

Digital Offer: India

India's Internet users statistics

India's internet user population has increased over 40% in the last two years and accounts for nearly 20% of the world's internet population. The world's third largest online population is from India and it is projected that there shall be 283.8 million internet users in 2016. Certain statistics reveal that 75% of India's online population is under 35 years of age.

With the immense growth India is experiencing in terms of internet and social media users and Facebook alone adding 16 million new users since January 2015, SIEM India team is actively involved in creating opportunities for UK institutions to promote their courses and enhance their brand presence through multiple digital and social media platforms.

Offer by SIEM, India

India has a massive student and influencers' database and network across multiple digital and social media channels. Our databases are created from our exhibitions and other marketing/event activities across schools and colleges as well as from our schools and exams databases which include audiences from metro cities as well as second tier cities.

Working with our databases through British Council owned platforms is one aspect of the SIEM digital offer. We also actively work with various advertising agencies and publications locally to maintain visibility with the GREAT campaign and promote Education UK exhibitions and other SIEM events. Additionally we actively use services of local agencies combining our expertise and knowledge of the India market to execute tailor made marketing and promotion plans on behalf of the UK sector.

British Council enjoys high brand value and visibility across India and continues to be the primary source of information for students interested in studying in the UK. This is a country with large student populations and growing incomes as well as an increasing ambition for international higher educational attainment. As a country with an information- and technology-based economy, to reach students and influencers here would make digital marketing solutions for UK education institutions a clear way forward.

How do you benefit from our digital offer?

- The Institution will have flexibility in designing the content and messaging for the campaigns to ensure we are responding to market needs.
- Appearing on British Council owned platforms or under the Education UK banner will allow institutions to take make the most of the British Council brand value and trust.
- India team will provide expert advice and consultation on campaign strategy, tone and messaging to ensure it caters to the local target audience.
- Focussed and relevant messaging will achieve higher ROI's and enhanced responses.
- Increased traffic to Institution website will generate interest in and increase awareness of the publicised business school courses.
- Multiple platform campaign through 360 degree activities ensures reaching larger targeted audiences.

Country	India		
Activity	Reach	Client Requirements	Price
Direct Mailers	5000 recipients approx. this can be filtered for subject specific requests. Branded email-shot will be sent to all potential students in our database who are interested in studying in the UK. The database will also include key influencers.	Messaging and content	£300 for 5000 (we target only the latest database for mailers)
Education UK country page advertorials http://www.educationuk.org/india/ Advertorial on any theme/ course/ subject on country page.	68088 annual visitors	Images / Content	£700 for two weeks
Education UK Facebook https://www.facebook.com/EducationUK.BritishCouncil Targeted and boosted Facebook posts	5621 followers. Reach 41,000-110,000 (of a possible maximum 63,000,000) over four posts.	Images / Content	£450 for 4 posts.
Third party website advertisement Advertise under the Education UK banner on third party websites.	Up to 300,000 searches on key external education channels: Shiksha , Bharat Student , Paagal Guy	Images / Content	Approximately £2000. Effective cost £0.003 per mailer

- **SIEM is happy to negotiate packages that meet the needs of our clients and to discuss options and benefits not listed above.**
- **We will provide report on click throughs and page impressions to calculate ROIs on the campaign.**
- **VAT will be added to all costs.**

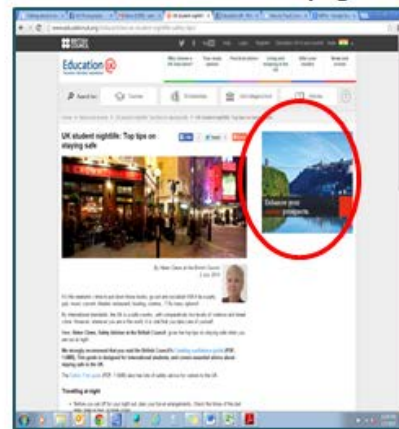
www.britishcouncil.org/siem

EXAMPLES

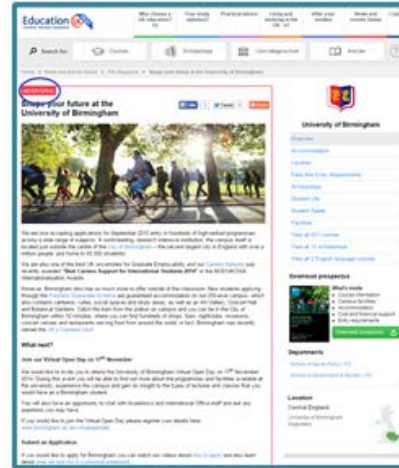
MPUs homepage slot



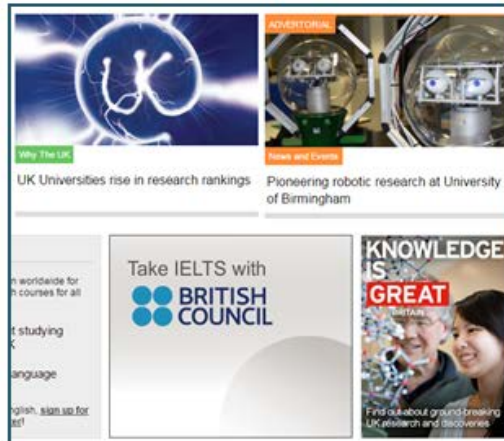
MPUs sidebar on article pages



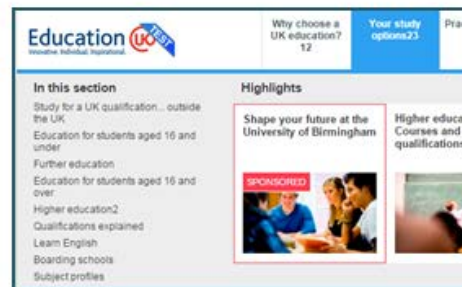
Advertorial



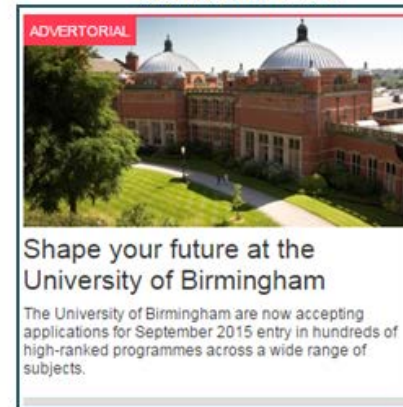
Advertorial Home page slot



Advertorial-menu slot



A advertorial-teaser



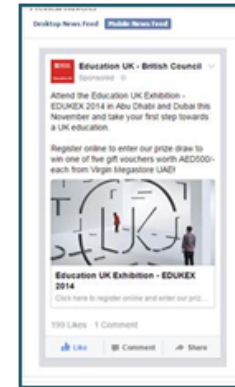
Boosted post on timeline



Boosted post on right hand side advert



Mobile phone advert



About British Council's Services in International Education Marketing (SIEM)

British Council Services for International Education Marketing provides a comprehensive set of solutions, tailored to cater to UK educational institutions' diverse international marketing needs. We provide:

- Flexible and creative solutions tailored for your institution in response to changing market demands in India
- Offers and services to enhance your positioning, profile and competitiveness in India
- Access to knowledgeable and expert staff with in-country experience and presence
- Boost your international student recruitment numbers in the Indian market
- Consultancy towards developing partnership opportunities with Indian Institutions
- Access to cutting edge research
- Bespoke business solutions towards your international agenda through various marketing offers and services as well as research, training, meetings and event