

INTERNATIONAL EDUCATION CONFERENCE

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New marketing approaches for changing dynamics
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Outline

1. Market snapshots
2. Current trends and approaches
3. New approaches
4. Case Studies
5. Services on Offer
6. Upcoming events

Do You Know The Audience?



"I am an independent being. I want to school in a nice location where the social life is fun and be exposed to global perspectives"

UNDERGRADUATES

Age: 18 – 24 Years

Occupation: Student

Source of Income: Parent

Primary Device : High End Smart-phones

Affinity: Fashion, Music , Movies , sports

Influence: Peer Pressure, Celebrities and the internet



"I deserve the best life has to offer, so I am prepared to partake in any endeavour that will facilitate the advancement of my career/life because I need an easier life for me and my family"

PROFESSIONALS

Age: 25 – 45 Years

Occupation: Post Graduate Studies, Professional / Business oriented

Source of Income: Self

Primary Device : High End Smart-phones

Affinity: Music , News, Health, Business, Vacation Motivation & Sports

Influence: Motivational Speakers, Self and Bosses



"My Kids must attend a good school with high morals and education standard. This will give them the advantage they need to get ahead in life.

In my time the UK was the best in education and my kids deserve the best."

PARENTS

Age: 30-50 Years

Occupation: Professional / Business oriented

Source of Income: Self

Primary Device : Smart-phones

Affinity: Drama, Religion, News, Family Members.

Influence: Associations, Opinion Leaders

- 174 Tertiary institutions.
- 61% between 16 - 34years
- 59% adult literacy rate
- Business & Admin studies, Computer Science & Engineering and Technology remain the top subjects of interest.
- 4,393 study visa granted Q3, 2018, 15% increased from previous year

85,251

students studying abroad in
2017, top destinations:
UK,US ,Malaysia, Canada,
Ghana, Benin, South Africa,
Ukraine, Saudi Arabia,
Australia

NIGERIA SNAPSHOT

- 198m population
- 30% Urban
- 11,795 Nigerian students in the UK, 12,693 in the US in 17/18 academic year
- 29,865 studied online for a UK qualification (17/18 Academic year)
- \$1503.06m capital flight recorded as at Q2 of 2019
- GDP \$397.27B, largest in SSA
- 2.3% real GDP growth Q3, 2019

GHANA SNAPSHOT

- 30.42m population
- 56.1% Urban
- 1,655 Ghanaian students currently studying in the UK (17/18 Academic year)
- 1077 study visa granted Q3, 2018, 31% increased from previous year


14,622


students studying
abroad in 2017, top
destinations:








US,UK,Ukraine, Senegal
Canada, Italy, South
Africa, Germany,
Russian Federation,
Australia

- 161 Tertiary institutions
- 57% under 25years
- 77% literacy rate
- Business & Admin studies, Social Studies and Engineering and Technology remain the top subjects of interest.

Youth and Technology

70% 
English Literacy
English is the lingua franca.

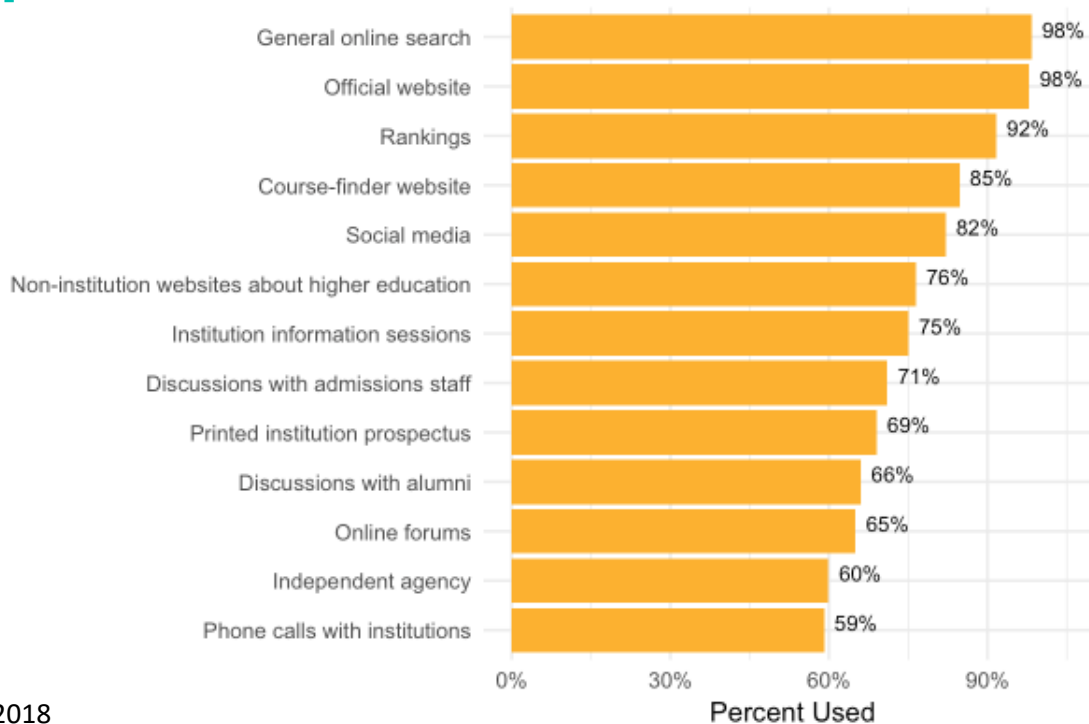
Passion for **Entrepreneurship** 
(most hubs are located in Lagos and Accra)

							
NIGERIA	76%	56%	23 million	1.3 million	4.3 million	6.8 million	Dominant social media platform. 85% of internet users
GHANA	63%	33%	5.5 million	346.5 thousand	1.3 million	1.4 million	
	Phone penetration	Internet penetration	Monthly active users	Monthly active users	Registered members	Monthly active users	



**How do you reach
these young people?**
**What are the new marketing approaches to
meeting these changing dynamics...**

Current approaches



Source: QS Applicant Survey 2018

Changing dynamics

Less favorable environmental and political climate from some competing destinations coupled with the re-introduction of UK post-study visa is generating interest in the UK, positioning the UK as more welcoming and generating interest

Employability is a top priority, students choose destinations where there is a clear path to employment after graduation

increased demand for bite sized content

Rise of AI is shifting demand to IT courses.

Bilateral agreements with countries like China and Ukraine makes these destinations popular, hostile environments in competing destination, Malaysia

9 in 10 enrolled students have used online sources to research HE institutions.

Unbranded search queries increased by 4% in Q2 2019, one percentage point higher than branded queries, opportunities exist for brand awareness strategies

Meeting Universities in person is still considered valuable due to lack of clarity on information presented online. Personalized experiences with staff could predispose students to consider the institution the speaker is affiliated to

Word of mouth, student views and peer reviews are more likely to influence students decision than information communicated via more official channels from the University.

New Approaches in the face of changing dynamics

Soft sell strategies

Master classes, short courses, taster/guest lectures and partnerships with in-country stakeholders, improve brand awareness

Combined Marketing

Online marketing campaigns with face to face strands and virtual elements.

Parents Focused

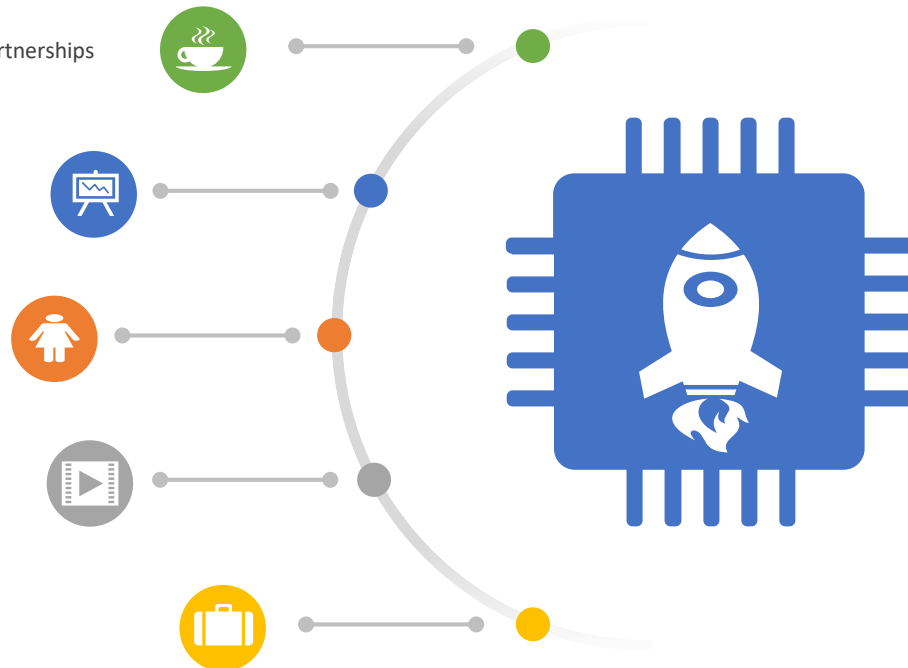
Deploy parents focused marketing activities, as parents influence the institution of choice.

Alumni Led Events and Marketing

Using testimonials from past students to extol their experience at the institutions.

Fairs

Career fairs and employability workshops in-country



Coventry University (Direct Marketing Service)

- **Context:** In 2019, Coventry University employed our services to deliver a marketing campaign to promote the University's International Centre for Transformational Entrepreneurship which seeks to support sustainable socio-economic transformation through systemic approaches to entrepreneurship in communities nationally and internationally. In addition they wanted to promote their new online PhD programme and to create awareness of the University with a focus on potential student sponsors and their Open Day.
- **Strategy employed:** BC employed a mixture of digital and traditional marketing, scheduled meetings with key stakeholders and supported Coventry University in organizing the Think Tank event for the promotion of their International Centre for Transformational Entrepreneurship.
- **Outcomes:**
 - A well attended event which was focused on Supporting Graduate Employment through Entrepreneurship Education (Think Tank Event)
 - 135 students attending the Open Day event. (A newspaper

advert and an E-shot generated a full seminar room with quality applicants)

- Successful meetings held with the Ghana Scholarship Secretariat, GetFund, some selected public and private universities, Ministry of Education, and other requested stakeholders.

“ Good morning.
I hope this meets you well.
We had 135 students at the event on Friday the 15th of March.
The event went well and we generated quality applications from the event.
Many thanks! ”



Parents Focused Forums and Activations

Context: Our attention was drawn to a segment of the target audience that hasn't been deliberately targeted. In September 2019, we communicated directly with parents and included them in the marketing messaging.

Strategy: British Council has a strong brand in both countries that resonates with the older populace, as such we embarked on parents focused engagements through corporate sales activations, PTA meetings in PSGN schools, estates and parents associations and corporate organizations and parent focused promotion channels (Edusko)

Results

Recently concluded Fairs in Nigeria witnessed an increase in the number of parents, there was also parents focused schools tours while Ghana's mini fair incorporated the first Parents, Agents, and School Counsellors and Parents forum.

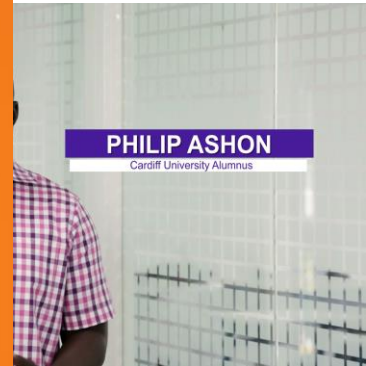
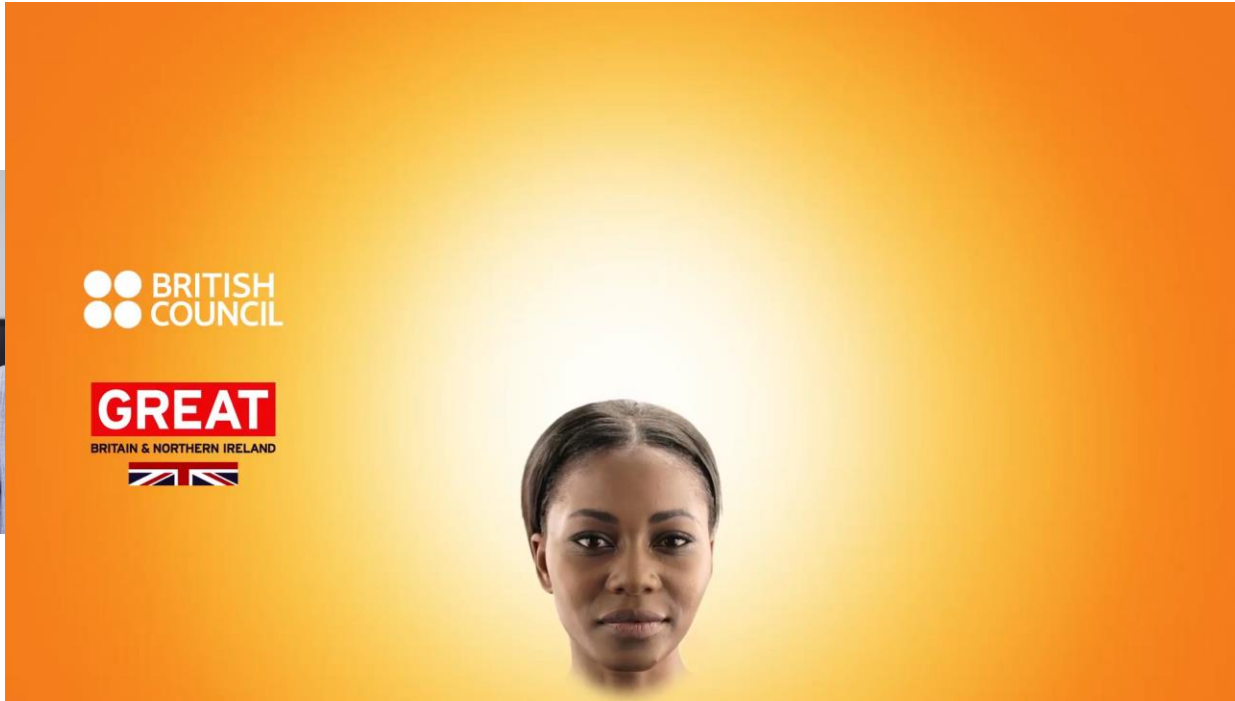
Outcome:

Institutions had a better understanding of the parents needs and their concerns for their wards

- We had 30 participants at the Agents and School Counsellors Forum and 27 parents attended the Parents forum.
- More enquiries from parents who were referred by their colleagues
- .
- Relationships have been built between the School counsellors and the Universities.



Deployment of Alumni Led Campaigns



Paid Master Classes and Partnerships

Henley Business School Case Study

INTRODUCTION – Nigeria’s wealth of creative talent and increased government efforts to focus on non-oil sector made the creative industry a good entry point for Henley business school working with local enablers , British Council and Afrinolly to design and promote short courses in the creative industry

STRATEGY – A paid creative industry master class was piloted, delivered in partnership with a thriving creative hubs to develop local talent and validate the market’s interest in such engagement.

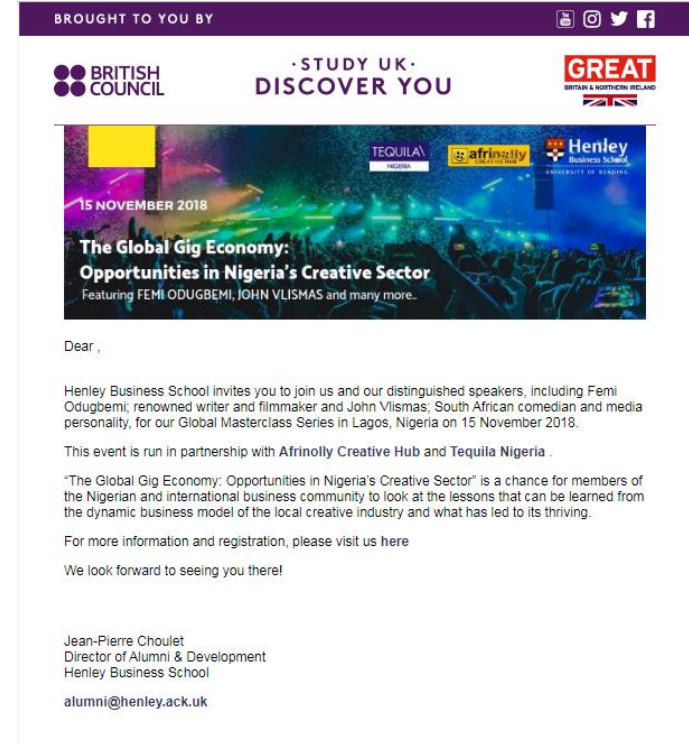
OUTCOME

Stakeholder engagement, Brand awareness, local positioning and validation of audience interest in paid engagements. Additional partnership opportunities (NICE)

FEEDBACK

The audience interest and engagement was beyond expectations. Opportunities exist for close partnerships and alliances, a people-centric focus, and the co-construction of learning programs (open and accredited) with local insight

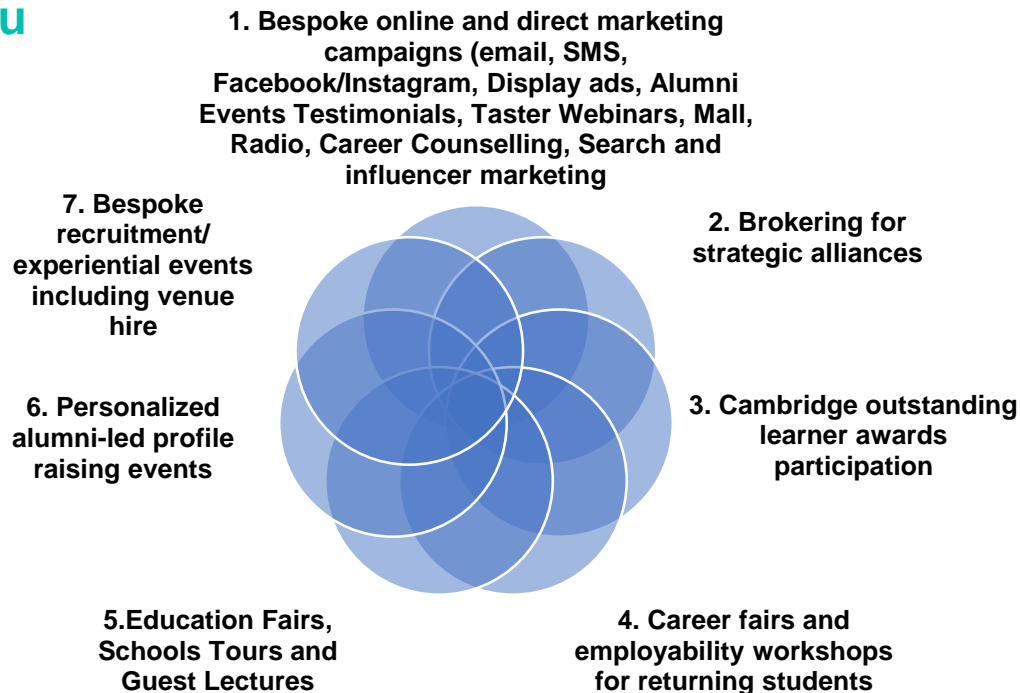
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The image shows an email invitation for a masterclass. At the top, it says 'BROUGHT TO YOU BY' followed by logos for the British Council, 'STUDY UK DISCOVER YOU', and GREAT BRITAIN & NORTHERN IRELAND. The main header features logos for TEQUILA NIGERIA, afrinolly, and Henley Business School. The event title is 'The Global Gig Economy: Opportunities in Nigeria's Creative Sector', dated 15 November 2018, and featuring speakers Femi Odugbemi, John Vlismas, and others. The email body includes a 'Dear,' salutation, an invitation to join the event, details about the speakers and the event's partnership with Afrinolly Creative Hub and Tequila Nigeria, information on how to register, and contact details for Jean-Pierre Choulet, Director of Alumni & Development at Henley Business School.

Which Changes Would You Like To Take Forward In Your Marketing Activities Within The Next 12 -18 Months?

How British Council Can Work With You



Upcoming Events – Nigeria & Ghana

STUDY UK FAIR & COUNSELLORS FORUM – FEBRUARY 2020

Date	Location	Cost
4 February 2020	Kumasi	£1,572.00
6 -7 February 2020	Accra	£1,850.00

[Ghana February 2020](https://education-services.britishcouncil.org/exhibition/study-uk-pgug-fair-ghana-february-2020)

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STUDY UK FAIR & COUNSELLORS FORUM – FEBRUARY 2020

Date	Location	Cost (£) (Excl. VAT)
11 February 2020	Calabar	1480
13 February 2020	Abuja	1790
15 February 2020	Ibadan	1585

[Nigeria February 2020](https://education-services.britishcouncil.org/exhibition/study-uk-ugpg-faircounsellors-forum-nigeria-february-2020)

<https://education-services.britishcouncil.org/exhibition/study-uk-ugpg-faircounsellors-forum-nigeria-february-2020>

STUDY UK NIGERIA VIRTUAL FAIR – JUNE 2020

Date	Location	Cost (£) (Excl. VAT)
02 June 2020	Kano	728
04 June 2020	Enugu	764
06 June 2020	Port - Harcourt	975

[Nigeria June 2020](https://education-services.britishcouncil.org/exhibition/study-uk-nigeria-virtual-fair-june-2020)

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