



SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING

CONFERENCE 2015

Digital marketing: how to recruit ELT students

Rebecca Maher, British Council

Cathy He, British Council

Michael Carrier, Cambridge English
Language Assessment

#siem2015

www.britishcouncil.org/siem

Sponsored by



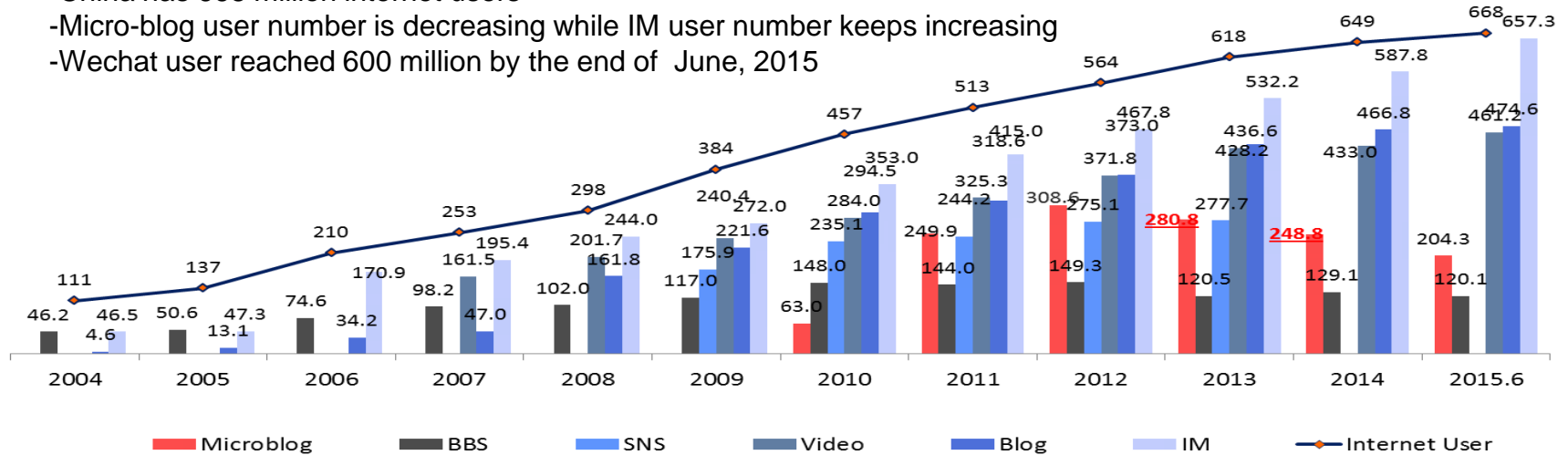
D.J.G. EXHIBITION FREIGHT SERVICES LIMITED



China's Internet Development

Internet trend in China (Jun 2015)

- China has 668 million internet users
- Micro-blog user number is decreasing while IM user number keeps increasing
- Wechat user reached 600 million by the end of June, 2015



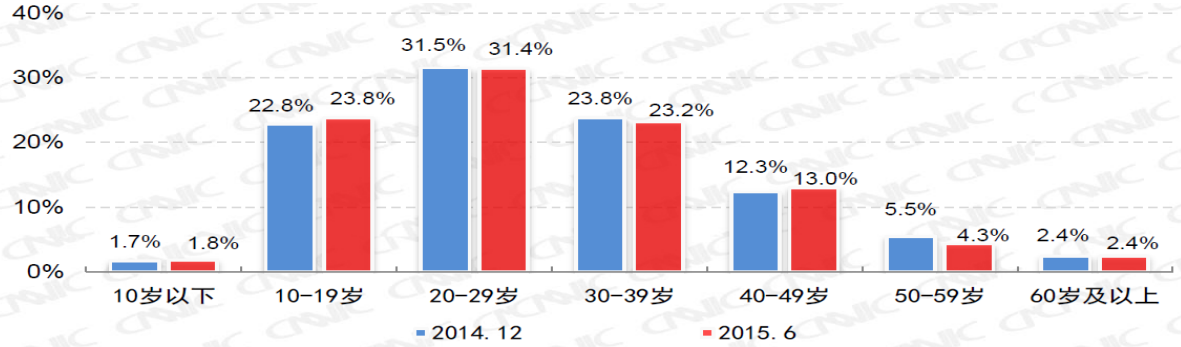
Note: Internet user number includes mobile internet number; Wechat user was included into mobile IM user. According to Tencent Financial Report, Q2 2015, Wechat user reached 600 million by the end of June, 2015.

Source: The 36th Statistical Survey Report on the Internet Development in China by CNNIC, July, 2015

China's Internet Development

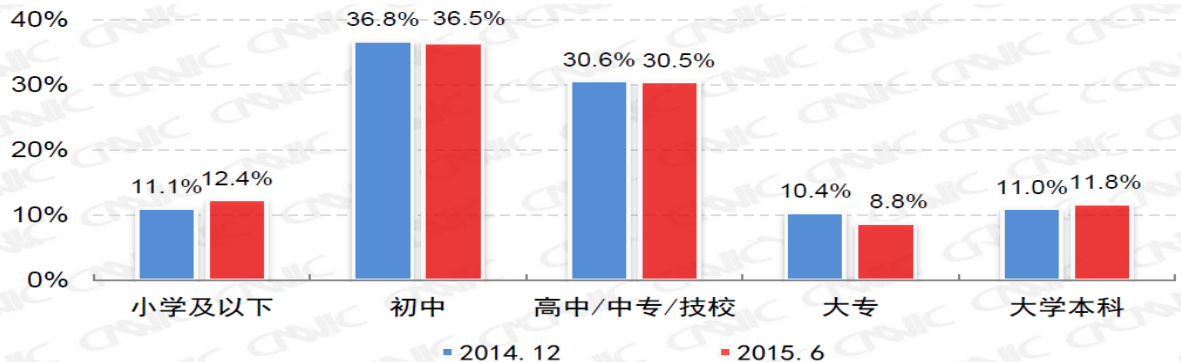
Age:

- 20-29: 31.5%
- 10-39: 78.4%
- increase among below 20 and 40-49



Education background:

- high school: 67%
- increase among low education background



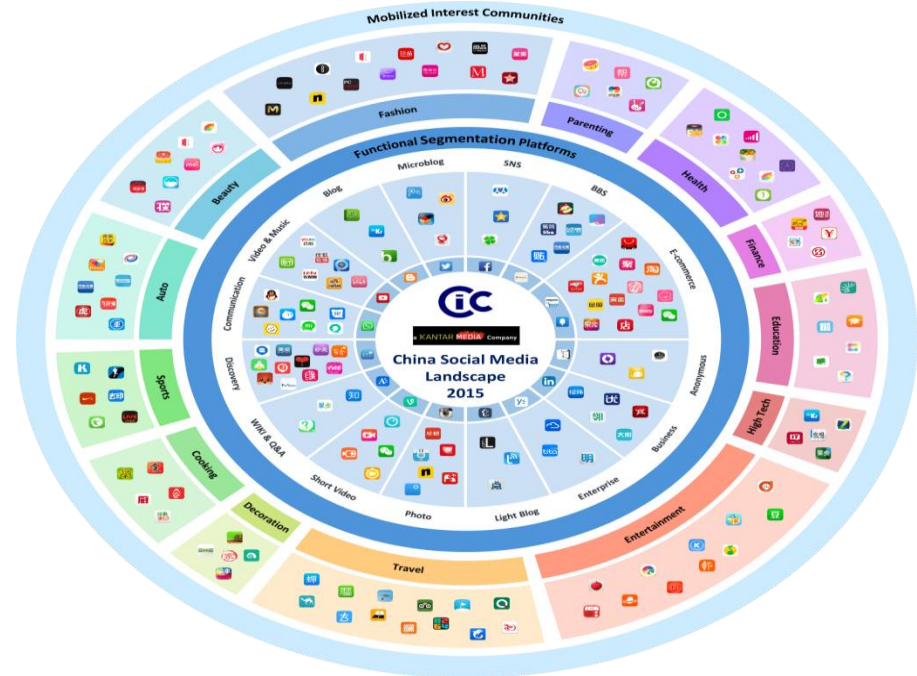
China's Internet Development

application	Jun-15		Jun-13		Growth rate
	number of users (10,000)	Penetration Rate	number of users (10,000)	Penetration Rate	
Instant messaging	60626	90.80%	49706	84.20%	21.97%
Online news	55467	83.10%	46092	78.00%	20.34%
Search engine	53615	80.30%	47038	79.60%	13.98%
Online music	48046	72.00%	45614	77.20%	5.33%
Blog/personal space	47457	71.10%	40138	68.00%	18.23%
Online video	46121	69.10%	38861	65.80%	18.68%
Online games	37391	56.00%	34533	58.50%	8.28%
Online shopping	37301	56.00%	27091	45.90%	37.69%
Online payment	35886	53.70%	24438	41.40%	46.85%
Online banking	30696	46.00%	24084	40.80%	27.45%
Online literature	28467	42.60%	24837	42.10%	14.62%
Travel booking	22903	34.30%	13256	22.40%	72.77%
E-mail	24511	36.70%	24665	41.80%	-0.62%
Microblog	20432	30.60%	33077	56.00%	-38.23%
Group buying	17639	26.40%	10091	17.10%	74.80%
Forum/bbs	12007	18.00%	14098	23.90%	-14.83%
Online stock trading	5628	8.40%	3256	5.50%	72.85%

Internet market trends in China

Trend 1: Social media

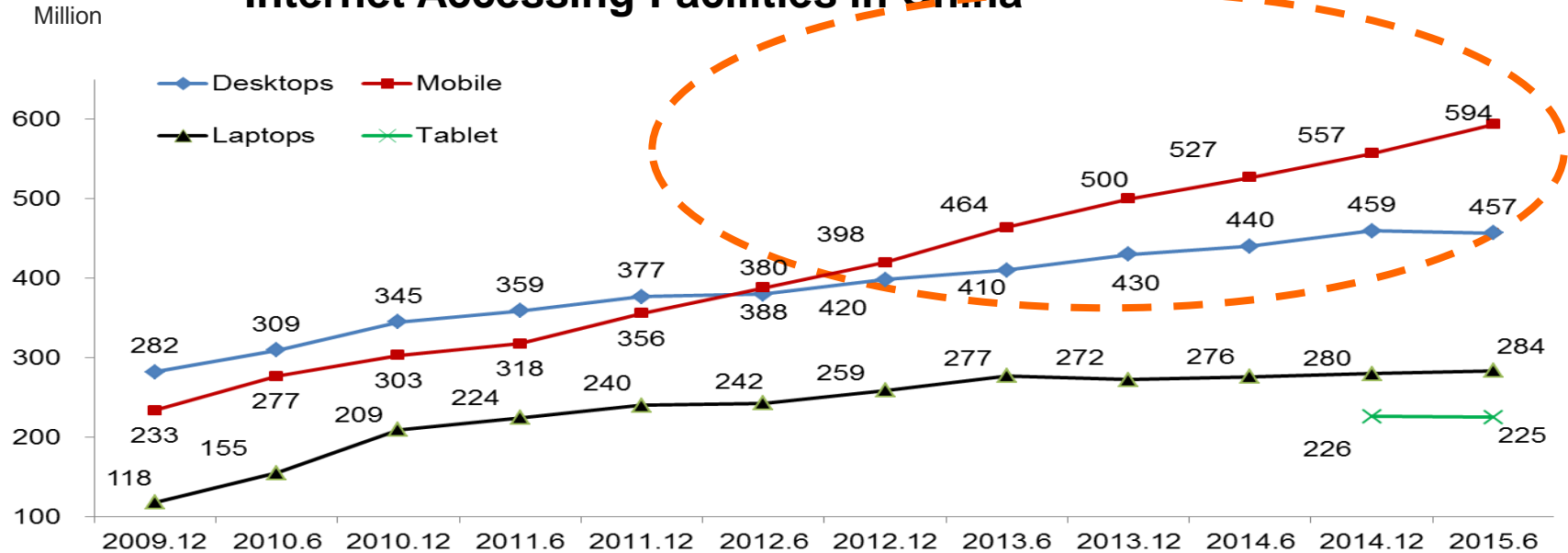
- WeChat continues to dominate, while its role and influence evolves
- Weibo is still relevant, since it takes the pulse of what's viral
- Interest communities have gone mobile
- New forms of expression emerge
- E-commerce reviews explode
- User-generated content is a 'fourth media'



Internet market trends in China

Trend 2: Mobile – the next frontier

Internet Accessing Facilities in China

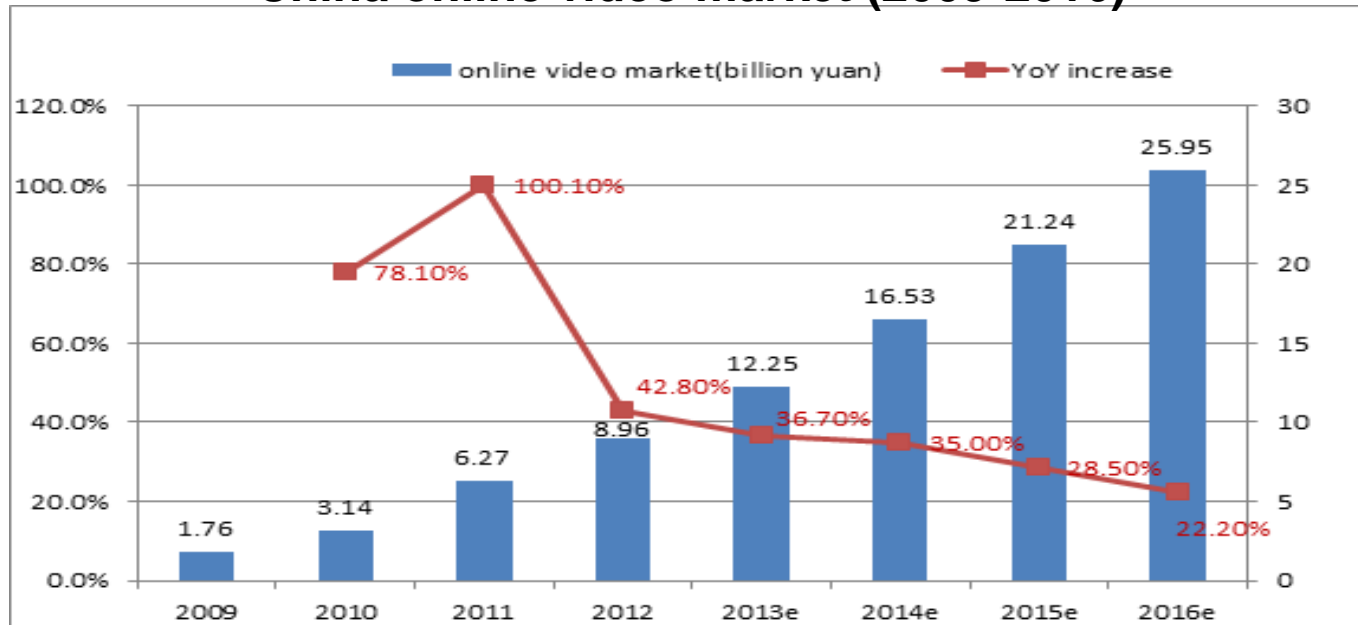


Source: CNNIC, July 2015

Internet market trends in China

Trend 3: Video

China online video market (2009-2016)



WeChat Life Oct 2015

570,000,000

daily registered user in Sep

60%

Aged 15-29

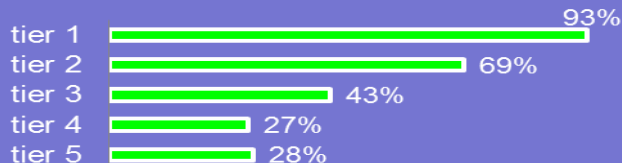
Daily active user

49% 64%

128

WeChat friends

City Penetration Rate

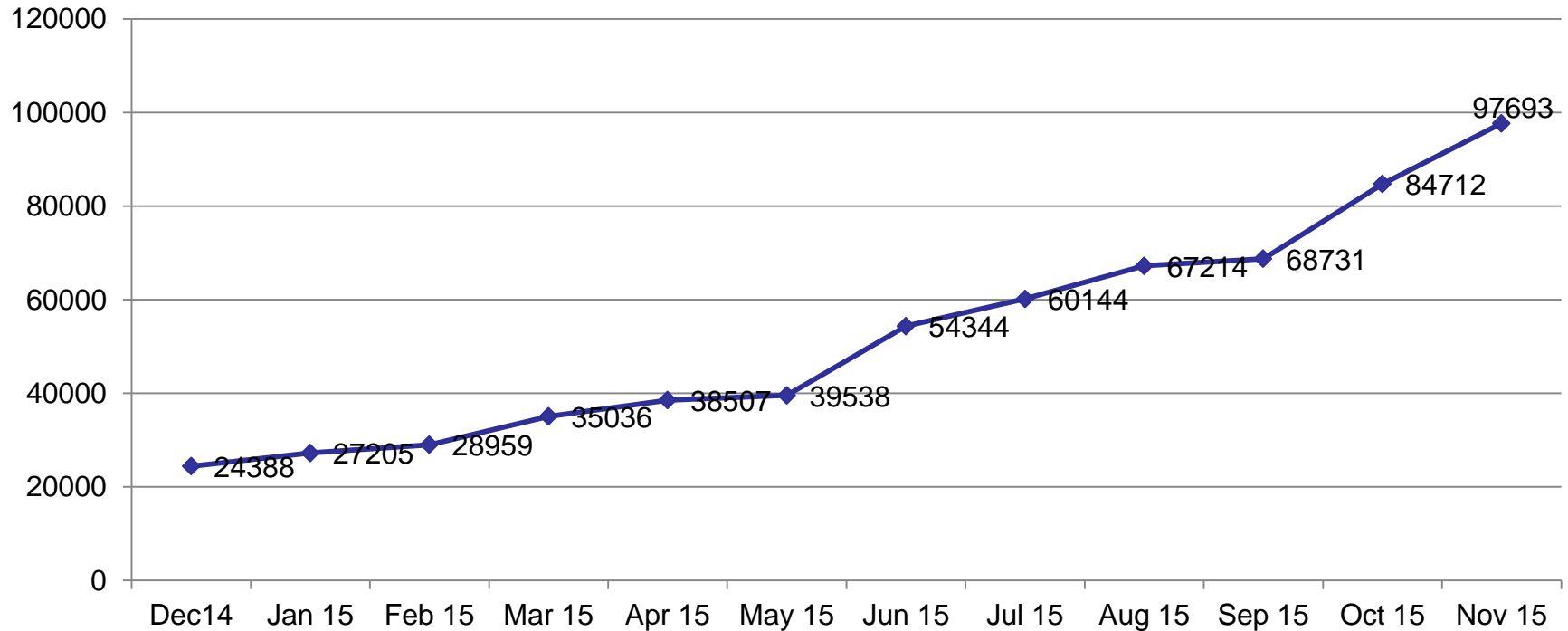


90s entertainment

80s state affairs

60s 'chicken broth'

Education UK WeChat Followers



English is GREAT



- 'English is GREAT' is large scale marketing campaign with focus on English studies in the UK. The purposes of this campaign include:
- Promoting the UK as the destination for English studies
 - Demonstrating high-quality English contents through engaging with Chinese target audience
 - Boosting student recruitment on UK summer school programme and English short-term courses through agent networks

EnglishUK plays the role of key partner in this campaign.

106,438 online reach

46,389 online engagement

406,364 video views



English is GREAT

Innovative HTML5 WeChat Gadget – Great English Talent

- 50 UK ELT schools recommended in this gadget
- Online reach: 106,438
- Online engagement: 46,389
- Online sharing: 22,770
- Attracted 8,929 new WeChat followers
- 23,619 online audience registered as EdUK members



Sample: Interactive mobile H5 gadget – GREAT English Talent



English is GREAT

Online video campaign

Videos	Video views	links
Culture	144,171	http://v.youku.com/v_show/id_XODA4NzE5ODgw.html?qq-pf-to=pcqq.c2c
Food	64,826	http://v.youku.com/v_show/id_XODA2NjU5ODE2.html?qq-pf-to=pcqq.c2c
Activity	69,628	http://v.youku.com/v_show/id_XODA4NjcwNTk2.html?from=y1.2-1-87.3.5-2.1-1-4-0
Course	64,773	http://v.youku.com/v_show/id_XODA2NjU3ODQ4.html?qq-pf-to=pcqq.c2c
Friendship	62,966	http://v.youku.com/v_show/id_XODA2NjMxOTIw.html?qq-pf-to=pcqq.c2c
Total	406,364	

视频: 英国夏令营体验——课堂



视频: 英国夏令营体验——课外活动



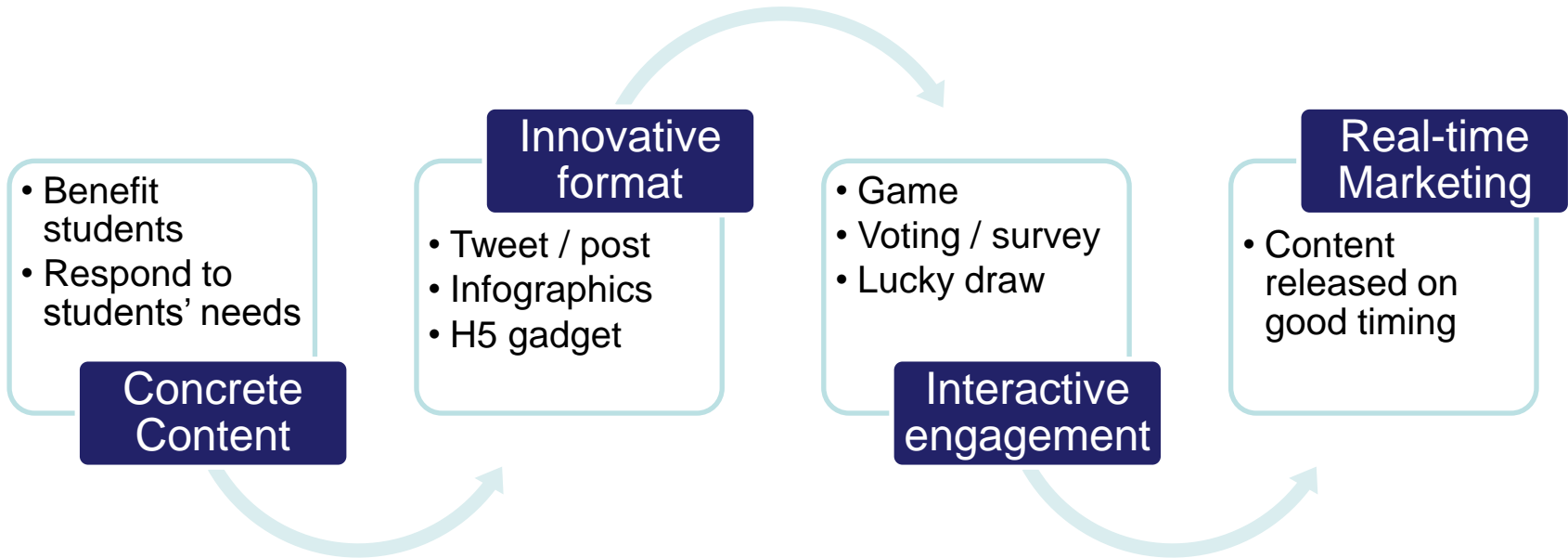
English is GREAT

One-minute Video Show on WeChat Gadget



- launched in October 2015
- Different aspects about UK ELT sector
- Multiple angles
- 2 platforms

Digital Marketing in ELT



What's next?

- ✓ Agent FAM trip to the UK
- ✓ Agent e-magazine: The GREAT Insider to UK summer school programmes
- ✓ 2016 UKSSP China roadshow
- ✓ Webinars to China agents



- ✓ GREAT English Talent
- ✓ ELT for young professionals
- ✓ ELT on Education UK
- ✓ GREAT Shakespeare

- ✓ Webinar: summer school market in China

Thank you!

Digital Marketing

Michael Carrier
Highdale Consulting

SIEM, Edinburgh 2015

Digital Marketing

Includes:

- **Online marketing**
- **Social media marketing**
- **Website marketing & SEO**
- **Email marketing**
- **Content marketing**
- **Mobile marketing**

Focus on:

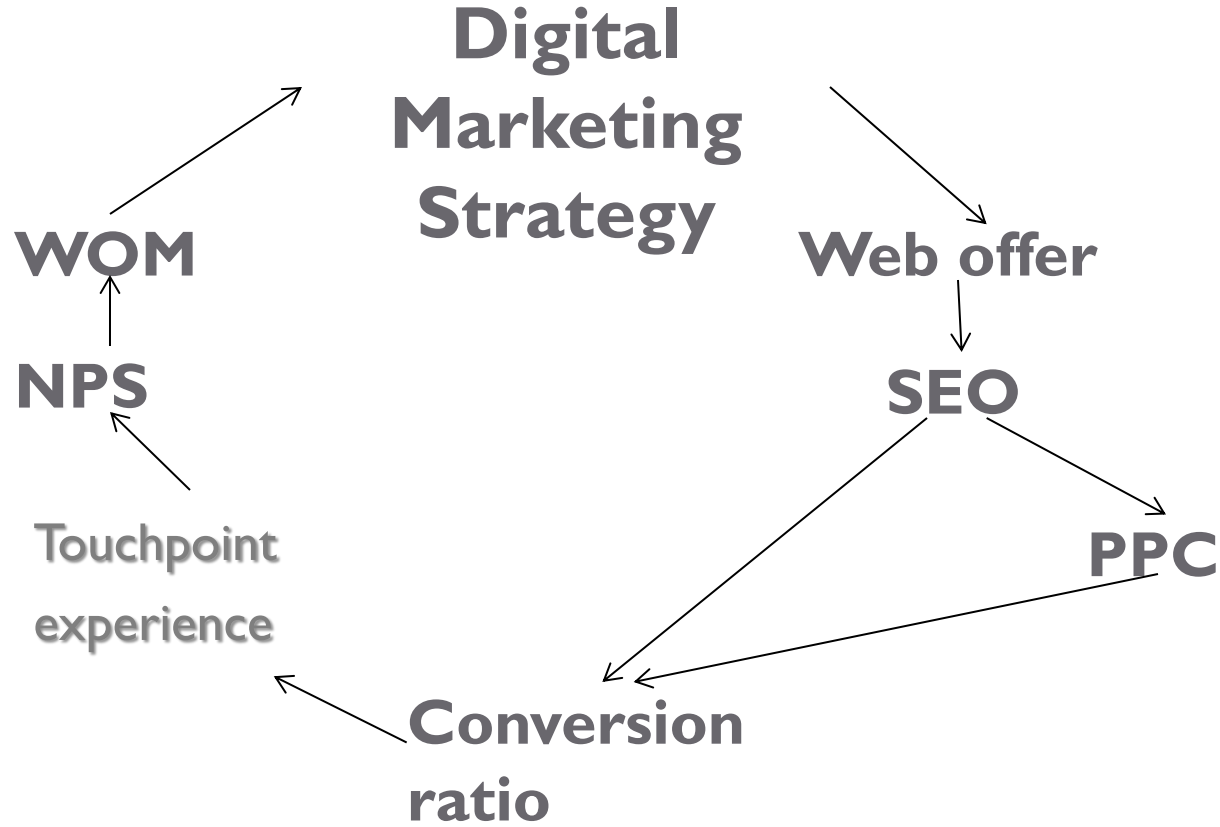
- **Strategy**
- **Metrics**
- **KPIs**

- **Tumblr**
- **Tencent QQ**
- **RenRen**
- **Weibo**
- **Orkut**
- **Facebook**
- **Twitter**
- **LinkedIn**
- **YouTube**
- **Vimeo**
- **Pinterest**
- **Instagram**
- **Flickr**

What is your story?

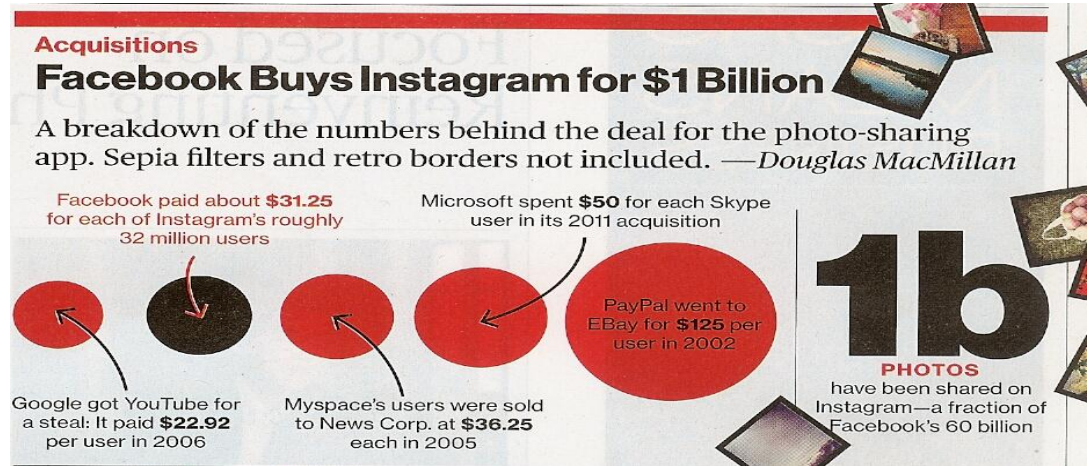
- Good News – high demand
- Bad news - competition
- Need re-defined value proposition....
- ...And better value for money
- Your image – Tweedy academic or cutting edge technology?
- Need to reach new people and tell your story via Social Media





Digital customer acquisition

- Agents
- Leads for direct enrolments
- Leads for sponsor enrolments
- Conversion ratios
- Personal networks: word of mouse



What's on your website?

- Information
- Reassurance
- Encouragement
- Excitement
- Social connections



But do you have:

- Instant online sales chat?
- Personal Skype video call?
- Facetime advice call?
- SMS advice number?
- Instant diagnostic test(s)?



ih
International House World Organization
www.ihworld.com

Welcome to the
IHWO On-line Placement Test

Continue

IH Level	IH Description	CEF Level
1	Beginner	A1
2	Elementary	A2 - Waystage
3	Pre-Intermediate	A2 - Waystage

SEO tasks

- **Website localization**
- **Translation**
- **Keyword optimisation**
- **Link building for PageRank**

Regional Search Engines:

Germany:

Web.de - <http://web.de>

Altavista- <http://www.altavista.de>

France:

Ecila - <http://www.ecila.fr>

Voila France - <http://www.voila.fr>

Italy:

Virgilio - <http://www.virgilio.it>

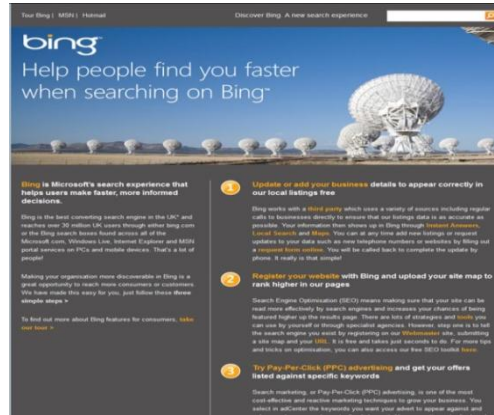
Arianna - <http://www.arianna.it>

Russia:

Rambler - <http://www.rambler.ru>

Yandex - <http://www.yandex.ru>

Spain: Olé - <http://www.ole.com>

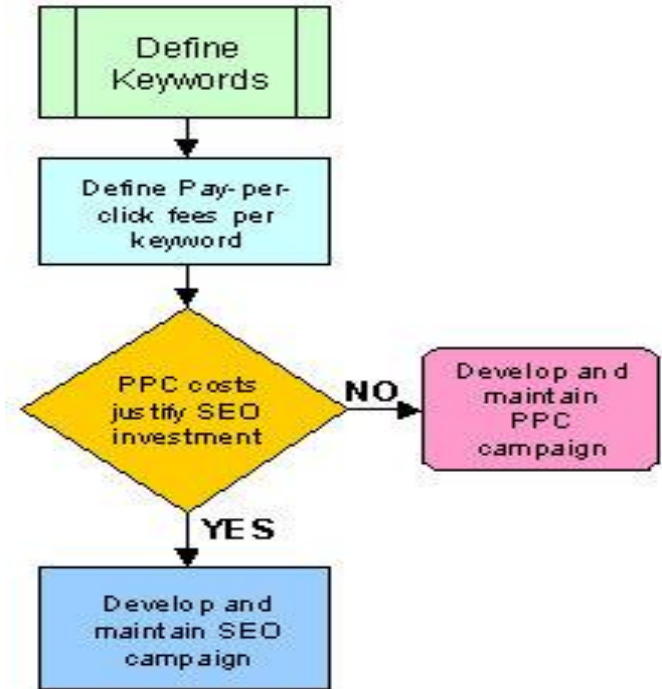


Multilingual SEO:

- Is your website constructed with multiple languages?
- Does your website automatically detect the source IP and deliver the appropriate language?
- Are your keywords optimized English keywords or are they non-English as well?
- Are your keywords translated or re-created by local experts?
- Do you have domain names with the target country suffix (e.g. .de for Germany; .fr for France)?
- Do you use foreign webhosting providers for foreign domains?
- Submit your site to over 600 Search Engines, eg
 - <http://www.mseo.com/>
 - <http://www.submit-away.com>

PPC strategy

- Global Campaigns
 - Google Adwords
 - Bing PPC
- Local Paid Search Campaigns
 - keyword research
 - ad text localization
 - optimization and reporting
- Conversion rates from PPC
- Target key market search engines eg Baidu, Yandex, Yahoo! Japan, Naver etc



The Filter Effect

Double check search engine results from different locations & users

Google search #2:

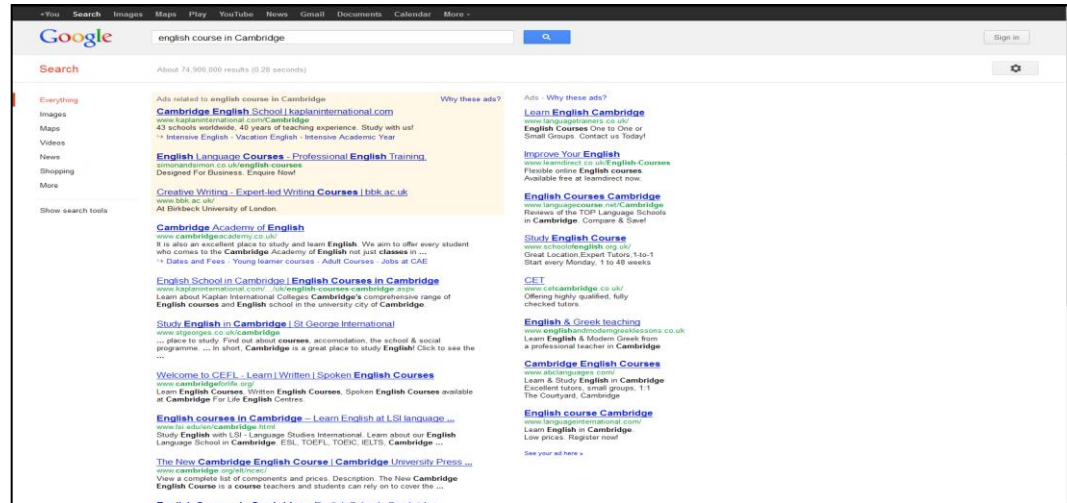
Added –

- www.esl-languages.com
- www.studiocambridge.co.uk
- www.cam.ac.uk

Missed –

- www.ecenglish.com
- www.cambridgeforlife.org

The Filter Bubble, Eli Pariser



Yahoo added:

- The English in Britain web site
- www.languageinternational.com

Bing Local added:

- Eurocentres, Regent Cambridge, Cambridge Academy, Fluency n English via Bing Local listings

Social media strategy

“Don’t just sell stuff – help people connect”

“Successful social media strategies:

- (1) reduce costs
- (2) or increase customers’ willingness to pay
- (3) by helping them establish or strengthen relationships if they do free work on a company’s behalf”

“most companies are...broadcasting commercial messages or seeking customer feedback.

Customers reject these overtures because their main goal is to connect with other people, not with companies”

“More than 1 billion people use social platforms such as Facebook, eHarmony, RenRen and LinkedIn.

What’s the attraction? They satisfy two basic human needs: to meet new people and to strengthen existing relationships.”

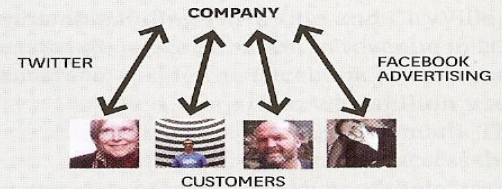
Harvard Business Review

Digital Strategy vs. Social Strategy

The primary advantage of a social strategy over a purely digital one is in tapping into how people *really* want to connect—with other people, not with a company. A business with a successful social strategy helps people form and strengthen relationships in ways that also benefit the company.

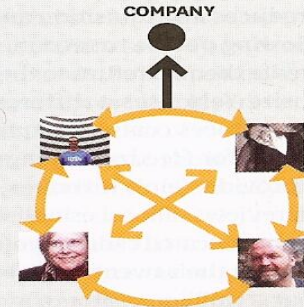
DIGITAL STRATEGIES

broadcast commercial messages and seek customer feedback in order to facilitate marketing and sell goods and services.



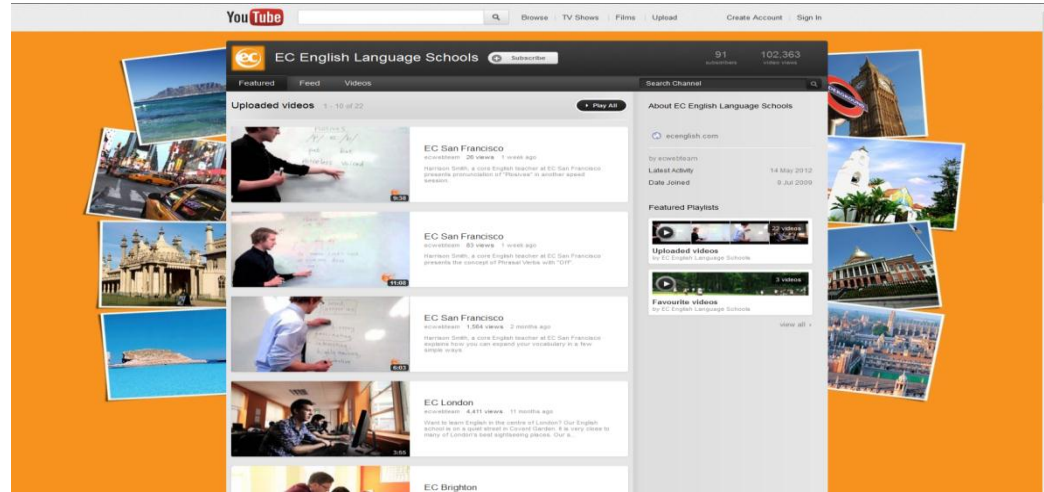
SOCIAL STRATEGIES

help people improve existing relationships or build new ones if they do free work on the company’s behalf.



YouTube channel marketing

- Campus tours
 - Video testimonials
 - Mini-classes from faculty
 - ‘Our system’ USP video
-
- Visual channels:
YouTube, Pinterest,
Instagram channels



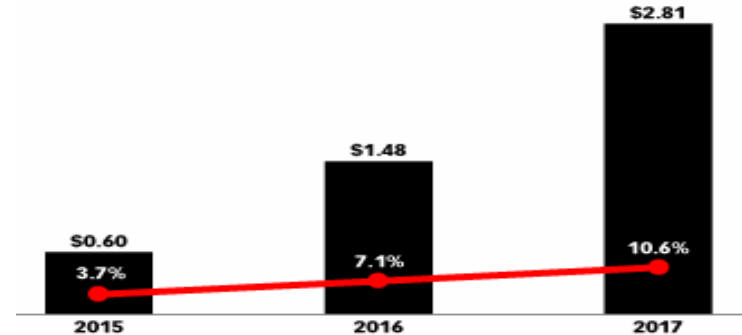
Instagram & Pinterest

Why should businesses use Instagram?

Visual marketing is often cited as a main trend. Because images appeal to emotions, they strike a chord with consumers, and resonate across cultures. On Social Networks in particular, photos drive more engagement than any other kind of post. On Facebook, photo posts increase the [interaction rate by 39%](#) compared to average.

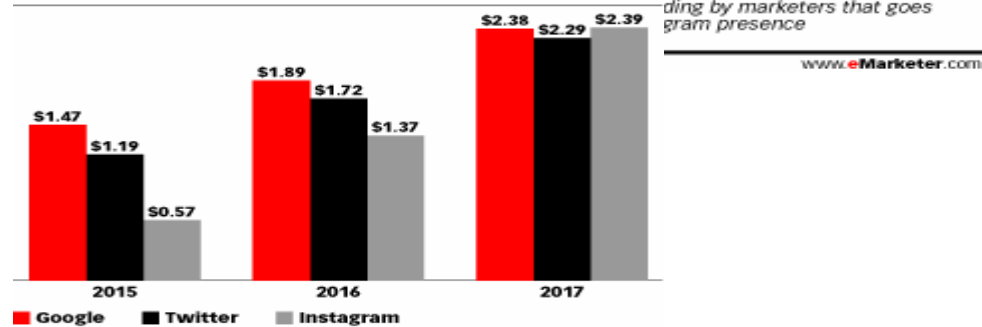
Instagram Net Mobile Ad Revenues Worldwide, 2015-2017

billions and % of Facebook total ad revenues



Instagram, Google and Twitter Net US Mobile Display Ad Revenues, 2015-2017

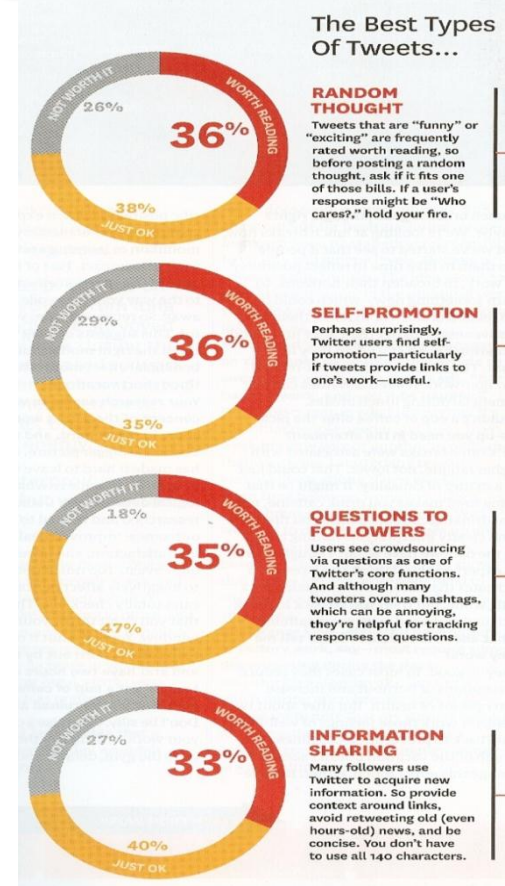
billions



Note: net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites; includes display (banners and other, rich media and video); ad spending on tablets is included; excludes SMS, MMS and P2P messaging-based advertising
Source: company reports; eMarketer, July 2015

What's a good Twitter strategy?

- Half a billion users & 140 characters
- Engaging not just promoting
- Link to something interesting
- Call to action – ask for input or response
- Build up followers - who can support your brand



Facebook strategy tips

1. Find your peeps
2. Concentrate on conversing and building relationships, instead of broadcasting and selling.
3. Use a Facebook personal profile AND a Facebook business page TOGETHER.
4. Cross-post and cross promote
5. Use a social media dashboard like Hootsuite
6. Get them on the list
7. Measure and track your social media results

<http://socialmediatoday.com>

EF Cambridge
12,834 likes · 392 talking about this · 2,263 were here

Language School
Welcome to the official EF Cambridge fan page created by Abbey in Activities. Education First is the world's largest education company. We offer language education for all

About Photos Meet our Staff Map Likes

Highlights

Post Photo / Video
Write something...

EF Cambridge 12 hours ago

Its official... Cambridge has been ranked the top University in the UK, whilst Oxford has slipped to 3rd place! Cambridge rocks ▼

2011	2013
1 Oxford	1 Cambridge
2 Cambridge	2 LSE
3 Warwick	3 Oxford
4 Durham	4 Lancaster
5 LSE	5 Durham
6 St Andrews	6 St Andrews
7 Warwick	6 Warwick
8 Lancaster	8 UCL

Recent Posts by Others on EF Cambridge

Agus Pitté July 2 I will be in Cambridge for 1st time... ong!! Who will be...
4 · May 11 at 9:51pm

J-pan Japongg "EF will teach you... Rendez-vous will feed you!" and you ...
5 · May 10 at 7:45pm

More Posts

Recommendations

Write a recommendation...

Erika Dominguez ZAYRA QUIERES APRENDER INGLES , ESTA ES LA MEJOR OP...
about 3 months ago

Adal Holero good
about 3 months ago

Monitoring social media

- Monitor all social media conversations and summarise in metrics
- Compare effectiveness of outreach of each social media channel
- Post new messages to all social media from one central source

Social media management for exceptional companies.

- Monitor your brand & manage conversations brilliantly with one, easy-to-use tool
- Publish & schedule updates across social channels with a single click.
- Manage teams, large social channels, tasks and assignments with ease
- Measure your efforts with comprehensive reporting and analytics

Start your 30-day free trial +
No credit card required, no software to install.

Groupon **Yahoo!** **Logitech**
match.com **Fender** **incase**
just a few of our happy customers

Start your 30-day free trial and see why top companies from across the globe trust Sprout Social to deliver an unmatched social experience to their customers and fans.
Questions? Give us a call 1-866-878-3231



Everything you need in one, easy-to-manage stream

www.SproutSocial.com

We measure your influence based on your ability to drive action in social networks. We process this data on a daily basis to give you an updated Klout Score each morning.

Here are a few of the actions we use to measure influence:

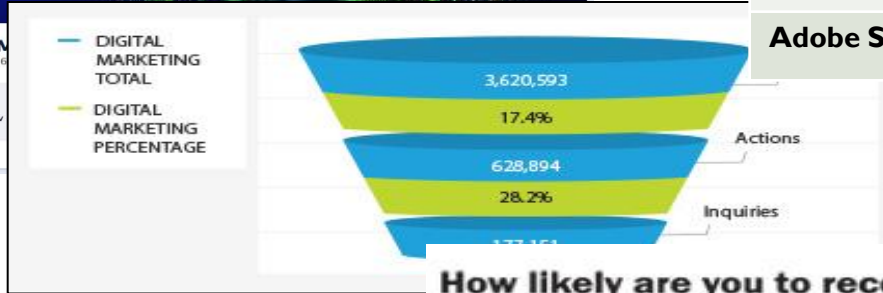
-  **Twitter:** Retweets and Mentions
-  **Facebook:** Comments, Wall-Posts, Likes
-  **LinkedIn:** Comments, Likes
-  **Foursquare:** Tips, To-Do's, Done
-  **Google+:** Comments, Reshares, +1

Other networks that we're working to measure are **Facebook Pages, Youtube, Instagram, Tumblr, Blogger, Wordpress, Last.fm** and **Flickr**. You can already link these accounts with your



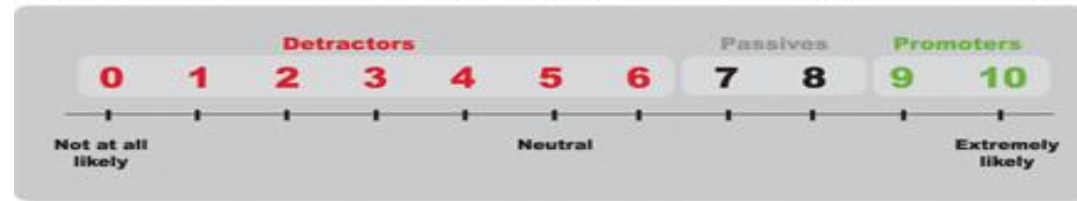
www.Klout.com

Marketing metrics



- Metric tools:**
- Adobe Analytics
 - Adobe Media Optimizer
 - Adobe Target
 - Adobe Experience Manager
 - Adobe Social

How likely are you to recommend to a colleague or friend?



Net promoter score:

$$\text{NPS} = \% \text{ of PROMOTERS (9s and 10s)} - \% \text{ of DETRACTORS (0 through 6)}$$

Cambridge English Social Media Objectives



- Develop an effective and direct communication between Cambridge English and our stakeholders
- Increase our brand awareness globally through fan base
- Provide support to candidates taking Cambridge English exams
- Engage with & influence our target audiences
- Develop advocates by building brand loyalty
- Form the critical foundation for future conversion

Providing customer service...



Yolanda Méndez González

Hello, I wonder if you can help me, I'm planning on taking the Proficiency exam. but I don't have time to go on a course , how can I prepare myself for this exam? is there are online course? has anyone done it himself or herself? so can tell me how to do it, please?

Like · Comment · 8 March at 22:47

Edmond Albanian likes this.



Yolanda Méndez González sorry it was a typo, the are it was meant to be a an
8 March at 23:07 · Like

Cambridge English

Cambridge English Language Assessment Hi Yolanda. You can find lots of practice materials and advice on our website. Good luck!
<http://www.cambridgeenglish.org/exams-and-qualifications/proficiency/how-to-prepare/>
9 March at 07:42 · Like

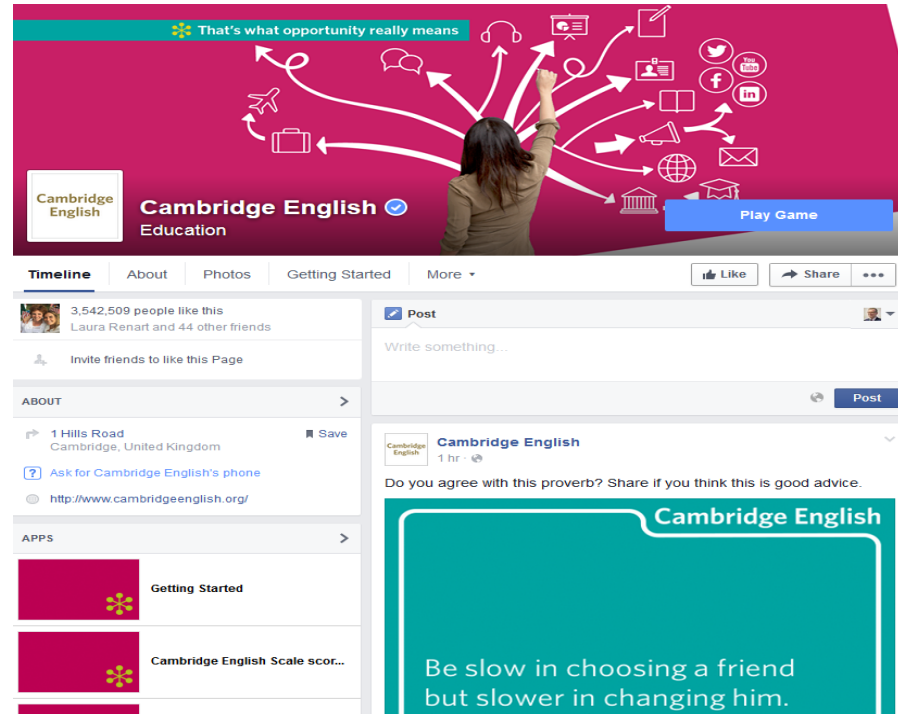
Cambridge English

Write a comment...

Key Performance Indicators



- Number of fans vs. country's total Facebook population
- Number of likes, comments and shares
- Friend referrals and Facebook recommendations
- Page reach and frequency
- Number of advocates and influencers
- Number of traffic directed to our website
- Cost-effectiveness of advertising campaigns



Bite-sized learning ...



Cambridge English Language Assessment
28 January

Hi everyone! We hope you're ready for another week with Cambridge English. Today we have a writing challenge. Who can write a sentence without using the letter 'e'? Try to write a minimum of six words. Here's an example for you: She knows Latin, Urdu and Spanish.
Good luck!

Like · Comment · Share 1,048

111,204 people saw this post

Cambridge English Language Assessment
6 March

Here's another quiz about women. Can you fill in the missing words?

people words means world

1. She's very wealthy. She's clearly a woman of ____.
2. Argentina's former first lady, Eva Peron, was considered to be a woman of the ____.
3. Claire is so quiet. She's a woman of few ____.
4. Sara can handle most situations with ease. She's a true woman of the ____.

Like · Comment · Share 354 people like this.

[/CambridgeEnglish](#)

Match the words to their definitions:

1) dupe	a) plan to deceive someone (noun)
2) gullible	b) easily deceived (adjective)
3) hoax	c) deceive (verb)

[/CambridgeEnglish](#)

Cambridge English Language Assessment
7 February

Well done to everyone who answered our last question with these three words



Images: Microsoft

Like · Comment · Share 822

facebook

Academy Island

Play game
How to play
Leaderboard
Send to a friend



UNIVERSITY OF CAMBRIDGE
English Language Assessment

Here are the answers to yesterday's quiz:

1) dupe	a) a plan to deceive someone (noun)
2) gullible	b) easily deceived (adjective)
3) hoax	c) deceive (verb)

[/CambridgeEnglish](#)

Twitter as customer support



Cambridge
English

[@CambridgeEng](#)

provides overall news and product information & has the largest number of followers



[@CamEngTeachers](#)

supports teachers who use the Cambridge English Teacher website and teacher development courses

Cambridge
English

[@CamEngHelpers](#)

is the Cambridge English HelpDesk & supports exam candidates and provides rapid customer service support, answering questions personally

Key Performance Indicators:

- Number of followers
- Number of tweets
- Number of retweets by followers
- Level of engagement and activities in a 30 day period
- % retweets by followers compared to total number of tweets in a 30 day period

Digital marketing checklist

Digital tools	Done/not done
Develop clear strategy for digital channels and social media	
Review Website	
Photo gallery of facilities, staff, classrooms, technology, social	
Videos of facilities, staff, classrooms, technology	
Alumni video testimonials	
Advisor/agent testimonials	
SEO consultancy contract	
Your Twitter feed on the website	
Your Facebook feed on the website	
Staff tasked with seeding social media in marketing campaign	
PPC strategy	
NPS strategy	
Mobile marketing campaign	
Alumni involved in social media campaign	

Thank you!



Comments:

michael@highdale.org

If you would like copy of the presentation:

www.michaelcarrier.com