

Gulf ELT Summer Facebook Campaign May/June 2017 Final Campaign Report

Start Date:	05/05/2017
End date:	04/06/2017
Target Country:	Saudi, Kuwait, Qatar, Oman and Bahrain
Participation fees:	£860 + VAT
Campaign breakdown:	2 promoted posts per institution that has been promoted for a total of 8 days in addition to generic and multiple institutions adverts
Advertising budget	£172 per institution which covered single and combined/generic promotion; total advertising budget £1,204
Target Audience:	Young learners and their parents (13-65+ years old) + University students (18-40 years old) Interested in Summer, Fun, Learn English, Travel or Improve Your English
Managed by:	Rawan Khir, Qatar SIEM Manager

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Methodology and Overview

- This campaign was executed over 4.5 weeks period to allow sufficient time for advertising and to account for the different events/incidents happening in the UK and the Gulf
- Each institution had a total coverage of 8 days of boosted adverts split among 2 single institution posts, each running over 4 days period in each country separately
- The split of advertising budget was set differently for each country to consider Facebook algorithm and users' behaviours that differ from one country to another. The budget was also split unequally between first and second adverts to meet the minimum daily budget requirements set by Facebook for each advertising objective
- The schedule of posts was done based on the readiness and suitability of the content supplied by the institution. It was also done to ensure reduced overlap between institutions and equal coverage during busy periods of social media usage (i.e weekends)
- The campaign started by gauging interest of ELT courses in the UK through a generic promo and ended by a comprehensive promo promoting all institutions together in one [landing page](#)
- In between the generic promos, each institution got 2 individual boosted posts
- The first advertising objective was to generate interest into ELT during summer offered by each institution
- Therefore, the "engagement" &/or "video views" objectives were set when boosting the first posts
- Since Instagram is a popular social media platform in Qatar, advertising was extended to gauge engagement from Instagram users too, whenever possible
- Key Performance Indicator (KPI) for the first advert was number of unique people taking action on each post, which may include liking or sharing the post or clicking on the Call To Action (CTA) Link
- The second advertising objective was to generate traffic to each institution website to encourage bookings
- KPI for the second advert was number of website/link clicks and post engagement
- The traffic to institutions' website increased by nearly 10 times from the first adverts

Promoted posts schedule

Institution Name	May-17																															Jun-17			
	F	S	U	M	T	W	R	F	S	U	M	T	W	R	F	S	U	M	T	W	R	F	S	U	M	T	W	R	F	S	U				
Generic post 1a - boosted under one campaign	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4				
Generic post 1b - boosted under one campaign	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4				
Generic post 1c - boosted under one campaign	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4				
Generic post 1d - boosted under one campaign	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4				
Wimbledon School of English														*																					
Edinburgh College																						*													
Regent's University London							*												*																
Swansea University - English Language Training Services (ELTS)								*									*																		
University of Leeds											*											*													
Cardiff and Vale College											*			*									*												
Lewisham Southwark College														*																					
Generic post 2a – boosted under one campaign																																			
Generic post 2b - boosted under one campaign																																			
Generic post 2c - boosted under one campaign																																			
Generic post 2d - boosted under one campaign																																			

Colour coding:

Weekend
Generic
1st advert
2nd advert

Summary of the campaign's performance:

<u>Overall performance</u>	<u>Total</u>	
<u>Reach:</u>	1,171,674	
<u>Impression:</u>	4,810,235	
<u>Frequency:</u>	4.11	
<u>Engagement:</u>		
➤ <u>Link clicks:</u>	19,754	
➤ <u>People taking action (Main KPI):</u>	98,752	
➤ <u>Post engagement:</u>	134,525	
➤ <u>Post reactions:</u>	22,571	
1st advert		
<u>1st advert</u>	<u>Total</u>	<u>Highest post</u>
<u>Reach:</u>	780,697	305,896 (Generic promo)
<u>Impression:</u>	3,977,625	865,374 (Leeds)
<u>Frequency:</u>	5.09	5.54 (Leeds)
<u>Engagement:</u>		
➤ <u>Link clicks:</u>	1,917	361 (Regents)
➤ <u>People taking action (Main KPI):</u>	69,504	27,376 (Swansea)
➤ <u>Post engagement:</u>	94,429	32,047 (Edinburgh)
➤ <u>Post reactions:</u>	360	140 (Generic promo)
2nd advert		
<u>2nd advert</u>	<u>Total</u>	<u>Highest post</u>
<u>Reach:</u>	487,303	127,539 (Swansea)
<u>Impression:</u>	832,610	175,266 (Swansea)
<u>Frequency:</u>	1.71	1.37 (Swansea)
<u>Engagement:</u>		
➤ <u>Link clicks (Main KPI):</u>	17,837	3,190 (Swansea)
➤ <u>People taking action:</u>	29,184	8,300 (Generic promo)
➤ <u>Post engagement:</u>	40,096	9,097 (Generic promo)
➤ <u>Post reactions:</u>	22,211	6,045 (Generic promo)

Generic promo

Sample social media posts:

1st advert:

Study UK - British Council
Written by Rawan UKEducation [?] · 5 May · 🌐

دورات اللغة الإنجليزية بالصيف في المملكة المتحدة من أكثر الدورات شهرة على الإطلاق! تعرف معنا على كيفية اختيار المعهد المناسب لك في هذا المقال...

See Translation



خطوتك الأولى لصيف ممتع ومفيد

ENGLISHAGENDA.BRITISHCOUNCIL

21,412 people reached

Like Comment

Omran Alzoubi, Karuppaiya Thit

Write a comment...

Study UK - British Council
Written by Rawan UKEducation [?] · 5 May · 🌐

هل فكرت كيف ستعصي صيفك هذا العام؟ إليك بعض النصائح لصيف مميز في هذا المقال...

See Translation



اجعل من صيفك تجربة لا تنسى!
دورات صيفية في بريطانيا للصغار والكبار

STUDY-UK.BRITISHCOUNCIL.ORG

8,452 people reached

Like Comment Share

حمدى جائل عبدالله تحاته and 2 others

Write a comment...

Study UK - British Council
Published by Rawan UKEducation [?] · 5 May · 🌐

السياحة ليست السبب الوحيد الذي يجعل مئات الآلاف من الصغار والكبار من حول العالم يفتقدون بريطانيا كل صيف! إليك بعض الأفكار لصيف ممتع ومفيد في هذا المقال...

See Translation



صيفك هذه السنة غير!
دورات صيفية ممتعة ومفيدة في بريطانيا للصغار والكبار

STUDY-UK.BRITISHCOUNCIL.ORG [Learn More](#)

81,075 people reached [Boost post](#)

Like Comment Share

Cinta Suci, حسني الجبلي and 9 others

Write a comment...

2nd advert:

Study UK - British Council
Written by Rawan UKeducation [?] · 1 June at 12:46 · 🌐

هل لازلت تفكر كيف ستقضي صيفك هذا العام؟ إليك بعض الخيارات المميزة في هذا المقال

See Translation



صيفك هذه السنة ممتع ومفيد!
نورات للغة الانجليزية في بريطانيا هذا الصيف!

CREATESEND.COM [Learn More](#)

29,881 people reached

Like

Putra Bung...

Write a

studyuk_britishcouncil [Follow](#)

قل وداعاً للعلامات المتدنية والأليس وانتهز هذا الصيف لتقوية لغتك الانجليزية وانت تستمتع بالريف البريطاني! طريقك للنجاح في هذا المقال

26sw · j.t9



2,672 likes

JUNE 1

Log in to like or comment.



Study UK - British Council

Written by Rawan UKeducation [?] · 1 June at 12:56 ·

إليك بعض الخيارات المميزة في هذا المقال نقدمها لك ولأطفالك لاستمتاع بصيف مثمر في أكثر مدن العالم شهرة!

See Translation



أهلاً بالصيف!

دورات لغة للصغار والكبار في بريطانيا

CREATESEND.COM

20,700 people reached

Like Comment Share

ابراهيم



studyuk_britishcouncil

Follow

بدأ العد التنازلي لإجازة الصيف! إليك بعض الخيارات في هذا المقال لنضاه صيف مثمر مليء بالتسلية في أكثر مدن العالم شهرة!

_4lr @/



2,480 likes

JUNE 1

Log in to like or comment.



1st advert statistics

Country	Reach	Amount spent (GBP)	People taking action	Post engagement	Post reactions	Link clicks	CTR (link)	All clicks	CTR (all)	Frequency
SA	88300	14	131	130	42	88	0.08	179	0.16	1.27
KW	57481	18	80	79	15	64	0.08	146	0.18	1.43
QA	60768	18	76	74	16	58	0.07	119	0.14	1.35
OM	51401	11	106	106	41	65	0.09	139	0.20	1.34
BH	43118	11	73	72	26	46	0.08	78	0.13	1.34
Overall	305896	72	466	461	140	321	0.08	661	0.16	1.32

2nd advert statistics

Country	Reach	Amount spent (GBP)	People taking action	Post engagement	Post reactions	Link clicks	CTR (link)	All clicks	CTR (all)	Frequency
SA	18888	20	2907	3225	2637	583	2.71	632	2.94	1.14
KW	19940	20	1601	1746	1140	605	2.33	649	2.5	1.3
QA	26867	20	608	655	83	571	1.56	629	1.72	1.36
OM	23368	20	1684	1899	1264	634	2.1	695	2.3	1.29
BH	23145	20	1413	1573	922	650	1.93	709	2.11	1.45
Overall	111696	100	8300	9098	6045	3044	2.06	3314	2.24	1.32

Generic Recommendations

- To achieve higher engagement rates, videos (upto 59 seconds) are recommended over still images
- Videos upto 10 seconds can get higher chances for advertising placements
- To achieve higher website clicks, promotional text needs to be short and exciting while using still images or very short videos that is running in a fast pace (less than 30 seconds)
- If you have a key message you want to ensure its delivery, make sure you include it in the first 10 seconds of the video as results show that 43% of total viewers stopped watching after 10 seconds
- It's recommended that the video runs in a fast pace to keep people engaged and watch the video until the end
- The recommended length for Facebook Post to ensure high engagement and website clicks is between 50-99 characters
- The recommended size for Facebook photo post is 1200 x 630 pixels
- Using branded images/videos is recommended as a way to raise profile efficiently
- The content on the provided link needs to be engaging too and reflects/relates to the content on the promotional text
- The Call to Action on the landing page should be clear and easily located on the page while the content and language used should be easy for people with low level of English language proficiency
- Instagram in the Gulf is a great platform to achieve high reach from potential students that leads to brand awareness and profile raising, but currently does not seem efficient enough to derive website clicks

Facebook advert report definitions

- **Reach:** The number of people who saw your adverts at least once
- **People Taking Action:** The number of unique people who took an action such as liking your Page or installing your app as a result of your ad. For example, if the same person likes and comments on a post, they will be counted as 1 unique person
- **Post engagement:** The total number of actions that people take involving your adverts (or all posts, in some cases)
- **Post reactions:** The number of reactions on your adverts (or on all posts, in some cases). The reactions button on an advert allows people to share different reactions to its content: Like, Love, Haha, Wow, Sad or Angry
- **Link Clicks:** The number of clicks on advert links to selected destinations or experiences on or off Facebook-owned properties
- **CTR (link):** The percentage of times people saw your advert and performed a link click.
- **All Clicks:** The number of clicks on your adverts
- **CTR (all):** The percentage of times that people saw your advert and performed a click (all)
- **Frequency:** The average number of times your advert was served to each person