COMMUNICATION STRATEGIES IN EDUCATION: DEVELOPMENT OF
DIGITAL MARKETING IN THE SPACE SECTOR

Abstract

This paper aims to highlight the importance of effective digital communication in the context of an educational project in the aerospace sector. Marketing strategies are becoming increasingly crucial in reaching different target audiences, both locally, regionally, nationally, and even globally. In this context, digital communication networks are essential tools to broaden the project's reach, promoting interaction with other interest communities and increasing visibility in the educational scenario of space science.

To strengthen the project's image, a brand representation symbol was created featuring a small animated astronaut, with colors and formats aligning with the educational and space scenario proposal. Consequently, social media management was implemented, with regular and frequent posts of videos and publications that match the project's identity, ensuring continuous engagement of the audience. This approach resulted in over 15,000 accesses and interactions with the community through these activities, promoting engagement of different types of audiences that are intrinsic to the chain of continuous dissemination.

Therefore, it is crucial that the communication channel adopts an accessible and simple language so that all members of society understand the actions undertaken, always aiming to align with the interactive visual identity of the target audience. Thus, in order to increase participant engagement, educational posts and informative videos were developed, highlighting the activities of 75 girls from 21 public schools in the state of Rio Grande do Norte participating in the project called Girls in Space.

This collaborative initiative involves the Brazilian Space Agency (AEB), the United Nations Development Programme (UNDP), and the Federal University of Rio Grande do Norte (UFRN). The results obtained showed that a well-structured marketing plan and diversified communication channels significantly contribute to increasing group engagement and project visibility, attracting different stakeholders

and collaborators for the expansion of the educational project, as well as broadening the dissemination of results to new regions and states of the country.

From the scope of the results, initiatives like this spark interest in science and research, encouraging more people to participate in activities related to the space sector, especially focusing on the future of women in science. In conclusion, effective communication is essential for the success and positive impact of educational projects, particularly those aimed at inspiring and empowering a diverse audience, as is the case with the Girls in Space project.