

Is necessity the mother of innovation?

Creative recruiting practices: Bangladesh, Pakistan, Nigeria, Turkey



The Premise

Why Bangladesh, Nigeria, Pakistan and Turkey

- Responsive market conditions vis-à-vis international recruitment numbers
- Regional importance for sector – student demographics
- Common concerns in unique market environments
- Competitor destinations – demand for UK
- Four market briefs followed by Q/A

Is necessity the mother of innovation? Creative recruiting practices: Bangladesh

Marketing strategy

- Strong economic growth
- Increasing consumer demand for private education
- Increased internet and mobile penetration
- Increased visa issue rate

Face-to-face marketing

Education UK Exhibition

Open day

School Visits

Digital marketing

Facebook campaign

Skype counselling session

Quick engagement with potential students

Digital case study

We did a successful campaign for a scholarship offered by a UK University where we ran four posts in two months

- **310,905** people reached
- **49,827** reactions, comments & shares
- **10,021** post clicks
- **5882** photo views

Student Insight Survey 2016

- Over 2100 students participated in the online survey in 2016 from Bangladesh
- UK is the most popular country (**40%**) being considered by prospective students as first choice of overseas study destination. It is followed by USA (23%) which is the second most popular destination
- Employer is the source of greatest influence on students' decision to study overseas, 34.6% of the respondents chose this
- The most important influencing factor, on the decision to study overseas, was better quality of education/course overseas which was selected by **31%** of respondents
- **34%** said they would use an agent while 45% wouldn't and 21% are not sure if they would use an agent or not

Is necessity the mother of innovation? Creative recruiting practices: Nigeria

Nigeria – Current market environment

- Largest country in Africa and accounts for 47% of West Africa's population
- Nigeria is expected to experience +2.5million growth in tertiary enrolment between 2012 – 2024 due to a strong demographic projection: 60% under 25 years
- With the new government policies, the economy outlook is very positive. GDP was \$481 billion in 2015 and Fitch projects the economy will bounce back in 2017 with a GDP growth of 2.6 %
- With new sector investments, there is potential growth in skills and ICT sectors

Nigeria: Effective marketing strategies

- Segmented target of high net worth individuals and the aspirational class
- Direct mail, Newsletters, SMS and letters sent to institutions
- Using the British Council Schools Network
- Targeted online digital campaign and display ads
- Ensuring digital campaigns are mobile friendly
- Using original authentic images
- Using online influencers
- Highlighting alumni achievements on social media
- Promoting scholarships information and seminar sessions

Nigeria – Case study: Subject mission to new cities

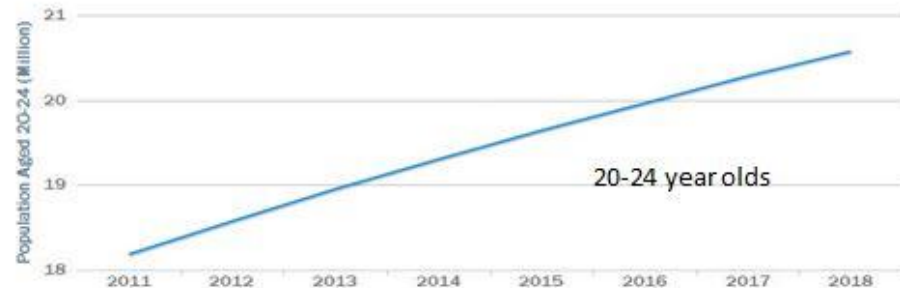
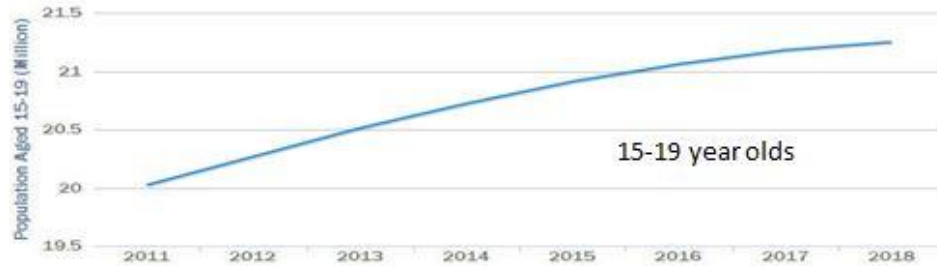
- New strategy to move into new cities to expand our market coverage and connect institutions with under-served regions of Nigeria
- One day of professional or career development sessions at a local university and a second full day for an education fair.
- Improved internal security assessment capacity
- Employed varied mix of marketing channels including TV and Radio interviews
- First subject mission in Calabar – a new market and first exhibition in oil rich South-south Nigeria

Is necessity the mother of innovation? Creative recruiting practices: Pakistan

Pakistan - Market environment

- Changes in number of applicants to UK
- Demand for UK education
- Changes in visa regulation and perceptions
- Competition Vs UK
- Institution profile

Population Forecasts



Pakistan – Effective marketing strategies for the environment

- 200,000+ students take UK examinations annually - 1.2 million papers on average annually - English language proficiency, CIE and Edexcel examinations, Professional examinations
- Over 170 universities public and private. Estimated 4000 technical and vocational institutions
- Blend a range of channels
- Employability
- Digital Marketing
- Face-to-Face interaction remains the best
- Remote Marketing
- Country offices/alumni/agents
- British Council

Pakistan – Case study: UK institution campaign

Digital Campaign: e-shots, website, Facebook, British Council Pakistan online channels: exams + programmes

Remote: Wider networks with Pakistani educational institutions: HE, Schools, Counsellors, Agents, Consultants, Exams

Pre-event Buzz: online and remote

Face-to-face

Alumni gathering – professionals, prospective students, employability representation by collective institutions

Counsellors' Symposium: gathering of student influencers

Results:

- **Triple** the target online registrations
- **Double** the target attendance
- **Two** event engagements with influencers at two cities
- **Increased** interest and exploration of Scottish institutes
- **Best** DMS for team in 2015

Is necessity the mother of innovation? Creative recruiting practices: Turkey

Turkey - Current Market Environment

- High youth population
 - Increasing student mobility
 - Government's priority for Internationalisation in HE
 - Increasing consumer demand for private education
 - Large labour force: 31M
 - High internet and mobile phone penetration
- Instability in Inflation rate and currency

Turkey: Marketing strategy

Face-to-face marketing

- Education UK Days
- UK Study Tour for College Counsellor
- School Visits
- Sponsoring UK education seminars
- Working with local partners

Digital marketing

- Online competition
- Content marketing – inform, educate, inspired and entertain
- Virtual lecture
- Online Q/A sessions

Turkey: Case study

Education UK Days

- Social media – facebook & twitter
- Display banner
- PPC (Pay Per Click)
- Context advertisement
- Social media competitions integrated with Facebook and Twitter
- Third channels

Tips: Marketing mix, Strategy, Brand, Target audience and Optimise

Turkey: Case study

Digital ELT Campaign – İngilizceyi Seven Deyimine Katlanır

Fun competition

English equivalents of Turkish idioms.

Open contest

Website received 149K visits

7.5K enterants

The way forward – key recommendations

- Understand unique dynamics of each country
- Consistent presence in the market
- Evaluate the nature of your presence
- Be adaptive to the changing landscapes of each country – use the in-country SIEM teams
- Integrated value proposition for prospective students: alumni, internships, employers and more

Is necessity the mother of innovation?

Creative recruiting practices

Bangladesh:

Nigeria:

Pakistan: Integrating recruitment with alumni and employability

Turkey:

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Creative recruiting practices

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