

## Study in Scotland digital marketing campaign achieves high results and impact

Post campaign analytical report for digital marketing through Facebook boosted posts and Email shot campaign

SIEM Pakistan

Pakistan promises large student populations of over 6.3 million, growing incomes and an increasing aspiration for international higher educational attainment, as well as an information and technology-based economy. To reach students and influencers here would make digital marketing solutions for international education institutions a clear way forward.

SIEM Pakistan has a massive student and influencers' database and network across multiple digital and social media channels. Our databases are created from our exhibitions and other marketing/event activities across schools and colleges as well as from our schools and exams databases which include audiences from tier one, as well as second tier cities.

Hence, availing SIEM Pakistan's digital offer allows UK institutions to make the most of the British Council's massive audience databases as well as brand value across the country.

The recently concluded Facebook and email campaign to promote the Study in Scotland event is a great example of the reach and impact a digital campaign has in Pakistan. Study in Scotland requested a digital marketing campaign for GREAT Scotland to raise awareness of Scotland in the run up to their event, Study in Scotland' scheduled in Islamabad on 18 November 2015. The campaign was designed to drive traffic to the event registration landing page to encourage maximum participation at the event. Potential target audiences were the students (undergraduate and postgraduate), young audiences and influencers in Pakistan and specifically in Islamabad, for the event.

The Pakistan team provided expert advice and consultation to develop the campaign strategy, tone and messaging to ensure it catered to the local target audience. The flexibility in designing the content and messaging for the campaigns ensured we were responding to audience responses. The SIEM team designed and created the content and posts which was approved by the client.

The focussed and relevant messages achieved higher ROI's and enhanced responses ultimately increasing traffic to the registration link. The actual attendance at the event made it a huge success.

The digital campaign aimed at focusing:

- Increased brand awareness of Scotland in Pakistan
- Increased student and influencer engagement for GREAT Scotland
- Increased traffic to the event registration landing page for Islamabad event

Details and results of the campaign are:

<b>Platform: Facebook</b>	<a href="https://www.facebook.com/EducationUK.BritishCouncil">https://www.facebook.com/EducationUK.BritishCouncil</a>
<b>Reach</b>	11860 Pakistan followers with an approximate reach of 150,000-410,000 users
<b>Frequency</b>	1 cycle of 4 posts
Results of post campaign analytical statistics for the digital marketing through Facebook boosted posts	
<b>People Reached</b>	60630
<b>Likes</b>	7027 (6929 on post, 97 on shares)
<b>Comments</b>	56 (50 on post, 6 on shares)
<b>Shares</b>	19
<b>Post Clicks</b>	1779
<b>Photo Views</b>	1133
<b>Link Clicks</b>	113

<b>Platform: E-shots</b>	Constant contact
<b>Reach</b>	database of (7000-10000) students
<b>Frequency</b>	2 email shots
Results of post campaign analytical statistics for the digital marketing through email shot campaign	
<b>Sent</b>	25656
<b>Opens</b>	13.8% (3541)
<b>Clicks</b>	7% (1796)

“We’ve had a great response to our event promotion in Pakistan already with huge numbers registering in advance”

*-Stuart Easter of The University of Edinburgh on being asked how the digital campaign has worked for them*

To establish and increase the brand awareness of your institution in Pakistan, book a SIEM digital campaign [here](#).

To contact the SIEM Pakistan team, please get in touch with Saman Imtiaz, Head SIEM, Pakistan at [saman.imtiaz@britishcouncil.org.pk](mailto:saman.imtiaz@britishcouncil.org.pk)

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## **Contact us**

We are happy to explore other options for your requirements.  
Do get in touch with the SIEM Pakistan team at:

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## **About Us**

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 Pakistan
- Offers and services to enhance your positioning, profile and competitiveness in Pakistan
- Access to knowledgeable and expert staff with in-country experience and presence
- Boost your international student recruitment numbers in the Pakistani market
- Consultancy towards developing partnership opportunities with Pakistani Institutions
- 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 events