

## Why Sri Lanka?

- Sri Lanka is in the middle of a digital boom: there's increasing Internet penetration, mobile subscriptions are rising fast and more people are coming online.
- Sri Lanka's population of Internet users, aged 15 to 60 years, grew from 2.5 million to 2.8 million between 2012 and 2013.
- British Council Student survey results indicate that students are more inclined to use internet platforms to seek information on study options available rather than conventional communication channels.
- 2605 studying for a UK qualification in the UK and more than 12,000 students studying for a UK qualification in Sri Lanka
- Rising income levels as a result of the growing economy
- Booming IT sector with clear pathway to immediate employment
- Increasing potential for online learning in Sri Lanka

SIEM Sri Lanka holds a significant student and influencer database which was created from our education exhibitions and other marketing activities across local and international schools as well as from our cross marketing activities within the British Council.

British Council Sri Lanka over the years has created a credible brand name which attracts potential local students and parents to view us as an important source for information on study options in the UK.



## How do you benefit from our digital offer?

- UK Universities will have flexibility in designing the content and messaging for the campaigns to suit the Sri Lanka's market need.
- Appearing on British Council owned platforms or under the Education UK banner allow UK Universities to capitalize on the British Council brand value and trust.
- Sri Lanka team will provide expert advice and consultation on digital marketing strategies and campaigns, tone and messaging to ensure it caters to the prospective audience.
- Focused and relevant messaging will achieve higher ROI's and enhanced responses.
- Increased traffic to UK university websites will generate interest and increase awareness of their programmes and offers
- Multiple platform campaigns through 360 degree activities ensure reach of larger target audience.
- The campaign report and analysis mechanism will provide relevant data to design future activities in the local market

Country	SRI LANKA		
Activity	Reach	Client Requirement	Price
<b>Direct Mailers</b> Send out emailers to local student database	5800 Branded email-shot to all potential students in our database who are interested in studying in the UK. The database will also include key influencers.	Content designed on Constant contact or in A4 JPEG format. If JPEG - design on medium resolution . Word limit: 200 to 250 words	£300 per month.
<b>Education UK website Mid Page Unit advertisements (MPUs)</b> <a href="http://www.educationuk.org/srilanka/">http://www.educationuk.org/srilanka/</a> Homepage and sidebar on article pages	1866 annual visitors	Artwork in JPEG or PNG format	£300 per two weeks £50 onetime charge Additional charges (e.g. design/translation)
Search and Display adverts (Google advertising) Advertise under the Education UK banner on <a href="http://www.google.com">www.google.com</a> .	As per clicks	Content	£300 -600 for two months £50 onetime charge Additional charges (e.g. design/translation)
<b>Education UK Facebook</b> <a href="https://www.facebook.com/EducationUK">https://www.facebook.com/EducationUK</a> BritishCouncil Targeted and boosted Facebook posts	1352 followers. 80,000- 210,000 (of a possible maximum 210,000) for four posts.	Content and images . Images need to be provided on JPEG format with less than 25% text.	£250 for 4 posts
<b>Education UK country page advertorials</b> <a href="http://www.educationuk.org/srilanka/">http://www.educationuk.org/srilanka/</a> Advertorial on any theme/ course/ subject on country page.	1866 annual visitors	Content and images. Images on JPEG or PNG format with word limit : Min 200 word , Max 2000 words including up to 5 links to any pages on your website.	£500 for two weeks
<b>SMS shots</b>	3000 contacts. A-Level students, VRS registrants of 2013-14, visitors of recent events and recruitment visits	Content	(0-200): £100.00 (200-500):£150.00 (500-750):£200.00 (750-1000):£300.00 (1000-1500):£400.00



## NOTES:

- SIEM Sri Lanka is happy to negotiate packages that meet the needs of our clients to discuss options and benefits not listed above. This is a sample structure and we can discuss further to ensure you receive maximum value and returns out of the campaign
- We will provide report on click through and page impressions to calculate ROIs on the campaign
- UK VAT will be added to all costs.

**EXAMPLES**

**MPUs homepage slot**



**MPUs sidebar on article pages**



**Advertorial**



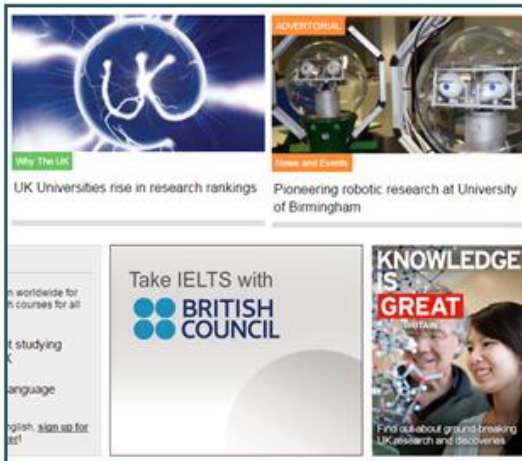
**Boosted post on timeline**



**Boosted post on right hand side advert**



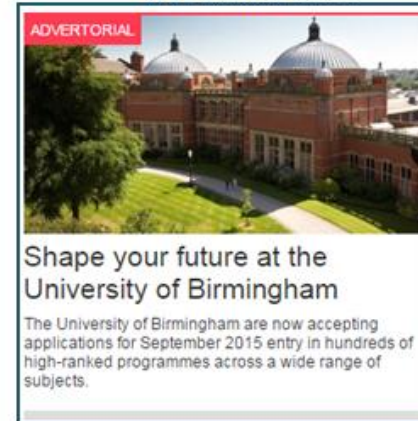
**Advertorial Home page slot**



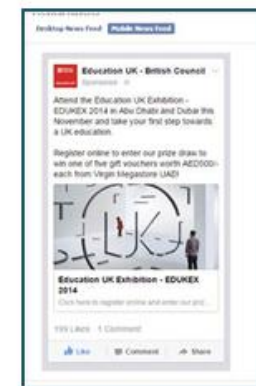
**Advertorial-menu slot**



**Advertorial-teaser**



**Mobile phone advert**





## About British Council's Services in International Education Marketing (SIEM)

British Council Services for International Education Marketing provides a comprehensive set of solutions, tailored to cater to UK educational institutions' diverse international marketing needs. We provide:

- Flexible and creative solutions tailored for your institution in response to changing market demands in Sri Lanka
- Offers and services to enhance your positioning, profile and competitiveness in Sri Lanka
- Boost your international student recruitment numbers in the Sri Lankan market
- Consultancy towards developing partnership opportunities with Sri Lankan TNE base
- Access to cutting edge research
- Bespoke business solutions towards your international agenda through various marketing offers and services as well as research, training, meetings and event