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CONFERENCE 2016

HOW TO BUILD AN EFFECTIVE SOCIAL MEDIA MARKETING
STRATEGY: CONNECTING WITH YOUR AUDIENCES THROUGH
TARGETED PLATFORMS FOR MAXIMUM IMPACT

@Aatreyee + @Rafat

#siem2016

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D.J.G. EXHIBITION FREIGHT SERVICES LIMITED

GeoXoLabs



Net Natives



What we will cover today:

- What is social media marketing?
- Social media listening
- How can you convert your leads?
- How to measure your campaign?
- Trends in South Asia
- Activity



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About Social Media

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Where are we now?



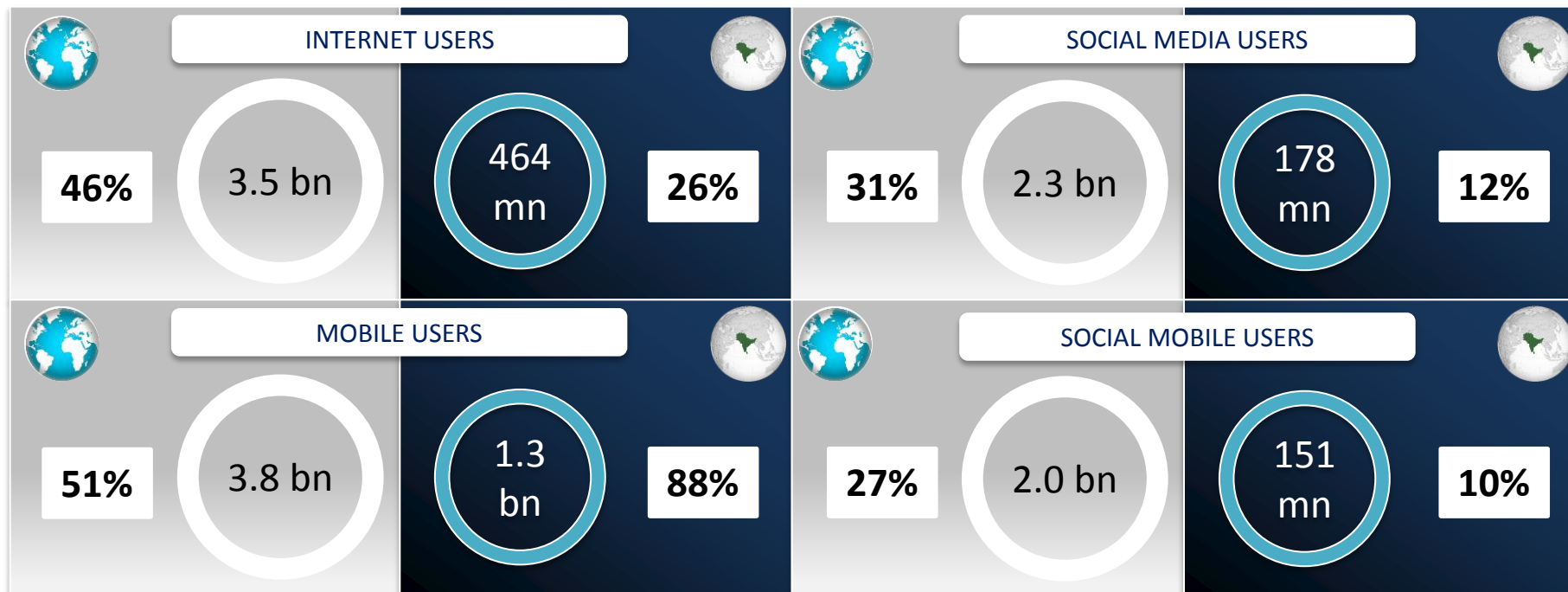
Audiences and
Locations are
same

Interests and
Channels have
changed



TIME

Quick Figures

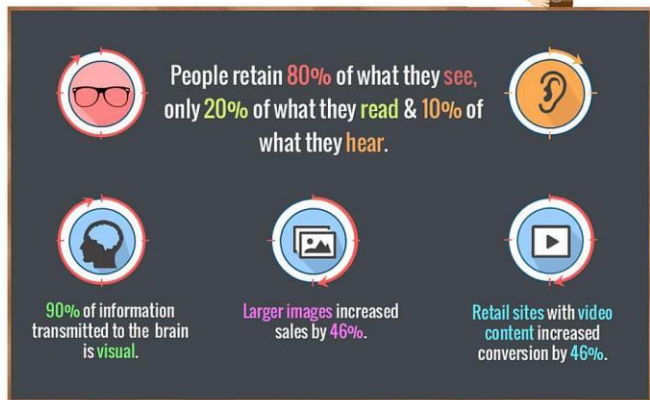


Building engagement with content

People process visuals

600,000 times

faster than text.



HELPS IN ESTABLISHING IDENTITY

Logos, colors, typography, symbols & imagery help identify your brand's values & unique personality.

- Stories not updates
- Captivating Images that *Inform, Engage, Excite, Entertain, Evoke Emotion*
- Engagement Apps
- Clear CTA
- Share content proven to be engaging

Image speaks a lot!



5.4 K likes

2.3K
shares

14
comments

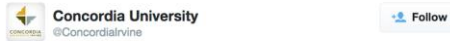
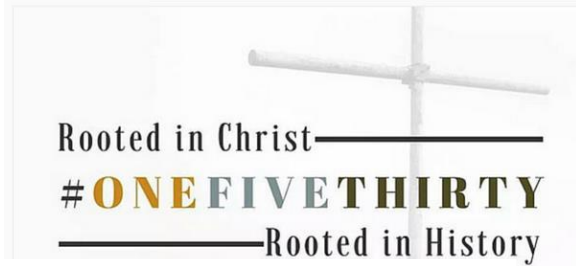


774 likes

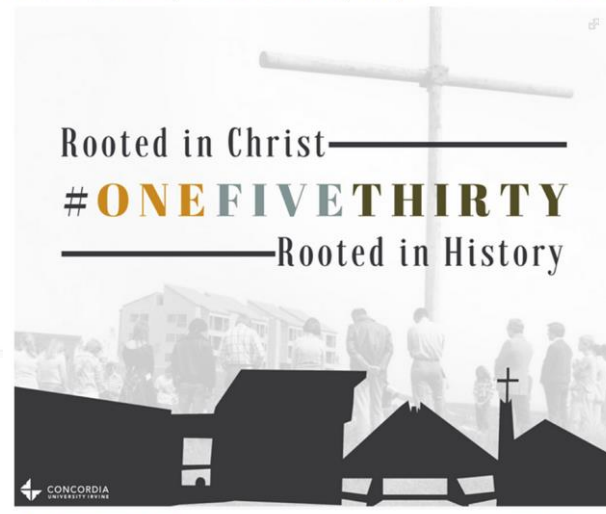
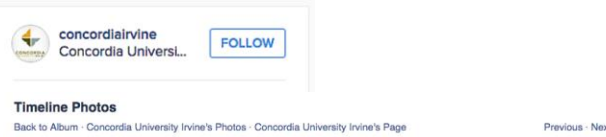
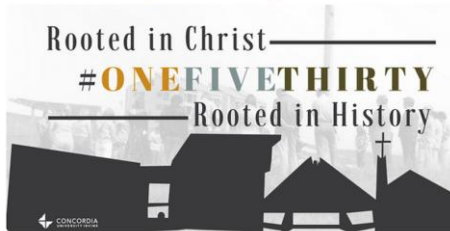
69 shares

91
comments

Case Study



Today we celebrate our roots in Christ and our roots in history. Join us for #OneFiveThirty s.cui.edu/SjfAw



“Combining our logos and colors to Canva’s templates has given CUI the professional academic and authentic visual representation that we have desired for our institution since being involved on the social media scene.” - Veronica Steel, Director of Social Media, CUI

Recommendations

Website	Facebook	Twitter	LinkedIn	YouTube	Google+
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- Invest in a good website – it's your starting point
- Consider mobile applications, social media accounts and all other digital content through which students learn about you. Use stories and keep things shareable.
- Innovate! Video and social media feeds help express and differentiate your brand
- Students' expectations of a university's digital footprint are changing – are you keeping up with the '5-screen generation'?
- Content is king: "If you do not have great content it does not matter at all how you deliver it."



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Social Media Listening

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Is it worth listening social conversations?

75 employees in Dell
dedicated for
monitoring social
media conversations



Who do we listen to?

- Audience: current or potential
- Potential Influencers
- Competitors and Partners
- Mentions of your brand/products/services



Case Study

CASE STUDY

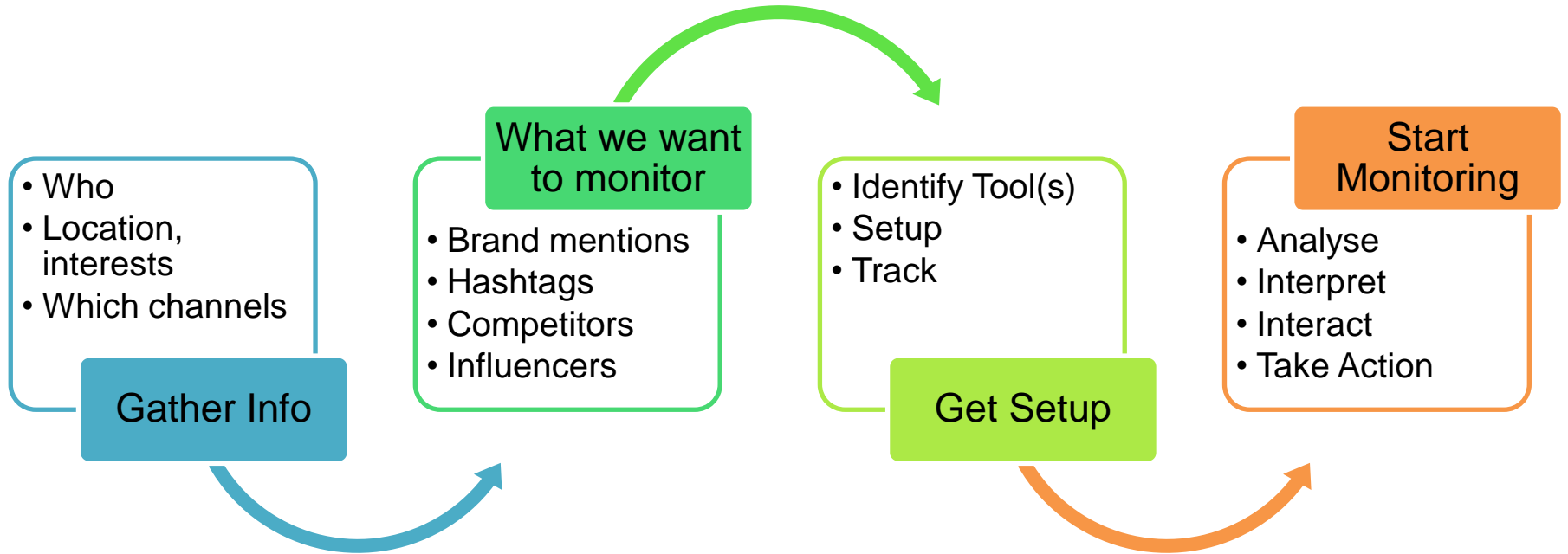
**IF YOU TWEET IT, THEY WILL CONNECT:
GEORGIA STATE UNIVERSITY USES
HEARTBEAT TO GAUGE ITS SUCCESS.**

Heartbeat, powered by Sysomos, helps Georgia State University connect with future and current students and build its brand.



With Sysomos, GSU tracking brand mentions more effectively, decreased the time and resources spent answering student questions and identified students at risk of dropping out.

What will be the strategy?



Crisis management!



Rabi Hossain - [facebook.com](#) Likes: 7

24 Jan

Preparing student helpers to welcome and help you at the Education UK Exhibition 2015, #EdUK2015 in [http://bit.ly/RegEduUK2015](#)
For more details about our events, please visit:

"i had been studying really its a trap for bd students, better should go to AUS or canada. the condition especially economic of uk is really horrible, no job, no accommodation, bloody hell!"

Query: BritishCouncil

Crisis management continued...

YOUR SOCIAL MEDIA CRISIS PLAN

BROUGHT TO YOU BY  socialbakers

- 1. DETECT**

Make sure you are listening on all appropriate channels to chatter about your company. If you see something with negative sentiment and a legitimate complaint, act before it goes viral.
- 2. IDENTIFY**

Figure out who is involved in the issue, what happened, why it happened, and how you can resolve it.
- 3. CONSIDER**

Does your tone line up with your company and the seriousness of the issue?
Deal with the crisis in a timely but thoughtful manner.
Make sure your response is transparent, both in your apology and in your steps to resolve it.
- 4. RESPOND**

Respond on appropriate social media channels (and non-social media channels too!).

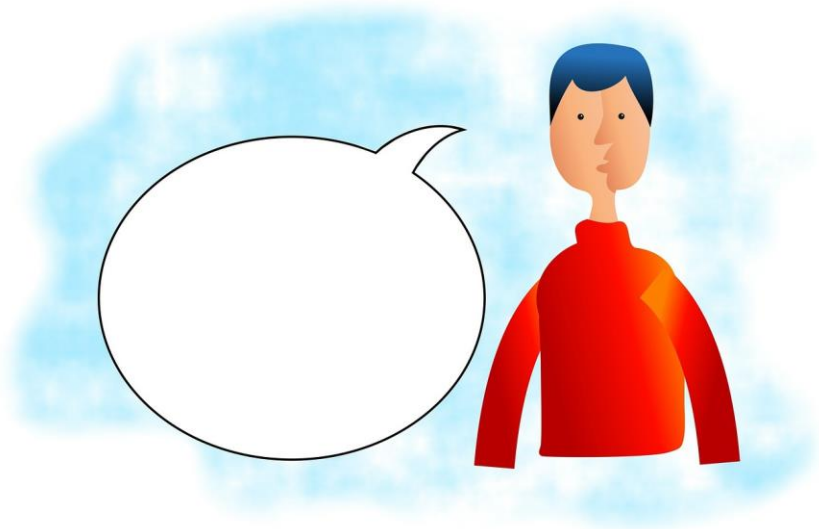
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How can you convert your leads?

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Things you need to consider:

- **What** is your campaign objective?
- **Who** is your target audience?
- **Where** they will be found?
- **Why** they will engage with your offer?
- **How** you'll bring them to your funnel?
- **Which** is the most/least effective channel?



Your Measurement Plan

Business Objective

Primary Goal

Secondary Goal

Reach

Engagement

Conversion

Advocacy

Reach

Engagement

Conversion

Advocacy

Your Measurement Plan continued...

More Student Registrations

Increase more students registrations

Lead generation from potential students

Increase more visits to our Registrations page

Reduce bounce rate

Increase more registrations completions

Increase brand awareness by mentions

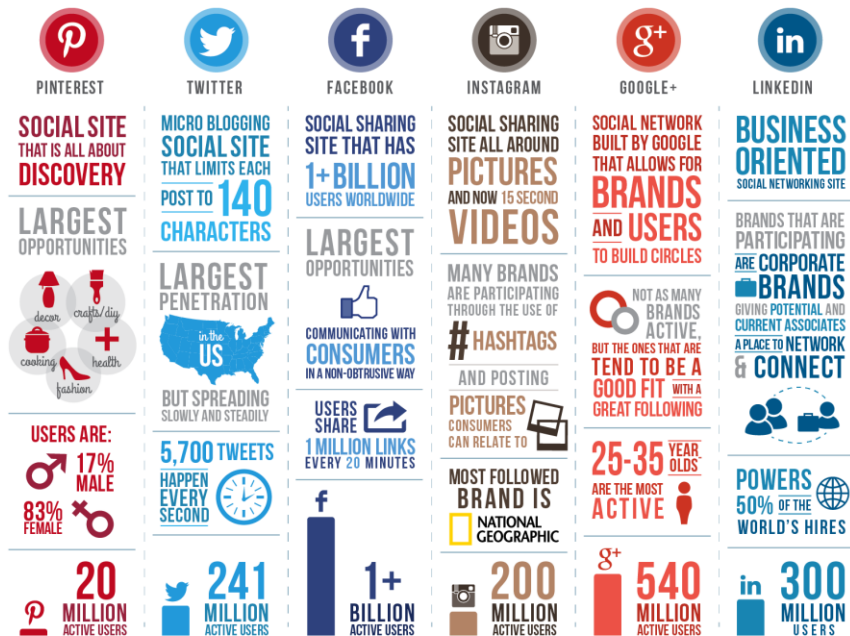
Increase more visits to our landing page

Increase open rate for the Email shots

More newsletter subscriptions

More brand mentions on SM

Know the channels well



Statistics as of 4.25.2014. Designed by: Leverage - leverageagencymedia.com

Facebook: *The largest social media network*

Google+: *Social network for mid-aged people*

Instagram: *Social network for sharing pictures*

Pinterest: *Social network to discover interesting stuffs*

Linkedin: *Social network for skilled professionals*

Twitter: *Social network for microblogging*

Develop your conversion funnel



Quality content that can attract

Personalisation to fulfill user journey

Convince them to the final step

Build effective landing page



unbounce



Instapage





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How to measure your campaign

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What you need to track/analyse?

- Your performance on each social channel (growth, engagement, reach, etc)
- Outbound traffic: how effective you are at driving traffic to your website or partner websites
- **What happened with that traffic!**



How to track/analyse?



UTM Tags

- Urchin Software, a company acquired by Google in 2005.
- UTM (Urchin Tracking Modules) tagging convention for URLs.
- UTM tags are the snippets added at the end of the url
- Tracking parameters that let you analyze where your users are coming from.

How to track/analyse?

The Parameter

www.example.com/?utm_source=koozai

The Value

Without UTM variables

www.campaignmonitor.com/canvas

With UTM variables

[www.campaignmonitor.com/canvas?
utm_source=announcement&utm_medium=email&utm_term=ctabutton&utm_campaign=canvas](http://www.campaignmonitor.com/canvas?utm_source=announcement&utm_medium=email&utm_term=ctabutton&utm_campaign=canvas)

Tools you can use to measure your campaigns



Simply Measured

post planner



Google Analytics

BRAND24
SOCIAL MEDIA MONITORING & ANALYTICS

 kissmetrics

 buffer

 klear

 hotjar

 Hootsuite™


sproutsocial



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Activity

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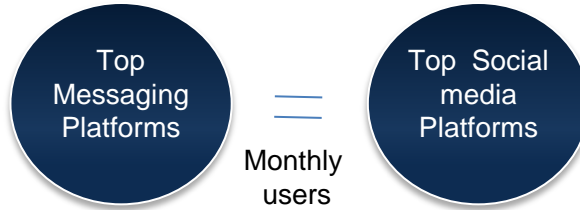


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Some trends in South Asia

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Dominance of Messaging



Some of the things you can do on WeChat

Transfer Money



Pay For Purchases

Renew your passport



Order a Taxi

Evolution of Video



Bring your audience into live – here and now world



Interactive content that puts the control of the experience in the hands of the viewer



VR content that creates a truly immersive user experience

Content Marketing



Moving on from the written word

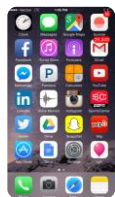


Quality of content critical for driving ROI



Content Personalisation

Mobile The Primary Screen



Asia comprises half the worlds smartphone population and is poised for further growth



Mobile internet advertising now accounts for a 3rd of all internet ad spend.



Mobile very often is the sole screen in the consumers digital life

Any questions?