

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

In India, nearly 36% of the population has access to the internet (Internet Usage in Asia)<sup>1</sup>. According to 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)<sup>2</sup>. Moreover, the growth in demand for smartphones has been forecasted at 21.5% by the end of 2016. With 195.16 million users on Facebook, India has overtaken the US as the market with highest Facebook users. 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 1,200 Indian students where the results indicated 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.

In the first digital campaign announced in September, five universities participated, with two of them opting for both – scholarship promotion and promotion of postgraduate courses. The cumulative reach achieved through Facebook campaign is over 0.35 million and the campaigns are still in progress.

**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

**Offer 2: Promotion of undergraduate courses**

Promote your undergraduate 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 to help you promote your popular as well as niche undergraduate courses along with introducing new courses as well as generate interest for 2017 intake. Since many institutions will travel to India for exhibitions and other events, this campaign can be a pre-cursor to your face to face interactions.

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

Given below are some statistics from HESA and British Council events:

- In 2014-15, 35% Indian students enrolled for an undergraduate course (Source: HESA)
- 29% of students who visited Education UK exhibitions in 2015-16 were looking for an undergraduate course
- 32% of the students who registered for Counselling Days wanted to enrol for an undergraduate course

The UK institutions can use this opportunity to connect and engage with the students and their parents. Since most of them use internet for research, it is imperative for the institutions to connect and engage with the prospective students and parents looking for an undergraduate course in their research stage.

### Benefits of the campaign

- **Campaign Reach:** Reach the most relevant audiences interested in studying abroad via the campaigns. We can target both students and their parents through the campaign. 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 and parents start researching for scholarship opportunities at early stages along with the course and institution search. Get in touch with them either with a scholarship or an undergraduate 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 February 2017 exhibitions and the conversion events which will be announced soon.
- **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)
- **Tailor made campaign:** 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.

- **Lead Generation:** 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.

**The institutions are requested 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:**

<b>Platform</b>	<b>Scholarship Campaign</b>	<b>Undergraduate Campaign</b>
Facebook	<p><b>Reach: 20,000 to 40,000 spread over 4 posts</b>            One boosted post per institution per week (4 posts in total per institution). The posts may include:</p> <ul style="list-style-type: none"> <li>- Scholarship promotion</li> <li>- Stories of alumni who had won scholarships</li> <li>- Specific scholarship promotions (UG/PG)</li> </ul> <p>The post will carry a link to the relevant landing page on institution's website (to be provided by the institution)</p>	<p><b>20,000 to 40,000 spread over 4 posts</b>            One boosted post per institution per week (4 posts in total per institution).            The posts may include: promotion of:</p> <ul style="list-style-type: none"> <li>- Specific courses</li> <li>- Alumni stories (preferably Indian alumni)</li> <li>- New courses</li> <li>- Niche courses</li> </ul> <p>The post will carry a link to the relevant landing page on institution's website (to be provided by the institution)</p>
E-mail Shots	<p>One e-mail shot to database of prospective students who have visited our events and who have shown an interest in scholarships to study in the UK.</p>	<p>One e-mail shot to database of prospective students who have visited our events and are interested in undergraduate courses in the UK.</p>
Third party campaign	<ul style="list-style-type: none"> <li>- <b>700 clicks</b> from display advertising on Google Display Network (Digital advertisements on education websites and portals)</li> <li>- <b>200 clicks</b> from Google Adwords targeting a combination of keywords around the theme 'scholarship' and 'study in the UK'</li> </ul> <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"> <li>- <b>500 clicks</b> from display advertising on Google Display Network (Digital advertisements on education websites and portals)</li> <li>- <b>200 clicks</b> from Google Adwords targeting a combination of keywords around the courses to be promoted and 'study in the UK'</li> </ul> <p>(Clicks from the ads will be diverted to a landing page to be given by the institution)</p>

## Commercials:

### Scholarship Campaign:

9 January to 3 February 2017	£700 per institution
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### Undergraduate Campaign:

9 January to 3 February 2017	£700 per institution
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However, if you wish to opt for both scholarship and undergraduate campaigns, we can offer you the package at attractive pricing. Given below is the pricing for the complete package:

Scholarship + Undergraduate	£1,260 per institution (inclusive of 10% discount)
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## Dates:

9 January to 3 February 2017

## 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, one high resolution image for each post and a landing page.
- We will need one high resolution image and a logo along with the content to design the template for the e-mail shot
- For the display ads we will need creatives in .JPG, GIF or .PNG format, file size not exceeding 150 KB. Dimensions: 300 x 250 pixels, 728 x 90 pixels and 160 x 600 pixels. One set of creatives per campaign
- The campaign cost doesn't include designing of third party adverts. Institutions will have to provide the adverts as per the specifications. We are happy to design the adverts based on individual requests which will be charged on actuals
- The deadline to send all the content for the campaign is **4 January 2017**



## 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>