

# CANADA OPPORTUNITIES

2014 - 2015

## CONNECT


British Council identifies and maintains relationships with the most relevant institutions and organisations within Canada to support external partners in the UK. When UK institutions consult us on direct marketing campaigns, we are able to provide the most relevant strategies to fit their needs.

## TRUST

We are the UK's international organisation for educational opportunities and cultural relations. Students around the world trust us to be their gateway to commencing a life of study in the UK.

## REACH

British Council works with stakeholders from all demographics and sectors. We have programmes targeting students, teachers and counsellors as well as corporate bodies and government officials.



The opportunities within this package target the student demographic. We are developing a marketing strategy for parents, guardians and families.

If you are interested in learning more on this, please contact:  
[ca-education@britishcouncil.org](mailto:ca-education@britishcouncil.org).

# Partner Work

## OPTION 1 (E-mail Campaign)

E-mail campaigns can be an extremely effective method of marketing to the student demographic. Together, our partners boast a reach of over a million Canadian secondary and post-secondary students. Each campaign can have targeted criteria to optimize effectiveness. Detailed stats on open and CTRs are provided.



## OPTION 2 (E-blast/E-newsletter)

Simplicity can be an ally. Postings in e-blasts are clear and to the point. Reach well over 30,000 Canadian students through a single issue and one month webpage advertisement.



# Social Media

## FACEBOOK

Our Facebook presence has grown from several thousand 'likes' to over 41,000 followers between the period of February 2013 to May 2014. Our sponsored posts can reach up to **340,000 Canadian users** who have at least one direct connection to British Council Canada. Detailed stats on reach, engagement and CTRs can be made available.



## TWITTER

Our Twitter followers are a mix of students, young professionals, Canadian and British organisations, education institutions and government officials.



# EducationUK News Canada

This quarterly newsletter provides high-quality information through articles, interviews and photography. It offers the latest on university programmes and student life in the UK. It is marketed to Canadian students around the world, with a focus on those located in-country, through partnerships with local marketers as well as through the British Council's growing database of 3,000 contacts.

UK partners can market through EdUK News Canada through simple adverts or advertorials. British Council Canada can provide design labour for advertorials if creative content is submitted. Detailed stats on reader numbers, locations and average read time can be made available.



# Rate Card

## PARTNER WORK

### OPTION 1 (E-mail)

Set-up: £350  
CPM: £225

### OPTION 2 (E-news)

£250

## SOCIAL MEDIA

### FACEBOOK + TWITTER

£200 / campaign

## EDUCATIONUK NEWS CANADA

### ADVERT

Quarter-page: £175  
Half-page: £300

### ADVERTORIAL

One-page: £500  
Two-page: £600

# Contact

[ca-education@britishcouncil.org](mailto:ca-education@britishcouncil.org)

777 Bay Street, Suite 2800  
Toronto, ON M5G 2G2  
T: +1 416 593-1290 x 2232