

Participate in the Turkey's UK Higher Education Digital Campaign

British Council Turkey is offering a unique opportunity for UK HE Institutions to raise their brand awareness through our digital campaign.

This is a social media campaign aimed at promoting the UK Higher Education sector in a fun and engaging way. UK HE Institutions are invited to take part in the campaign to expose their brand to a wide digital audience.

Overall campaign targets are to

- promote UK as an excellent study destination and demonstrate how Turkish students can benefit from a UK education
- place the UK as the first choice of destination for undergraduate and postgraduate study
- promote the benefits of UK qualifications and show the diversity of the UK higher education system
- increase awareness of UK HE Institutions and offer a platform for the participating institutions to raise their brand awareness in Turkey prior to the [Education UK Days](#) in February 2017
- increase traffic to the institutions' websites

The campaign will run over the two weeks in **late Jan and beginning of February.**

How will the campaign run?

A detailed promotional plan will be in place. The campaign will have generic messaging and British Council branding about studying in the UK as well as participating institutions' visibility and channel audiences to British Council's resourced landing page which will host the participating institution logos, web links, names and other information.

Why you should be part of it?

The pulse researches that we run in September 2016 suggest that there will be an increased interest in overseas study. Through this digital campaign we aim to offer institutions a platform to promote themselves and maintain their presence in the market.

Places are limited to 15 institutions.

Price: £800 + VAT

The fee includes translation.

Deadline

UK institutions interested in this opportunity should email semra.yalcin@britishcouncil.org.tr by **Monday 19 December 2016.**

Requirements:

Participating UK institutions will be expected to provide a brief introduction highlighting their strengths and interesting facts along with an image and their logo. Each participating institution will also be asked to offer a symbolic prize featuring their branding e.g: hat, sweatshirt, t-shirt for the quiz winners. The requirements will be announced on 19 December.

British Council will run the campaign on its websites, social media channels and a third party channel that is highly rated in Turkey.

List of activities and descriptions	
Platform	Activity description
Facebook	<p>Creative and exciting Facebook campaign including a quiz (Winners will be featured on social media. Participating institutions are expected to contribute to the prize draw)</p> <p>Followers: British Council Turkey Facebook: 138.5K Education UK Global Facebook: 2K</p> <p>reach will be boosted with promoted posts</p>
Twitter	<p>Twitter campaign to promote the campaign</p> <ul style="list-style-type: none"> • Tweets on the quiz • Retweeting posts by participating UK institutions <p>#StudyUK</p> <p>Reach: 13.5K</p>
Website	<p>Information shared on the Education UK and British Council websites will increase the visibility of the campaign</p> <p>Visitors (annual) Education UK website: 80K visitors British Council website 1 million visitors</p>
Email shot and Education UK e-Newsletter	<p>Email shot to targeted audience</p> <p>Reach: British Council student database: 49K Education UK Visitor Registration System: 2.5K</p>
Third party channel	<p>A campaign on third party digital portals (Google ads or advertorial) to promote the campaign.</p>

Highlights from a similar campaign

We ran a digital campaign to promote the UK's excellence as a destination for English language learning. The competition was based on a web application hosted on the Education UK Turkey website with prizes of short course/summer courses donated by seven different UK ELT providers.

The campaign received:

- 80,000 visits to the Education UK website in 15 days
- 21,216 unique visitors to the competition page
- 17,587 competition entries
- 1,324 visits to UK institutions through banners

The image shows a screenshot of a website for Education UK. At the top left is the British Council logo, and at the top right is the Education UK logo with the tagline 'Herkesin İngilizce öğrenmesi'. The main content area features a white box with a blue map of the UK and the text: 'Tebrükler çekilişe katılmaya hak kazandı! İstersen şimdi gel ve İngiltere'de yaşayabileceğin macera dolu yazı hazırla!' Below this is a 'DEVAM' button. Underneath, it says 'Hangi okullarda eğitim alma fırsatın var, gel bir bak...' and lists several logos: Alpha & Omega College, Gi, clubclass, Embassy English, Essential English Centre, The British Council, and Vocational Studies. At the bottom right, there is a 'KNOWLEDGE' logo. To the right of the main content, there is a teal box titled 'Clicks Through Competition Site' containing a list of statistics: 'Education UK targeted page: 21251 clicks', 'Education UK main page: 4251', 'Twitter: 1028', 'Email: 1028', 'Mobile Collection: 487', 'Schools: -Dudman: 143, -Landonhall: 227, -Kings Omega: 213, -Essential: 207, -Concordia: 181, -Vocational: 81, -Corp Study: 213'.

Notes:

- Please do get in touch if you have any ideas or suggestions regarding this campaign. As UK institutions are joining the campaign as sponsors, we are keen that the content should reflect our collaboration.
- A report on the campaign complete with digital analytics will be shared after the campaign.
- All charges are subject to VAT where applicable.