

Digital Offer – Nepal

Why Nepal?

- Use of internet is increasing rapidly. Internet penetration in Nepal stands at 27.18% of the total population as per Nepal Telecom Authority (Nov, 2013)
- British Council's Student Insight reports show internet and internet based platforms as 3 of 5 most used sources to access information about overseas study opportunities.
- The overall market for overseas education has been growing at over 30% (CAGR) over the past 3 years and is currently a market of over 25000 students (excluding students going to India)

Why SIEM Nepal?

Access to our invaluable database

- Over 4000 students take the IELTS every month and are accessible only through our database
- We hold the only UK education exhibition and we can provide access to this valuable database of people interested in studying in the UK

Leverage a trusted & recognized brand

British Council Nepal is amongst the most well-known and credible brands in Nepal. The British Council continues to be the primary source of information for students interested in studying in the UK.



How do you benefit from our digital offer?

- UK Universities will have flexibility in designing the content and messaging for the campaigns to ensure we are responding to market needs in Nepal.
- Appearing on British Council owned platforms or under the Education UK banner will allow UK Universities to make the most of the British Council brand value and trust.
- Our 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 and enhanced responses.
- Increased traffic to UK Universities' websites will generate interest in and increase awareness of their programmes.
- Multiple platform campaign through 360 degree activities ensures reaching larger targeted audiences.

Country	Nepal		
Activity	Reach	Client Requirements	Price
Direct Mailers Send out emailers to local student database consisting primarily of IELTS database from the past 12 months	Branded email-shot to all potential students in our database who are interested in studying in the UK. An email shot to all student counsellors and agents who are key influencers in helping potential candidates make their education related decisions.	Content designed on constant contact or in A4 JPEG format. If JPEG – design on medium resolution	(1-999): £150.00 (1000-2499):£200.00 (2500-4499):£250.00
Education UK Facebook Link	200000+ users out of a total of 2.1 million users in Nepal in the age group of 16 – 30 (Reach and targets can be modified as per the content)	External link to be promoted, Image with less than 25% text (other guidelines to be discussed)	£250 for 4 posts
Blog Spot on British Council Nepal monthly newsletter The British Council newsletter is posted once a month and is widely read by important stakeholders	20000+ audience comprising of educational agents, prospective students and learning center members	An image (211 x 174) Link to promoted Up to 75 words	£100 per blog spot
Education UK country website Mid Page Units (MPUs) Homepage and sidebar on article pages (visit www.educationuk.org/nepal)	<i>Coming soon!</i>		
Education UK country page advertorials Advertorial on any theme/ course/ subject on country page. www.educationuk.org/nepal			



NOTES:

- **SIEM Nepal is happy to negotiate packages that meet the needs of our clients and to discuss options and benefits not listed above. This is a sample structure and we can discuss further to ensure you receive maximum value and returns out of the campaign.**
- **We will provide report on click through and page impressions to calculate ROIs on the campaign.**
- **UK VAT will be added to all costs.**

Facebook Sample:

Boosted post on timeline



Boosted post on right hand side advert



Mobile phone advert



Blog Spot Sample:

SPONSORED POST HERE

(75 – 90 words as can be best utilised) Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent pellentesque tincidunt neque at sodales. Sed lobortis massa quis diam maximus semper. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Vestibulum cursus hendrerit quam vel pharetra. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Praesent interdum magna maximus nisi efficitur molestie. Morbi gravida tempor neque, quis sollicitudin neque egestas sit amet. Curabitur a turpis eget nisi.



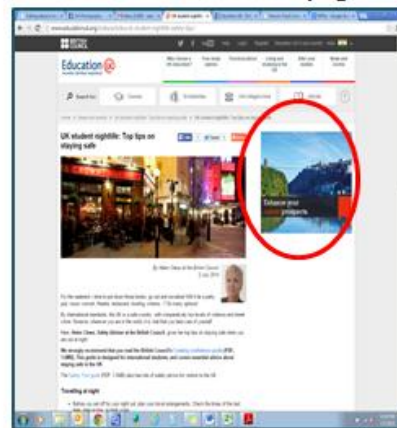
Sample advertisement and advertorial on Education UK Website (Expected to be live by the End of February, 2015 for Nepal)

EXAMPLES

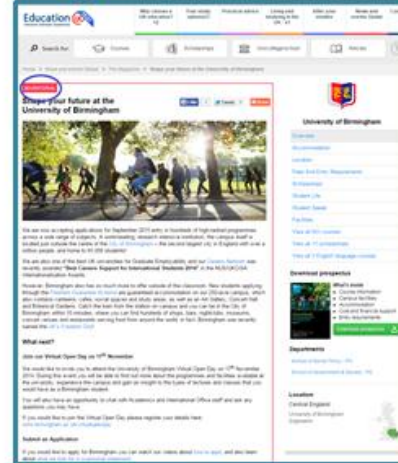
MPUs homepage slot



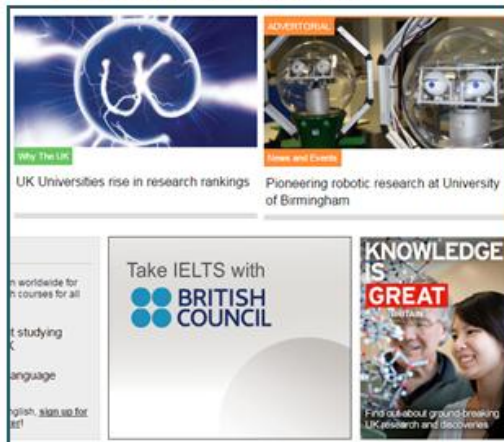
MPUs sidebar on article pages



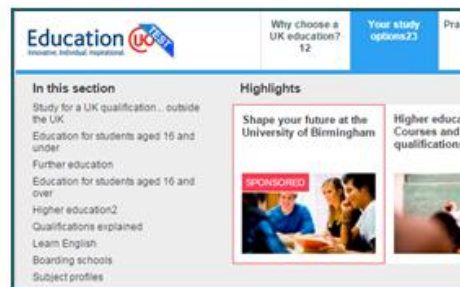
Advertorial



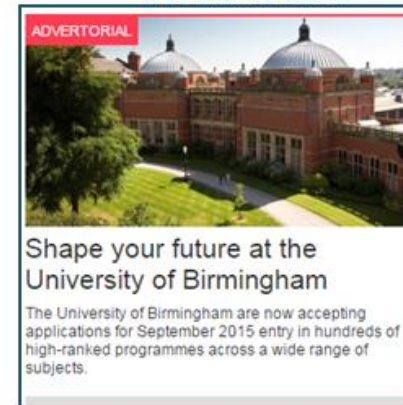
Advertorial Home page slot



Advertorial-menu slot



Advertorial-teaser



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

SIEM provides solutions tailored to cater to the marketing needs of UK educational institutions.

Services provides in Nepal

Creative direct marketing solutions	<ul style="list-style-type: none">a. School missionsb. Fully managed recruitment visitsc. Flexible digital marketing servicesd. Bespoke marketing events (launch programs etc)
Exhibitions	<ul style="list-style-type: none">a. Annual Education UK exhibition in Kathmandu & Pokhab. Agent exhibitions for frontier markers (to be launched in
Intelligence and Consulting services	<ul style="list-style-type: none">a. Bespoke researchb. Partner search services