

Welcome to the first issue of Digital Scoop – A SIEM India digital update

Through this quarterly newsletter, we will bring you the latest updates in digital marketing, including updates on digital audiences in India and how you can capitalise on digital marketing to reach prospective students in India. In this issue, we talk about an important Twitter update, increase in number of Indian fans on Education UK Facebook page and statistics of a recently concluded Facebook campaign. We will also include a section called Knowledge Byte, where we will discuss common internet marketing terms.

India will have 50 million internet users by 2020

The internet industry is growing at a tremendous pace in India. The telecom ministry has estimated internet users in the country to reach 50 million by 2020. India will soon surpass the US to become the second largest market for internet services.

Twitter relaxes character limit on the tweets

Social media platform Twitter has relaxed the 140 character limit. Before this update, Twitter used to count the characters from the attached images, videos and polls. Now it will not count the characters from the attached media, which means that users will have more characters to use in their tweets.

Indian fans on Education UK Facebook page see a steep increase

The number of Indian fans on the Education UK Facebook page in September 2016 has increased by 138% compared to the number of fans in March. Currently India ranks 4th with 22,747 fans. The steep increase has been due to continuous engagement with our audiences on the page.

Institution Campaign

We recently ran a Facebook campaign for a UK institution. The campaign dates were 27 July to 22 August 2016. Six posts were done on Education UK Facebook page targeting Indian students. Following are the results of the campaign. These are cumulative figures of 6 posts:

The six boosted posts, delivered a reach of 93,000 serving 112,185 impressions.

Metric	Figures
Reach	93,000
Impressions	112,185
Likes	21,375

Knowledge Byte

Search Engine Optimisation (SEO): A technique used to improve the rankings of a website on search engine results page. [Read more](#)

Search Engine Marketing (SEM): Also referred to as Pay Per Click (PPC) it is a paid form of digital marketing that involves buying ad space on search engines to promote products and services. [Read more](#)

We are currently running two digital campaigns for UK institutions:

1. Scholarship Promotion
2. Promotion of postgraduate courses

To download the offer [click here](#).

Reach prospective students effectively with our digital marketing services. Write to poorv.aphale@britishcouncil.org or shruti.khanna@britishcouncil.org with a cc to siemsouthasia@britishcouncil.org