

Digital promotion offers for UK Institutions: Scholarship promotion and promotion of your postgraduate courses for 2017 intake

In India, nearly 36% of the population has access to the internet (Internet Usage in Asia)¹. According to a recent research, 82.7% urban students in the age group of 12-18 years own a mobile phone, while 75% own a computer (Students in India Get Serious About Smartphones, 2016)². Moreover, the growth in demand for smartphones has been forecasted at 21.5% by the end of 2016. All these numbers suggest that, India is at the peak of a digital revolution where more people are dependent on the internet to gain the first level of information and to carry out e-commerce transactions. In 2015, British Council conducted a survey amongst 1200 Indian students and the survey results indicated that 60% students use the Internet to gain information. Hence in order to communicate with the right target audience, an online presence is of prime importance.

Offer 1: Scholarship Promotion

For Indian students looking for opportunities to study abroad, having a scholarship is an important aspect. Apart from financial aid, scholarships are considered as an indicator of academic excellence that strengthens the students' profile. Given below are some statistics on number of Indian students looking for a scholarship. This data has been collated over the last year from students that attended British Council events and briefing sessions:

- 20% of the students who attended Education UK exhibitions in November 2015 and February 2016 are looking for scholarships as a source of funding
- Based on the enquiries received at our centres 37% from Chennai, 40% from Bangalore and 26% from Delhi are looking for scholarships

In order to create an online brand presence, having a digital engagement that can be implemented will help with your recruitment strategies and kick-start your recruitment activities for 2017-18. We have designed a digital campaign to promote scholarships which can be tailor-made to suit your institutional requirement.

Promoting your institutional scholarships online through a targeted campaign will enable your institutions to gather interest from potential students at an early stage. You can build a pool of prospective students, thus increasing the probability of conversions.

Offer 2: Promotion of postgraduate courses

Promote your postgraduate courses via a specially designed tailor-made campaign. We aim to create a platform where UK institutions can still reach, engage and generate leads* in a cost effective manner. This digital campaign is aimed at helping you promote your popular as well as niche postgraduate courses along with introducing new courses as well as generate interest for 2017 intake. Since most institutions will travel to India for exhibitions and other events, this campaign can be a pre-cursor to your face to face interactions. Given below are some statistics from HESA and British Council events:

- In 2014-15, 65% Indian students enrolled for a postgraduate course compared to 35% who enrolled for an undergraduate course (Source: HESA)
- 39% of students who visited Education UK exhibitions in 2015-16 were looking for a postgraduate course, while 18% students were looking for an MBA

* To generate leads from the campaign, institutions will need to provide a landing page with an enquiry form.

- A similar trend was observed among the students who registered for Counselling Days held in May 2016, where 38% of the students were looking for a postgraduate course
- The recently concluded pre-departure briefings in 2016 indicate that over 60% of attendees were going to study a postgraduate programme at a UK institution. These events were conducted across various cities in India – Mumbai, Pune, Delhi, Hyderabad, Ahmedabad, Chennai, Bangalore and Kolkata

The above statistics indicate that the interest in studying undergraduate level is on the rise, but India continues to be pre-dominantly a market for postgraduate studies. Hence it is imperative for the institutions to connect and engage with the prospective students looking for a postgraduate course at an early stage.

Benefits of the campaign

- **Campaign Reach:** Reach the most relevant audience interested in studying abroad via the campaigns. Generate a steady flow of qualified leads and increase your chances of conversion. (To generate leads from the campaign, institutions will need to provide a landing page with an enquiry form.)
- **Brand visibility:** Students in India are technologically savvy and rely on the institution's online presence to decide its credibility. Communication through multiple digital channels will improve chances of your institution's online presence on relevant platforms such as Google search, education portals and social media.
- **Time-bound:** Prospective students start researching for scholarship opportunities at the very beginning along with the course and institution search. Get in touch with them either with a scholarship or a postgraduate opportunity at the beginning of the recruitment cycle so that relevant timely follow up can be done. This campaign can also be a build up to meet the prospective students face to face at our November 2016 and February 2017 exhibitions.
- **Measurability:** If you use Google Analytics to track traffic on your website, you will be able to know the exact number of visits to the landing page through the campaign. At the end of the campaign, British Council will share a report highlighting the campaign performance across all platforms. For Facebook boosted posts, the report will include:
 - Reach
 - Impressions
 - Number of Likes
 - Number of Shares

For third party campaign, the report will include:

- Impressions
- Clicks
- Click through rate (CTR)

The institutions will need to share the number of leads generated through the campaign, as feedback. We will not ask for any personal data of the leads.

The offer:

Platform	Scholarship Campaign	Postgraduate Campaign
Facebook	<p>Reach: 100,000 to 150,000 spread over 12 posts One boosted post per institution per week for three months (12 posts in total per institution). The posts may include:</p> <ul style="list-style-type: none"> - Scholarship promotion - Stories of alumni who had won scholarships - Specific scholarship promotions (UG/PG) <p>The post will carry a link to the relevant landing page on institution's website (to be provided by the institution)</p>	<p>Reach: 100,000 to 150,000 spread over 12 posts One boosted post per institution per week for three months (12 posts in total per institution). The posts may include promotion of:</p> <ul style="list-style-type: none"> - Specific courses - Alumni stories (preferably Indian alumni) - New courses - Niche courses <p>The post will carry a link to the relevant landing page on institution's website (to be provided by the institution)</p>
Twitter	<p>Generic tweets promoting scholarships by participating UK institutions with #UKScholarships</p> <p>We will create a page on Education UK India website with the names and relevant webpages from all the participating institutions' websites. This page will be used as a landing page for tweets. Promotion of individual institution tweets will not be carried.</p>	<p>Generic tweets promoting postgraduate education in the UK with #UKforPG</p> <p>We will create a page on Education UK India website with the names and relevant webpages from all the participating institutions' websites. This page will be used as a landing page for tweets. Promotion of individual institution tweets will not be carried.</p>
Third party campaign	<ul style="list-style-type: none"> - 1,500 clicks from display advertising on Google Display Network (Digital advertisements on education websites and portals) - 600 clicks from Google Adwords targeting a combination of keywords around the theme 'scholarship' and 'study in the UK' <p>(Clicks from the ads will be diverted to a landing page to be given by the institution)</p>	<ul style="list-style-type: none"> - 2,000 clicks from display advertising on Google Display Network (Digital advertisements on education websites and portals) - 750 clicks from Google Adwords targeting a combination of keywords around the courses to be promoted and 'study in the UK' <p>(Clicks from the ads will be diverted to a landing page to be given by the institution)</p>
Website Advertorial	<p>An advertorial will be placed on the homepage of Education UK India website once during the entire duration. The advertorial will be live for 1 week for each institution</p> <p>The homepage receives an average of 350 pageviews per day The institutions profile on Education UK website should be live * If you opt for both the packages, we will do a combined advertorial and keep it live for 2 weeks * The line-up of the advertorials will be on first-come-first-served basis</p>	

Commercials:

Scholarship Campaign:

3 months campaign	£1000 per institution
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Postgraduate Campaign:

3 months campaign	£1000 per institution
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However, if you wish to opt for both scholarship and postgraduate campaigns, we can offer you the package at attractive pricing. Given below is the pricing for the complete package:

3 months scholarship + 3 months postgraduate	£1800 per institution (inclusive of 10% discount)
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Dates:

1 October 2016 to 31 December 2016

www.britishcouncil.org/siem

Important:

- To go live with these campaigns we will need an expression of interest from a minimum of 5 UK institutions
- A maximum of 10 institutions can participate in each campaign
- We will need specific images, promotion material and web URLs from participating UK institutions
- In order to get maximum benefit from the campaign, we recommend the institutions to provide us with a leads collection form. If the institutions do not have a lead collection form, clicks will be diverted to the appropriate landing page
- For Facebook boosted posts, the institution will need to provide us with post text, high resolution images and a landing page. The same landing page will be used on the webpage that will be created on Education UK India website
- The campaign cost doesn't include designing of third party adverts. Institutions will have to provide the adverts as per the specifications. The specifications will be shared once we have a confirmation from the requisite number of institutions. We are happy to design the adverts based on individual requests and will be charged on actuals
- A timetable of content deadline will be shared with all participating UK institutions by last week of September

References:

1. *Internet Usage in Asia*. (2016, June). Retrieved August 17, 2016, from Internetworldstats.com: <http://www.internetworldstats.com/stats3.htm#asia>
2. *Students in India Get Serious About Smartphones*. (2016, June 28). Retrieved August 17, 2016, from eMarketer: <http://www.emarketer.com/Article/Students-India-Serious-About-Smartphones/1014140?ecid=NL1007>