



SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING

CONFERENCE 2015

Digital Marketing in South Asia

Ottolie Wekezer, British Council

Thomas Rhodes, The University of Sheffield

Andrew Disbury, Leeds Beckett University

Abhinav Shakya, British Council

Aatreyee Guha Thakurta, British Council

#siem2015

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GeoXoLabs





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“To say that universities need to invest more in social media is akin to Gordon Ramsay swanning into a nightmare kitchen and saying 'invest in more knives'.”

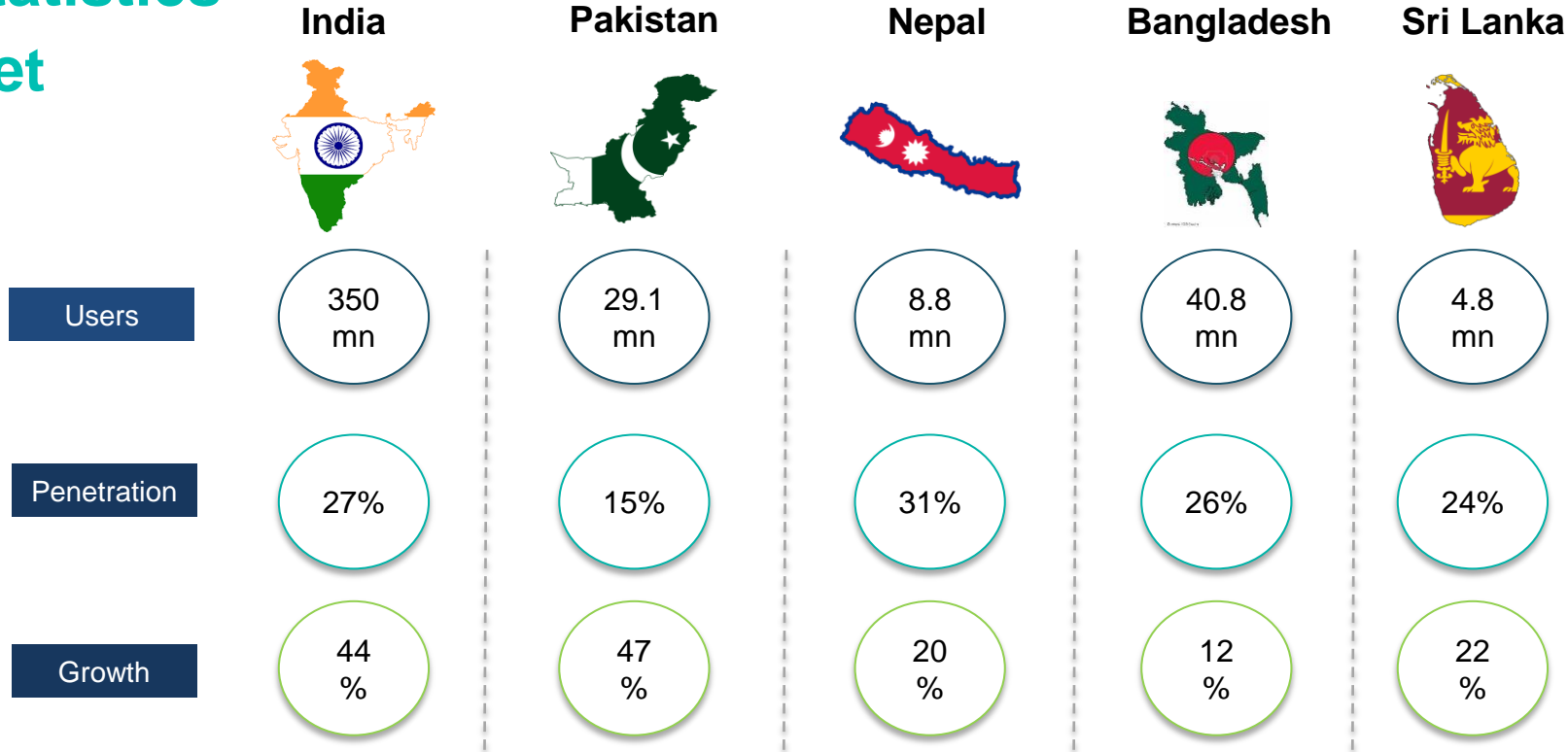
- Tracy Playle



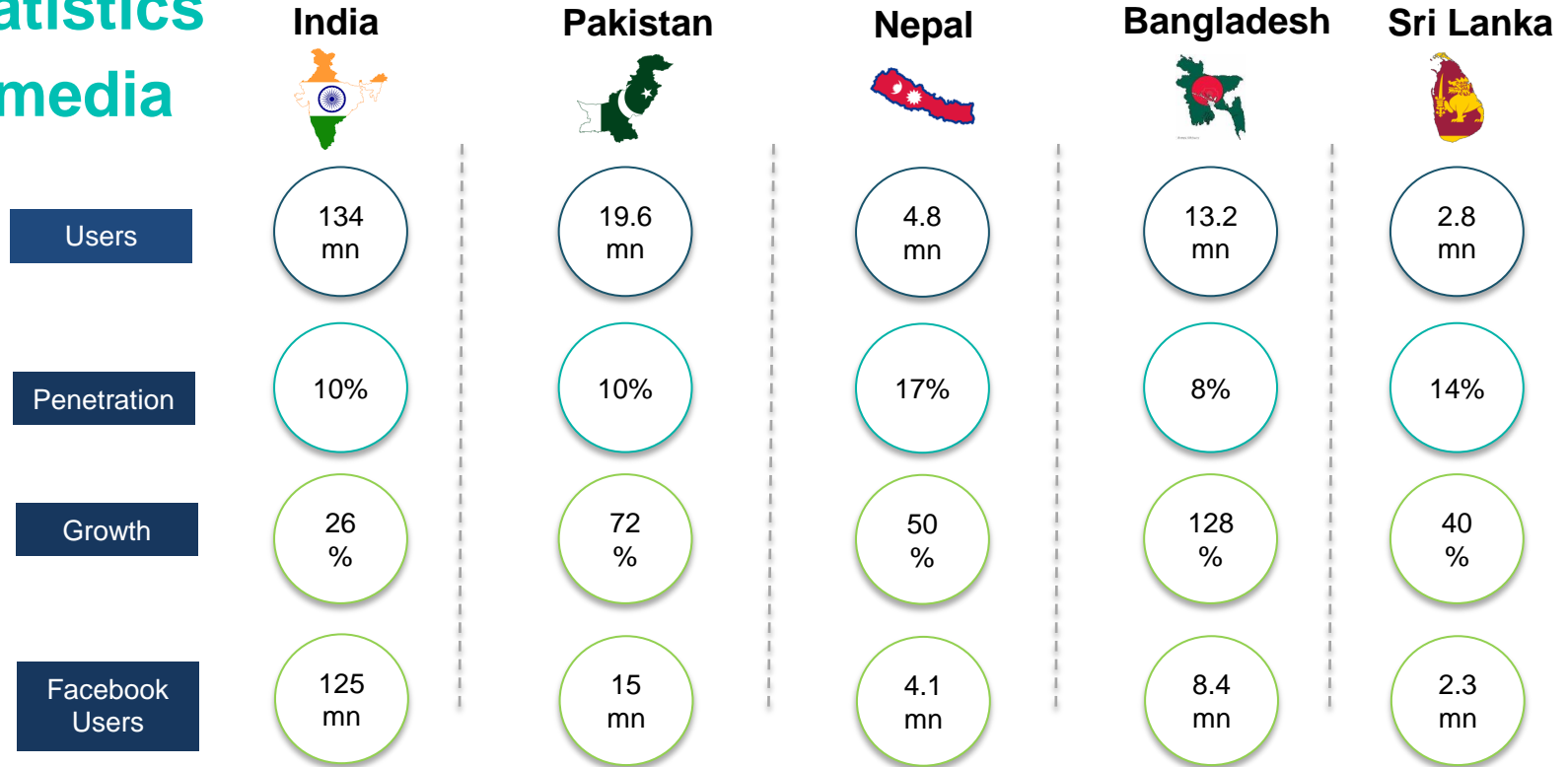
Quick Facts

mkhmarketing.wordpress.com

The Statistics internet



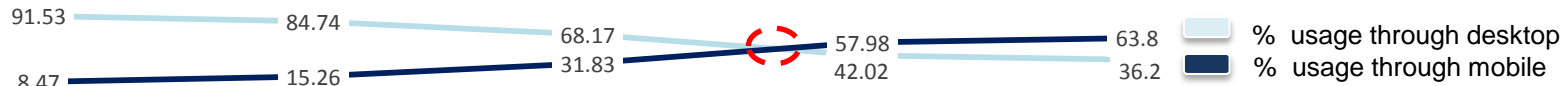
The Statistics social media





Digital Trends

Trend 1 – Mobile growing into the platform of choice



2011

2012

2013

2014

2015

Trend 2 – Video consumption on the increase



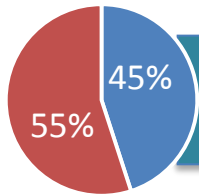
4th

Online video is the 4th most common activity in Pakistan

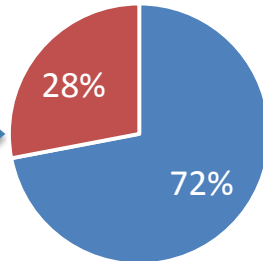
3.7 bn

The number of videos watched per month in India back in 2013

2013



2017



- Non-video viewer traffic in India
- Video viewer traffic in India

As speed increases so does data usage



Nepal 1st in the region to implement 3G

Bangladesh already at 15mn 3G usage base

Sri Lanka's Google Loon project

Trend 3 – The changing face of social media



**155mn
Users**

One ad will reach
112mn
users
between the
ages of 16-25



80% of Bangladesh's internet population has a Facebook account



**2.5 mn
users**

Male vs
Female
users is far
more
balanced
(56:44)



15mn users
150% growth
in 1 year (Jan-
Aug'15)

Hindi
introduced as
an optional
language in
2015








Crossed **30mn
users**. **2nd**
largest market
globally

Features
include
university pages
and LinkedIn for
potential
students.



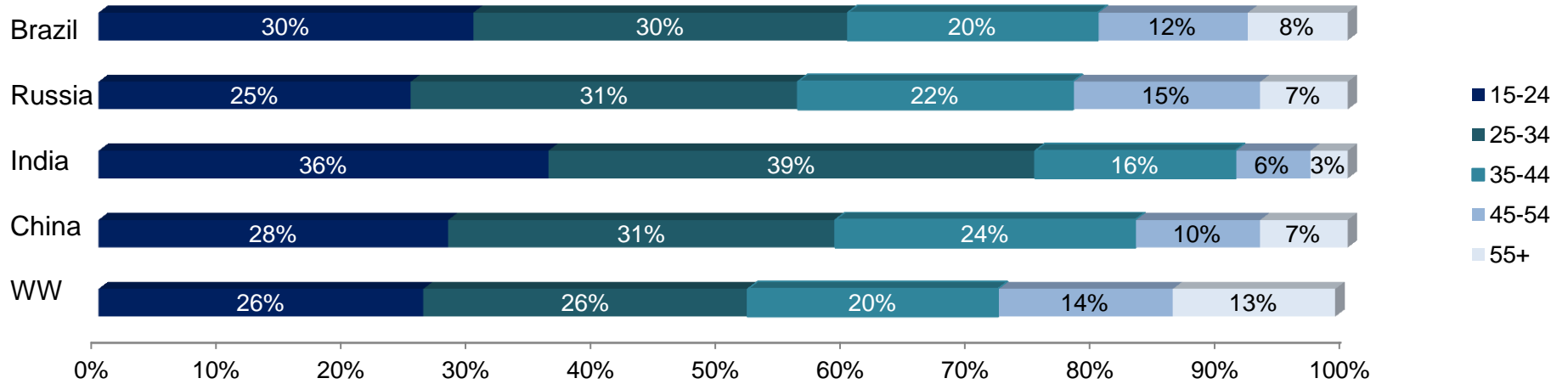
Digital Insights

User Profiles

	GENDER PROFILE		AGE PROFILE			
	Male	Female	15-24	25-34	35-54	55-64
	61	39	37	38	22	3
	70	30	64	26	8	2
	67	33	66	25	7	1
	71	29	45	37	16	2
	66	34	56	32	9	2

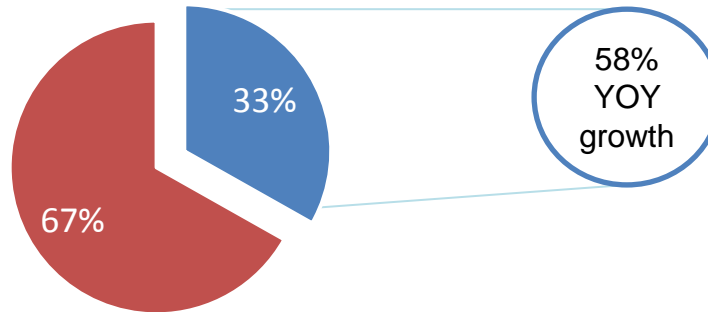
India

India – Youth power

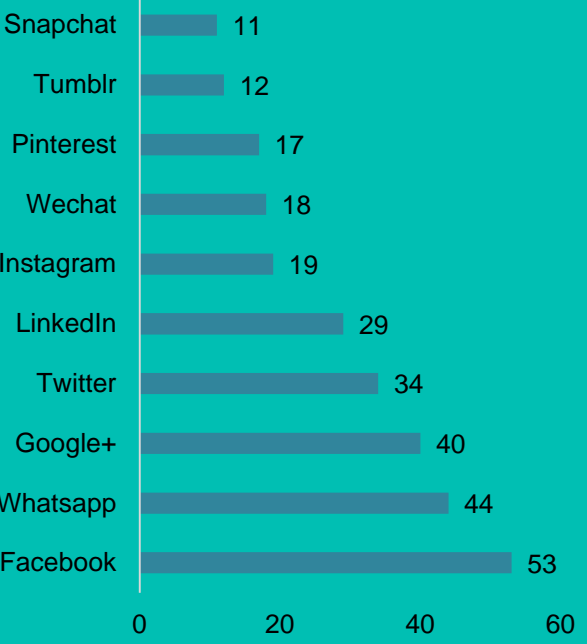


Rural Urban Distribution (in mn users)

- Rural
- Urban



Other channels being used



45% users respond to email offers - 3X more than USA

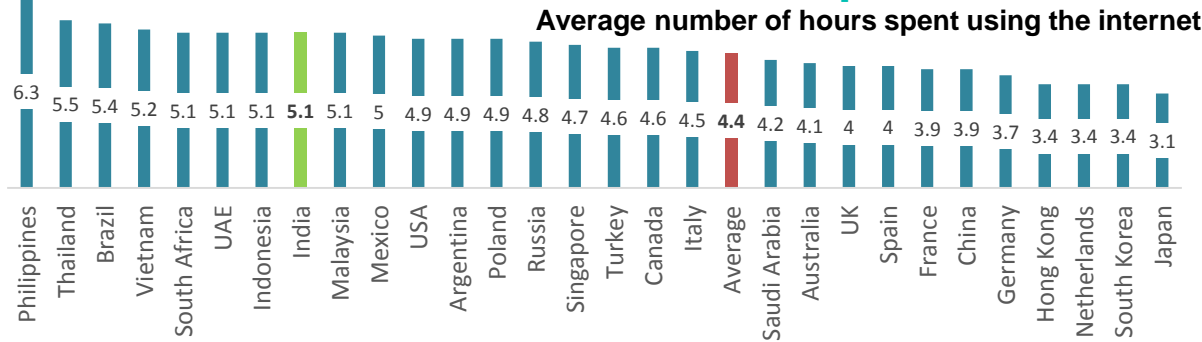


Largest app development base in the world by FY'17
 App usage grew by 131% over Last Year
 US\$240mn estimated app revenue in 2015



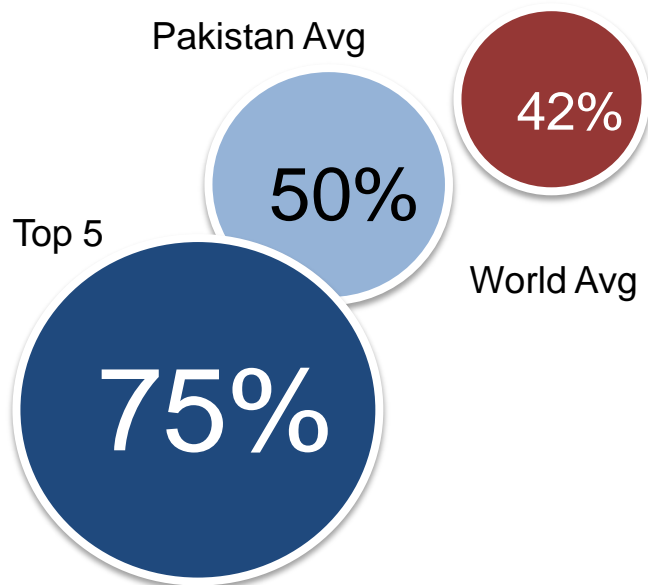
250000 educational institutions will be wifi enabled by FY '17

Time spent on Internet



Pakistan

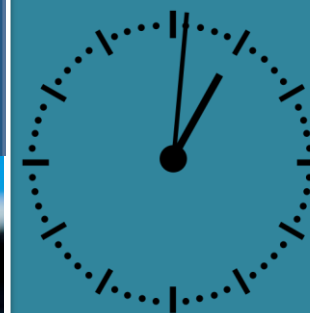
Average Response Rate



113% increase in mobile social users since Jan '15



7 Smart campuses- investment in digital infrastructure



80% spent more than an hour on the internet every day

3.4x the number of women use WhatsApp as men

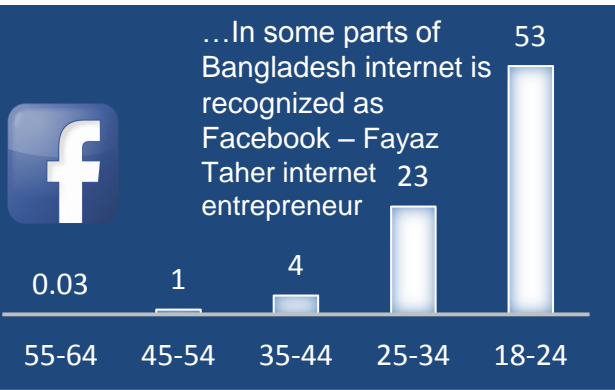
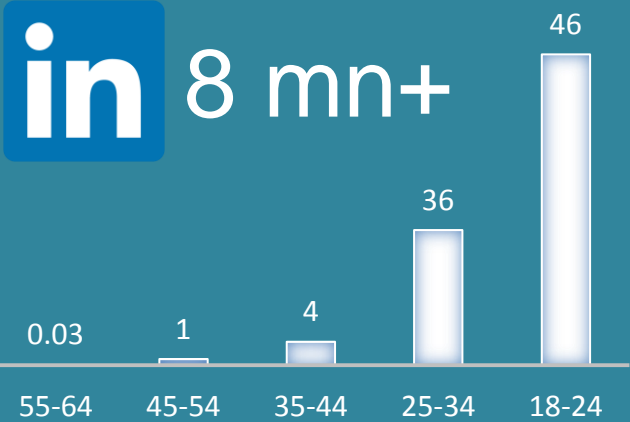
13%



42%



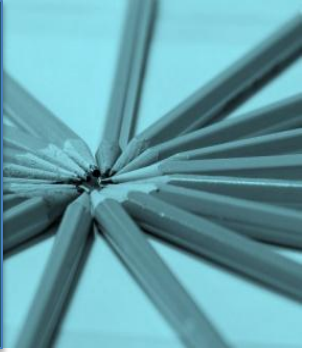
Bangladesh



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‘Digital Bangladesh’ the new mantra

- Digital classroom
- More than 20,000 schools provided with laptops and multimedia projectors
- Digitised textbooks

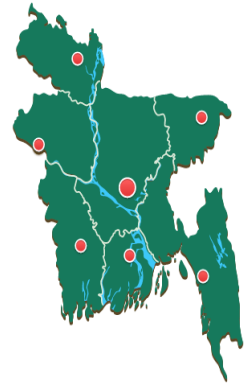


Bikroy.com-এ স্বাগতম - বাংলাদেশ-এর সবচেয়ে বড় মার্কেটপ্লেস!

বাংলাদেশে -এ ব্যবহৃত গাড়ি থেকে শুরু করে মোবাইল ফোন ও কম্পিউটারসহ সবকিছুই কেনাবেচা করান বা প্রপাটি, চাকুরি এবং আরও অনেক কিছু খুঁজে নিন - বিনামূল্যে!

আমাদের পীর্থ প্রেসিগমুং ব্রাউজ করুন:

ইলেকট্রনিক্স	প্রপাটি	গাড়ি ও অন্যান্য যানবাহন	চাকরির বিজ্ঞাপন



4mn unique visitors /month

70mn page views/month

700k interested buyers/month

Interesting ideas from across the Atlantic



...But lets begin with Australia



UNSW (The University of New South Wales)

25 August - Sydney, Australia · 🌐

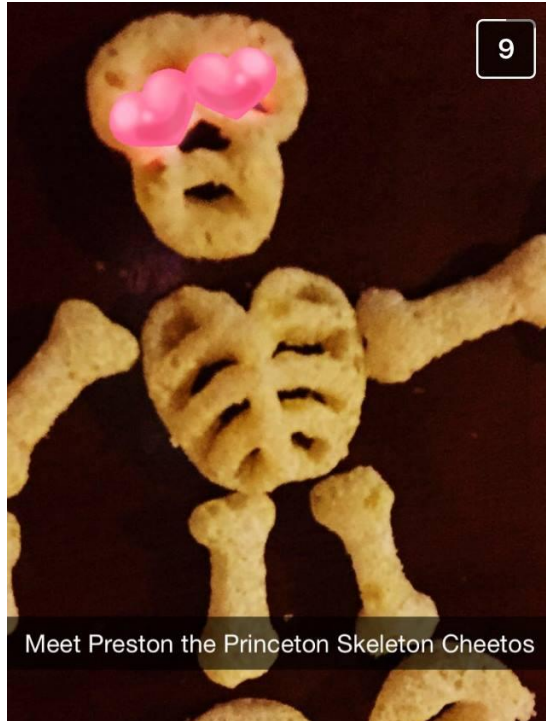
Last week we asked you where your favourite coffee was on campus. We chose the top 3 as voted by you & sent our Campus Reporters Michael and Jessie to test them out. Here is the verdict:



“native Facebook videos get more reach than any other type of post.”

*- Social Bakers report**

Creating awareness of presence on new platforms



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Letting your students run the show



herewegosaints

FOLLOW ▼

St. Lawrence Univ. Community See SLU through the eyes of different Laurentians!
11/16: Men's cross country captain Adam Bankert '16 takes us on the road to
NCAAs! www.stlawu.edu

1,192 posts 3,952 followers 227 following



ithacacollege
Textor Hall

FOLLOW

222 likes

1

ithacacollege "Most days if I've gone missing, you can find me sitting on the ledge above Textor Hall, enjoying the view of the lake and scoping out any potential future husbands."

ithacacollege #HowISeeIC
#IthacaCollege #IC

gracekuni @coop226 be safe up there
alanarosansky This is adorable []

sophie_hudes Omg dying at caption []
@_emmamoore_

megmcnivens OHMYGOD "scoping out any potential future husbands"

keldeyxo @christascarolyne

erin_hogan_ME

liz.esten96 Same

mrsyowan @_emmamoore_ please

Further emphasis on Instagram



How High School Students Use Instagram to Help Pick a College



“I definitely went through a bunch of people’s Instagrams just to see what the life of an average student was,”

- Jackson Barnett, 19 (TIME Magazine [article](#))

- Monthly active users in India have doubled* (5.9M**)
- 18 – 24 age group most active
- Young, mobile-first users with high spending power

UW-Madison does well in responding to queries and more...



University of Wisconsin-Madison

- Ranked number one by Engagement labs among US universities*
- Ranked high for highest responses and average response time
- Use a mixture of content
 - Very good at using images, GIFs & videos

Letting your personality shine



Massachusetts Institute of Technology

- Great content targeted at their niche audience
- Also use images, GIFs and videos extensively

The social media team at MIT knows their audience.

- Lindy Kolowich ([Hubspot](#))

Planning around events



Indiana University tweet on #VeteransDay



Tweets & content around Veterans Day shows a well planned strategy

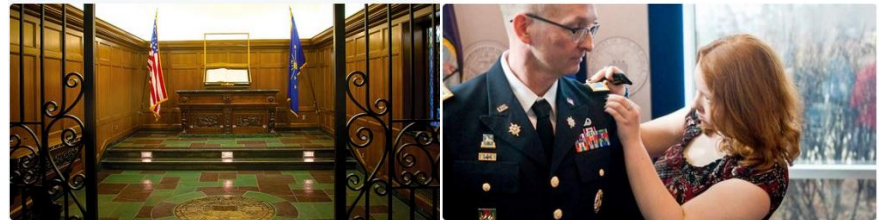
Stories of students linked to the cause

Indiana University @IUBloomington · Nov 11

On this #VeteransDay, take a moment to visit the Golden Book in the Indiana Memorial Union. go.iu.edu/Nc3

Indiana University @IUBloomington · Nov 11


For IU students born into a military family, #VeteransDay is personal. One Hoosier's story: go.iu.edu/Nbx



LinkedIn and the University Finder Tool



LinkedIn University Finder



Abhinav,
let's find your future university!

Tell us what you want to do, and we'll show you which universities send the most alumni into that career.

Share this page:

What do you want to study? 🔍

Business Administration and Manag...

Where do you want to work? 🔍

IBM

Where do you want to live? 🔍

United States

Arizona State – Inviting content and engaging the audience



Arizona State University

The Sun Devil fan photos of the week are in! You guys are the best.



ASU tried a fun contest to

- Generate content from current students
 - Engaged alumni with nostalgia factor
 - Showcased institution lifestyle to prospective students
- Facebook strategies could come in handy

University of Illinois at Urbana-Champaign promotes alumni stories



University of Illinois at Urbana-Champaign

The Federal Reserve Bank of Minnesota recently named Illinois alumnus Neel Kashkari as its new president and CEO. Neel earned his bachelor's and master's degrees in mechanical engineering at the Illinois and his MBA from the Wharton School at the University of Pennsylvania. Congrats, Neel! <https://www.minneapolisfed.org/news-and-events/news-releases/federal-reserve-bank-of-minneapolis-announcement-november-10-2015> less



- Promote key alumni to
- Showcase university's achievement to prospective students
 - Engage alumni

American institutions seem to be rocking Snapchat a bit more



- Snapchat is growing fast, especially with teens*
- Geofilters, Campus Story and brand awareness



The University of Arizona with Cazares Fam and 2 others

24 October at 22:10 · 🌐

Had a great #Homecoming101 parade this morning. Check out our snapchat story for more:UArizona

Using Quora and Slideshare to project yourselves as experts

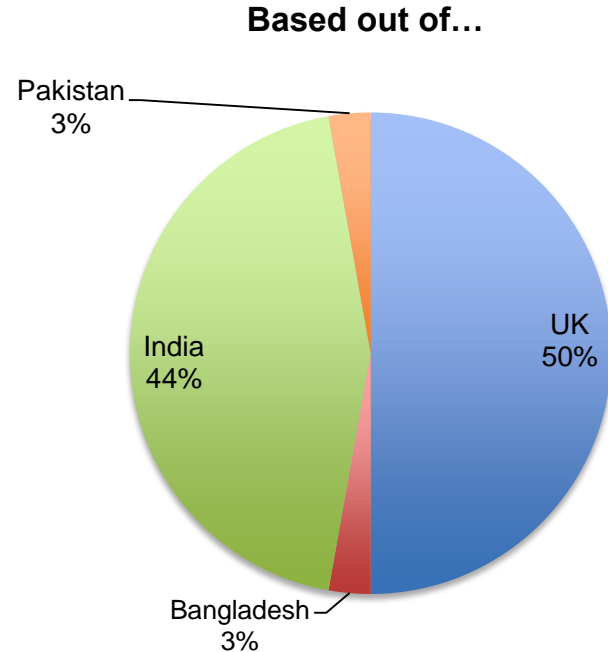
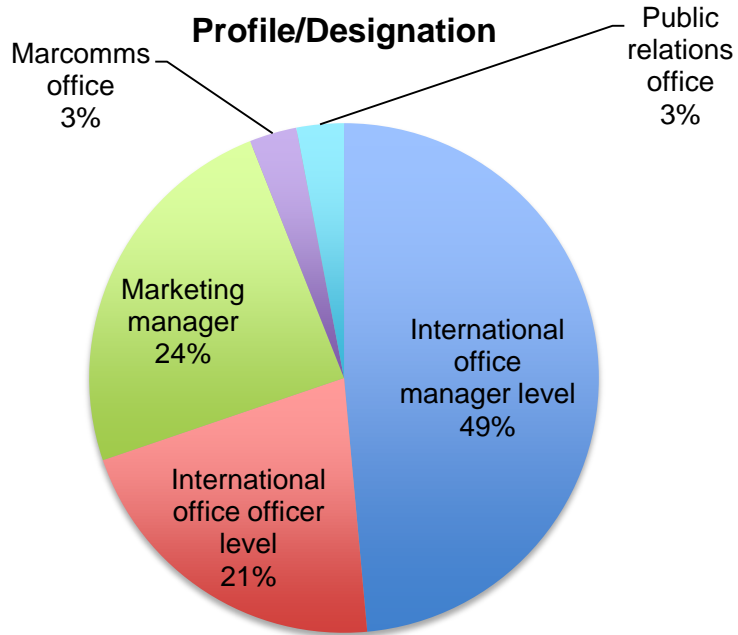
The screenshot shows the Quora interface for a question. At the top, the Quora logo is on the left, and navigation links for Home, Write, and Notifications (with a red '1' badge) are on the right. Below the navigation is a search bar containing 'Ask Quora'. The question title is 'What university professors and faculty are users on Quora?'. To the left of the question, it says '344 FOLLOWERS' and shows a grid of 12 profile pictures. Below the grid, it says 'Last asked: 7 Jul'. There are buttons for 'Write Answer', 'Re-Ask', 'Follow 344', 'Comment 1', and 'Share 3'. Below the question, there is an 'ANSWER WIKI' section with the text 'The ones in bold are active (some activity in the past month as of 4th Feb)'. A list of answers is shown, with one entry: '• **Scott Aaronson**: Massachusetts Institute of Technology (MIT), Quantum Computation'. On the left side of the page, there are sections for 'QUESTION TOPICS' with two tags: 'Quora Users by Interests and Segments' and 'College and'.

The LinkedIn profile card shows the SlideShare logo and the name 'Cockrell School'. Below the name is a 'Follow' button. The profile statistics are: 16 SlideShares, 12480 Followers, and 0 Clipboards. The profile picture is a blue square with the word 'Cockrell' in white, and below it is an orange square with a white stylized logo.

A survey of the sector, for the sector.

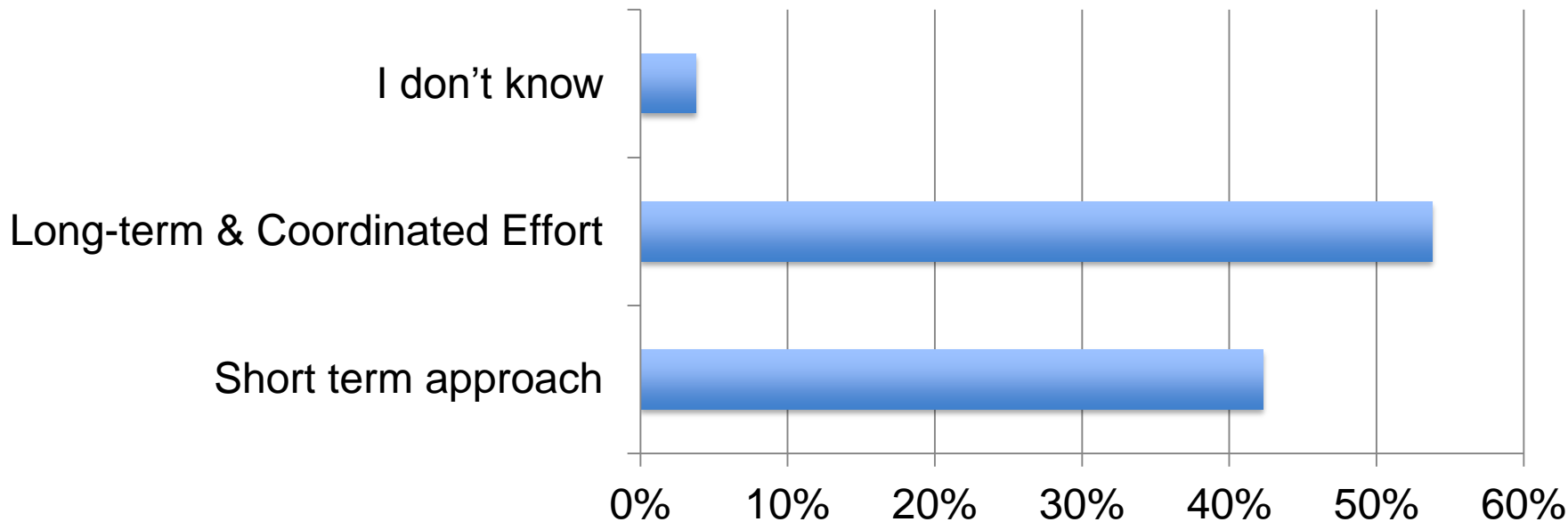
Digital Marketing: Where does the UK sector stand?

We asked 37 representatives from various international offices



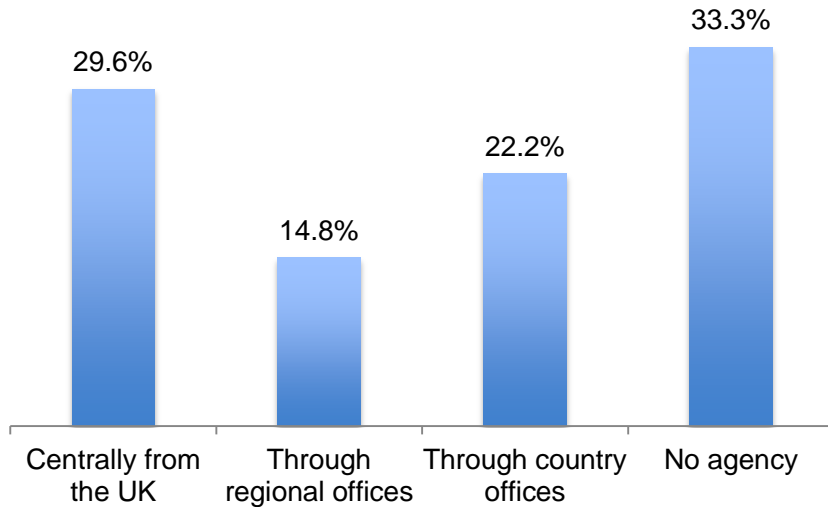
86% of UK HEIs have a digital strategy

Here's what best describes their approach:

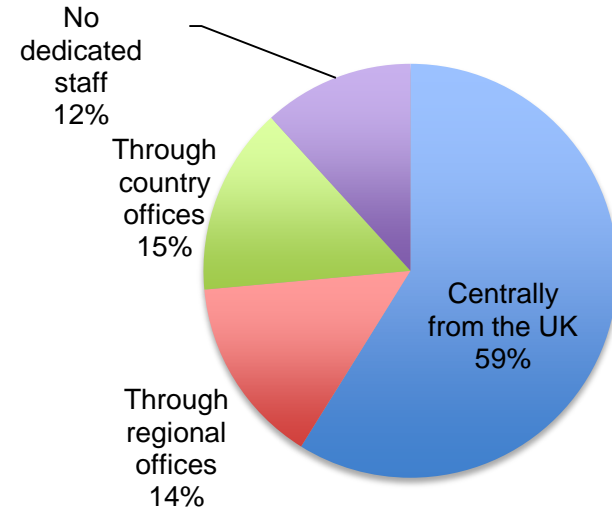


How is digital strategy being implemented?

Are you currently working with an agency to promote your university on social media?

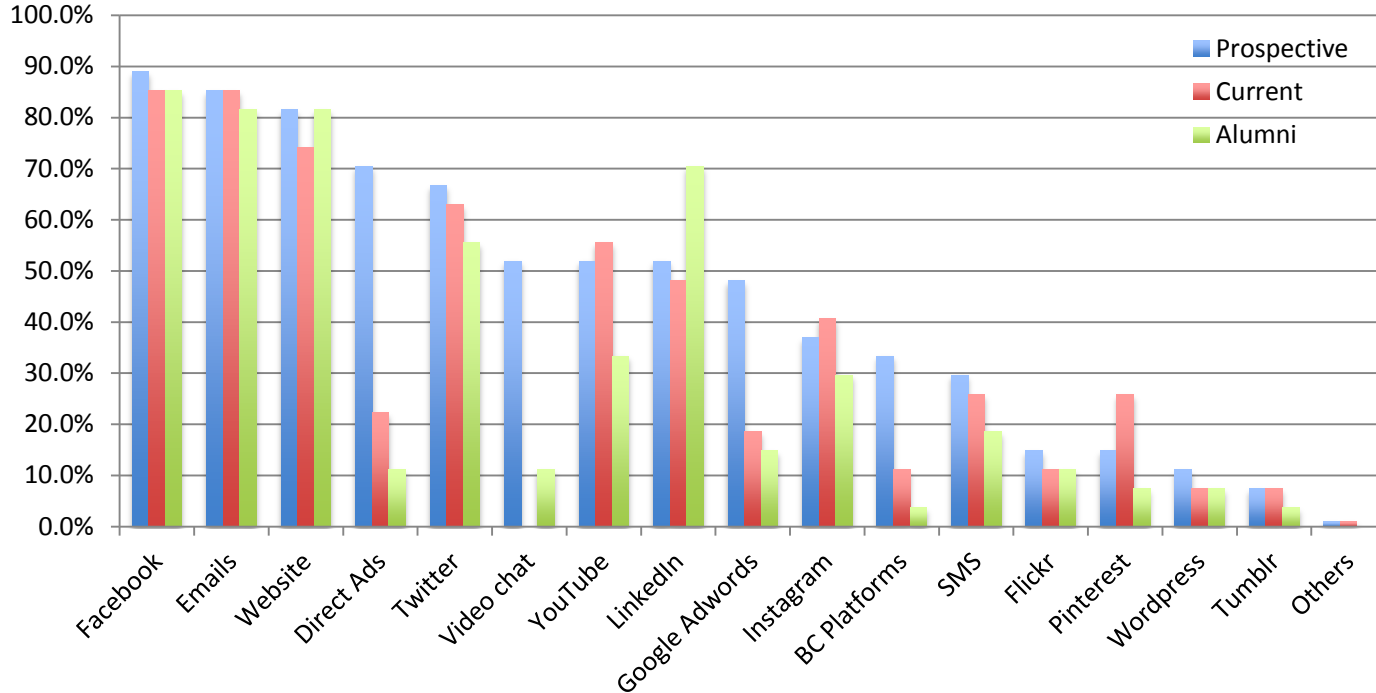


Do you have dedicated University staff supervising your digital and social media strategy?

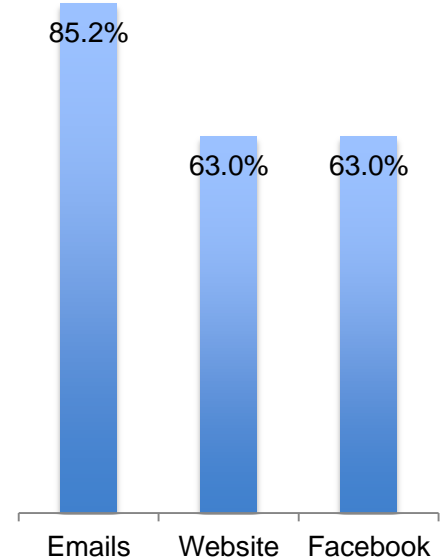


How are UK HEIs engaging their key audience?

Comparative snapshot of the most widely used platforms



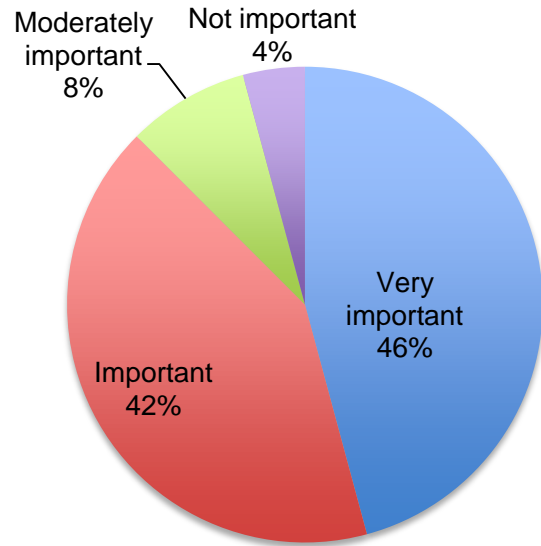
Top 3 Enquiry Channels



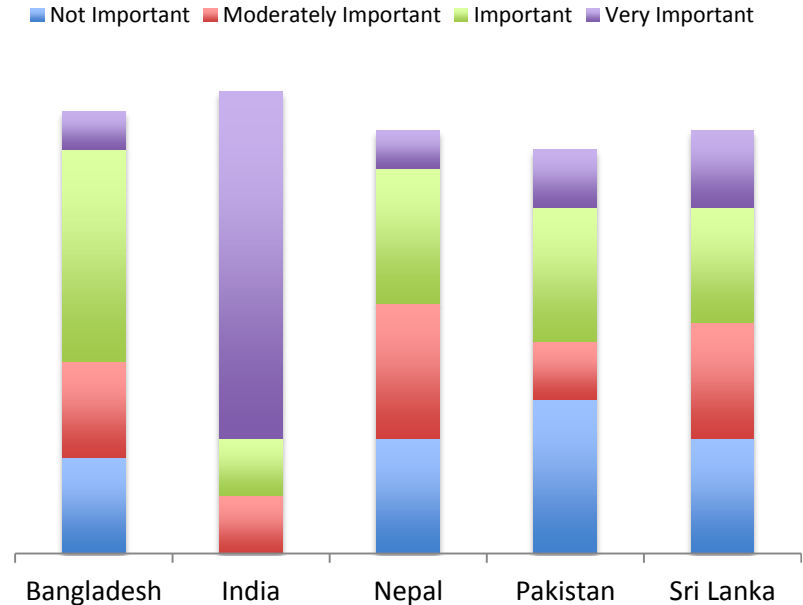
The South Asia experience with digital

Is digital important? Which are the key markets?

Importance of digital marketing in recruiting students in South Asia?



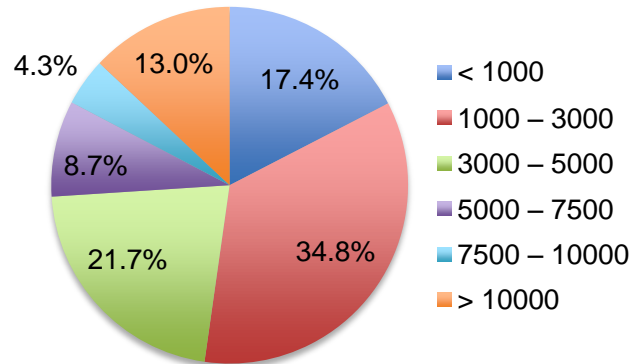
Priority markets: Digital in South Asia



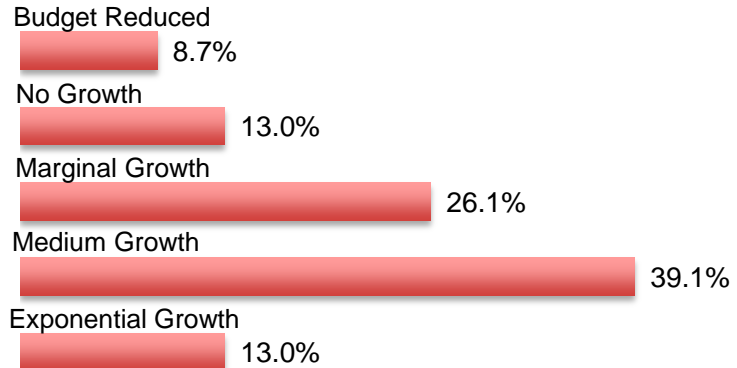
Spending on digital marketing is on the rise

35% respondents claimed spends between £1000-£3000 in South Asia

Estimated total digital marketing budget for South Asia in 2015-16 (in GBP)

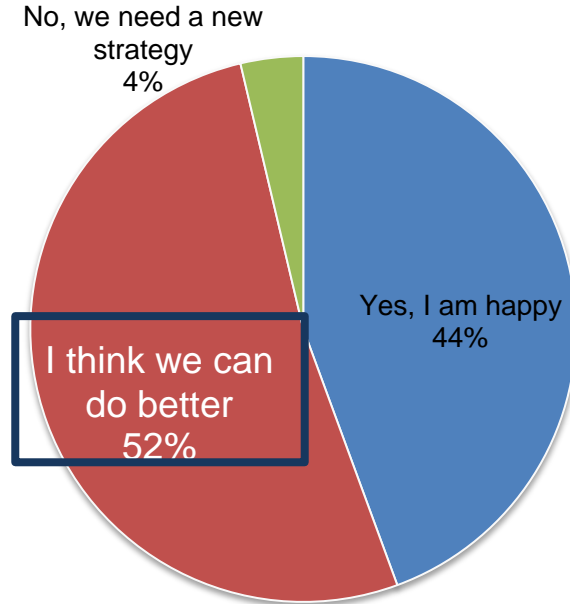


Has there been a general growth in digital budget at your institution in the last two years?



And the final verdict is...

Is your institution on the right track in terms of engaging prospective students on digital media?





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#weareinternational campaign
Tom Rhodes, University of Sheffield

#siem2015
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#weareinternational campaign



Tom Rhodes

Head of International Relations

Why we needed a campaign

Welcome to Britain!







Or this?



Times of India - Hundreds of Indian students face deportation from UK

LONDON: Hundreds of Indian students face deportation from the UK after the British government on Thursday revoked London Metropolitan University's (LMU) licence to teach and admit anybody from outside the European Union...

More than 2,600 students from non-EU countries will be hit by the border agency's step, and a large number of these are Indians.



2013 Immigration Bill

- NHS charging
- Landlords to check status and hold passports
- Removal of in country right of appeal



On our streets...



Our response

Where is our voice?

What is our story?

A decision to stand together

- Unified voice
- Academics and students
- City and community leaders with police and University
- A city says no to prejudice



We are all international students



Abdi

Sheffield SU President 12/13

Publicising the evidence

- International students directly contribute £120 million to Sheffield's GDP
- 10% of inward investment
- Interest in replicating the Sheffield study in other places, including in London – led by London First and the Mayor's Office





HOUSE OF COMMONS

Professor Sir Keith Burnett
Vice-Chancellor of the University of Sheffield

invites you to an event hosted by

Paul Blomfield MP and Nadhim Zahawi MP
*to launch an Oxford Economics report into the Costs
and Benefits of International Students in Sh*

Strangers' Dining Room, House of C
M



Speak together!

- UUK
- British Council
- NUS
- MPs and Lords
- other universities
- CBI & Chamber of Commerce
- City Council



Sheffield Chamber
of Commerce and Industry

UKCISA

Then what?

A broader campaign with the support of all universities, students' unions and those who should be concerned about international students in the UK

Sharing materials

Inspiring others

Recognise when it is in our interests to work together beyond institutional or sector boundaries



Explain our systems in a student

voice

- Working with the Home Office on a student-led video showing Indian applicants going through the UK visa system
- No branding so can be used by universities and the Home Office, and shared on social media
- Replicated in China



<http://www.weareinternational.org.uk/india-visa-video>



Outcomes

#weareinternational website:

42,000 page views

India visa film:

Viewed in 130 countries, 1,200 views in India.

China film:

Viewed in 150 countries, 18,400 views in China

Lessons

Content is king – appeal to community,
inspire staff and students to inspire others

Social media engagement is free market
research

What now?

National campaigning

Local engagement

Marketing activity

“We are all international students...”





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Andrew P. Disbury
Director of the International Office,
Leeds Beckett University

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Sponsored by



LEEDS BECKETT UNIVERSITY, ENGLAND

1. September 2014 University name change
2. April 2015 “International University of the Year”
4th in UK, 2nd in England (Whatuni.com)
3. July 2015 “Best Website” (HEIST)
4. Only UK university with government’s Customer Service Excellence & Investors in People (Gold) standards
5. Outstanding ISB feedback each year
6. Developing markets in a challenging environment

ANDREW'S JOB INTERVIEW

I said I would:

“Deliver an **integrated customer journey** based on a blend of **digital brand-building, word-of-mouth recommendation, and personalised customer services**”



SERVICE RESPONSIBILITIES FOR CUSTOMER JOURNEY

	Marketing	Recruitment	Admissions
UK	Marketing	Marketing	Student Admissions
EU	Marketing		Student Admissions
Overseas	Marketing / International Office	International Office	International Office
India	Marketing / IO / India Team	India Team	India Team

BACKGROUND IN INDIA

Office opened 2004

- South Asia representation
- Mix of offshore and onshore recruitment
- Activity directed centrally from Leeds

Off-shore teaching

- Fly-in Fly-out model
- Strategic decision to exit partnership and location

Brand-building

- Partnership with International Indian Film Academy (IIFA) in Yorkshire and Bangkok

Study in Leeds

- Lead on recruitment & admissions
Consistently the No 1 overseas student group
- Very loyal, talented alumni

WHAT HAVE WE DONE? OUTCOMES & RESULTS

“personalised customer services”

- Reinvigorated & expanded the team in
- Devolved
- Head of
- Manager

“word-of-mouth recommendation”

New student enrolments: 55% growth
Overseas student tuition fees: 76% growth
4 years unbroken growth

“digital brand-building”

- advertising/advertorials
- PR for high-profile visits

STUDENT VOICE

“My first week in Leeds was truly fast-paced, there are so many things you can do at the university from joining societies to volunteering to starting language courses. There is a lot to do in the city itself with a massive range of restaurants offering a wide variety of cuisine, museums and great nights out. When it comes to studies the university has an excellent amount of provisions to help with self-study, the library is open 24/7 and the personal tutors are there to help with any sort of academic or personal distress.”

Priyanshu Varshney, BA Marketing, New Delhi, India

“BE BECKETT” INTERNATIONAL CAMPAIGN, APRIL 2015

“BE BECKETT” is a strategic leap forward in our digital marketing:

- Began with Home UG 2014, expanded to International 2015
- Brings ad hoc campaigns into a strategically planned single approach
- 4 key markets, of which India is 1
- Aiming for high brand reach + awareness, good engagement, and strong conversion
- Targeted Online Display and PPC adverts
- Targeted communications via referral sites
- Search engine optimisation

“BE BECKETT” CAMPAIGN APRIL 2015

Online Display & PPC:

- Banners on referral sites for India
StudyPortals, Hotcourses & Education UK, BBC, Times of India, Masterstudies, Prospects, The Complete University Guide, FindaMasters
- E-mails to Indian prospective students via Hotcourses, Studyportals, Findamasters
- Google Search CTR 1.88%
- Bing Search CTR 3.16% (industry standard 1%)

“BE BECKETT” CAMPAIGN

Better than industry-average results:

Page impressions **12,400,000**

Views **537,000**

Clicks **51,500**

Referrals **8,000**

Actions **48,100**

Leads **7,100**

October stats:

Impressions **445,300**

Views **13,500**

Clicks **1,900**

Referrals **1,360**

Actions **2,200**

Leads **130**

“BE BECKETT” WEBSITE

Website

- All new for name-change day, 22nd Sept 2014
- Best in sector, Heist Awards, July 2015
- Judges: “Extremely clean and clear website, a simple proposition done really well.”

Mobile Optimisation

- “Mobile-first” principle, designed to “degrade elegantly across desktop, mobile and tablet”
- Navigation and layout designed to optimise experience for device you are using

Personalisation

- When someone views our website in India (as identified by IP address), they see India content on the home page: main welcome image; call to action buttons all change

MOBILE-FIRST DESIGN



INDIA LANDING PAGE

LEEDS BECKETT UNIVERSITY

Main Site Student Hub Alumni Staff More +

Study & Courses University Life Employability Research & Business About Us

Be Successful

Be everything you want to be at Leeds Beckett University

Find your course

Contact our India Team >

LEEDS AND DELHI

“Designed in Leeds, Delivered in India”

- Campaign led by Marketing Service in Leeds, dedicated International Manager & Officer
- International Office inputs to design and delivery, and monitors results
- India Team has designated marketing person in Delhi
- Leeds consults Delhi before launching anything new in India
- Leeds forwards all India leads to Delhi for follow-up
- Delhi updates Leeds on latest local online trends
- Delhi runs India-focused social media pages



Top five in the world
for personal tutors,
libraries, campus
buildings, technology
and course
organisation.

**Find your course
today**



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United Kingdom

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ONLINE BANNERS

**BE HANDS-ON!
BE INSPIRED!
BE SUCCESSFUL!
BE BECKETT!**



Top five in the world for personal
tutors, libraries, campus buildings,
technology and course organisation.

Find your course today



**LEEDS
BECKETT
UNIVERSITY**
United Kingdom

YOUTUBE CLIP

[India Youtube Advert](#)