

SERVICES FOR INTERNATIONAL EDUCATION MARKETING

Digital promotion offers for UK Institutions: Scholarship promotion and lead generation campaign for 2017 intake

In India, nearly 36% of the population has access to the internet (Internet Usage in Asia). According to Mary Meeker's 2016 Internet trends report, India's Internet user growth rate is four times the global user growth rate. India now has 462 million Internet users surpassing the US and second only to China, the report says.

In 2015, British Council conducted a survey amongst 1200 Indian students and the results indicated 60% students use the Internet to gain information about studying abroad. Hence in order to communicate with the right target audience, an online presence is of prime importance.

In September 2016, we had announced quarterly digital packages for the first time. 5 universities participated with two universities opting for both the campaigns - scholarship promotion and promotion of postgraduate courses. In the appendix we have included summary of the campaign performance of one of the universities that opted for both the packages:

This year too we are announcing two digital packages for a duration of three months.

Offer 1: Scholarship Promotion

For Indian students looking for opportunities to study abroad, having a scholarship is an important aspect. Apart from financial aid, scholarships are considered as an indicator of academic excellence that strengthens the student's profile. Given below are some statistics on number of Indian students looking for a scholarship. This data has been collated over the last year from students that attended British Council events and briefing sessions:

- 21% of the students who attended Study UK exhibitions in November 2016 and February 2017 are looking for scholarships as a source of funding
- Based on the enquiries received at our centres 37% from Chennai, 40% from Bangalore and 26% from Delhi are looking for scholarships

Offer 2: Generate leads for 2017 intake

Build a pool of prospective students who are interested in studying in the UK. We aim to create a platform where UK institutions can reach, engage and generate leads in a cost effective manner. This digital campaign is aimed to help you promote your programmes and collect leads of prospective students who express interest in the programmes. This will allow you to streamline your recruitment efforts and have meaningful conversations with the focused target audience.

The UK institutions can use this opportunity to connect and engage with the students and their parents.

Benefits of the campaign

- **Campaign Reach:** Reach the most relevant audiences interested in studying abroad via the campaigns. We can target both students and their parents through the campaign. Generate a steady flow of qualified leads and increase your chances of conversion. Preferably we will need a lead collection form from the institution. In case the institution is unable to provide with a form we will collect the leads on our platform and forward them to you only with express consent from the lead.
- **Brand visibility:** Students in India are technologically savvy and rely on the institution's online presence to decide its credibility. Communication through multiple digital channels will improve chances of your institution's online presence on relevant platforms such as Google search, education portals and social media.
- **Time-bound:** This is the time when the students shortlist and decide the university. Get in touch with them either with a scholarship or a specific course so that timely follow up can be done.
- **Measurability:** If you use Google Analytics to track traffic on your website, you will be able to know the exact number of visits to the landing page through the scholarship campaign. At the end of the campaign, British Council will share a report highlighting the campaign performance across all platforms. For Facebook boosted posts, the report will include:
 - Reach
 - Impressions
 - Number of Likes
 - Number of link clicks

For third party campaign, the report will include:

- Impressions
- Clicks
- Click through rate (CTR)

For e-mail shots, the report will include:

- Total opens
- Unique opens
- Open rate

- **Tailor made campaign:** In order to create an online brand presence, having a digital engagement that can be implemented will help your recruitment strategies for September 2017 intake. We have designed a digital campaign to promote scholarships which can be tailor-made to suit your institutional requirement.
- **Lead Generation:** Promoting your institutional scholarships and courses online through a targeted campaign will enable your institutions to gather interest from potential students at a stage where they are making decision about the subject and institution. You can build a pool of prospective students, thus increasing the probability of conversions.

The campaign offer:

Platform	Scholarship Campaign	Lead Generation Campaign	Requirement
Facebook	<p>Reach: 40,000 to 80,000 spread over 8 posts 8 boosted posts per institution spread across 12 weeks. The posts may include:</p> <ul style="list-style-type: none"> - Scholarship promotion - Stories of alumni who had won scholarships - Specific scholarship promotions (UG/PG) <p>The post will carry a link to the relevant landing page on institution's website (to be provided by the institution)</p>	<p>Reach: 40,000 to 80,000 spread over 4 posts 8 boosted posts per institution spread across 12 weeks. The posts may include: promotion of:</p> <ul style="list-style-type: none"> - Specific courses - New courses - Niche courses <p>The post will carry a link to the leads collection page. In case the institution is unable to provide a leads collection page, we will make a leads collection page with British Council branding only with express consent from the lead</p>	<ul style="list-style-type: none"> • 8 images (one per post). Dimensions: 1200 x 628 pixels • 30-50 worded text for the posts with a call to action
E-mail Shots	<p>One e-mail shot to database of prospective students who have visited our events and who have shown an interest in scholarships to study in the UK.</p>	<p>One e-mail shot to database of prospective students who have visited our events. The database can be filtered as per subject area and level of study.</p>	<ul style="list-style-type: none"> • One image per mail shot to be used as header. Dimensions: 600 x 190 pixels • 100-120 worded text to be included in the body of the mail
Third party campaign	<ul style="list-style-type: none"> - 1200 clicks from display advertising on Google Display Network (Digital advertisements on education websites and portals) - 1500 clicks from Google Adwords targeting a combination of keywords around the theme 'scholarship' and 'study in the UK' <p>(Clicks from the ads will be diverted to a landing page to be given by the institution)</p>	<ul style="list-style-type: none"> - 1400 clicks from display advertising on Google Display Network (Digital advertisements on education websites and portals) - 1700 clicks from Google Adwords targeting a combination of keywords around the courses to be promoted and 'study in the UK' <p>(Clicks from the ads will be diverted to a leads collection form provided by the institution or on our lead collection form only with express consent from the lead)</p>	<ul style="list-style-type: none"> • Creatives in .JPG, GIF or .PNG format, file size not exceeding 150 KB. Dimensions: 300 x 250 pixels, 728 x 90 pixels and 160 x 600 pixels. One set of creatives per campaign

Cost per institution:

Scholarship Campaign:

8 May to 31 July 2017	£1850 + vat
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Lead Generation Campaign:

8 May to 31 July 2017	£1850+ vat
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However, if you wish to opt for both scholarship and lead generation campaigns, we can offer you the package at attractive pricing. Given below is the pricing for the complete package:

Scholarship + Lead generation	£3500 + vat per institution (inclusive of discount)
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Dates:

8 May to 31 July 2017

Important notes:

- To go live with these campaigns we will need an expression of interest from a minimum of 4 UK institutions
- A maximum of 10 institutions can participate in each campaign
- We will need specific images, promotion material and web URLs from participating UK institutions.
- Institutions opting for both the campaigns will get only **two** e-mail shots
- For the lead generation campaign, preferably the institution needs to share an online lead collection form. In case, the institution is unable to provide, we will make a lead collection form to collect leads only with express consent from the lead. For the scholarship campaign the traffic will be diverted to appropriate landing page to be provided by the institution
- The campaign cost doesn't include designing of third party adverts. Institutions will have to provide the adverts as per the specifications. We are happy to design the adverts based on individual requests which will be charged on actuals

The deadline to send all the content for the campaign is **5 May 2017**

Below is a success story of one of the universities that opted for both the campaigns that we had launched in September 2016.

APPENDIX

Promotion of postgraduate courses

Facebook

Reach	Impressions	Likes	Link Clicks
131,289	136,900	48,149	836

Third party Campaign

Medium	Impressions	Clicks
Google Search	33,721	469
Google Display Network	559,239	3,840
Total	592,960	4,309

Total leads generated – 79

Scholarship Promotion

Facebook

Reach	Impressions	Likes	Link Clicks
120,192	129,977	46,421	852

Third party Campaign

Medium	Impressions	Clicks
Google Search	6,092	212
Google Display Network	256,308	1,797
Total	262,400	2,009

Total leads generated – 210

References

Internet Usage in Asia. (n.d.). Retrieved August 17, 2016, from <http://www.internetworldstats.com/>: <http://www.internetworldstats.com/stats3.htm#asia>

For more details and for expression of interest please write to:

Apoorv Aphale
Digital Marketing Manager, Services for International Education Marketing, India
apoorv.aphale@britishcouncil.org
+91 22 6748 6713

Shruti Khanna
Manager, Services for International Education Marketing, India
shruti.khanna@britishcouncil.org
+91 22 6748 6715