



SERVICES FOR  
INTERNATIONAL  
EDUCATION  
MARKETING

# Effective digital marketing in South Asia

June 2015

[www.britishcouncil.org/siem](http://www.britishcouncil.org/siem)

# Market snapshots



# How digital is South Asia?



327 million internet users

166 million active social media users

144 million Facebook users

65% growth in social media in next 5 years

Over 1 billion active mobile subscriptions

144 million active mobile social users

If you want **deep engagement and reach, with mass volumes and remote locations with specific demographics**, then in South Asia, digital marketing **cannot be ignored**.



# Bangladesh

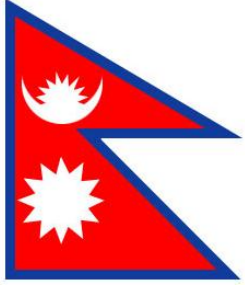
12% growth in internet users since Jan 2014

128% growth in social media users since Jan 2014

132% growth in social mobile users since Jan 2014

98% social media site market share belongs to Facebook

# Nepal

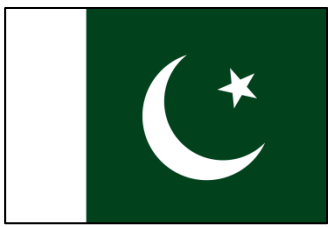


31% internet penetration – 8.78 million users

20% growth in internet users since Jan 2014

50% growth in social media users since Jan 2014

57% growth in social mobile users since Jan 2014



## Pakistan

47% growth in internet users since Jan 2014

72% growth in social media users since Jan 2014

113% growth in social mobile users since Jan 2014

Karachi, Lahore, Islamabad, Peshawar highest Facebook users



# Sri Lanka

22% growth in internet users since Jan 2014

40% growth in social media users since Jan 2014

53% growth in social mobile users since Jan 2014

85% Facebook users follow brands online



# India

14% growth in internet users since Jan 2014

38% growth in social media users since Jan 2014

50% growth in social mobile users since Jan 2014

Facebook, Skype, Twitter most popular social sites

946 million mobile subscriptions



# How to use digital marketing effectively in South Asia

Understand what is important for your audience – talk about **employability, scholarships, tangible value for their investment**

Re-assure students and parents: **security, facilities, connectivity and familiarity**

Be focused in your messaging: **talk about 3 USPs. Make them memorable.**

Be trendy: **Bollywood, Cricket, Football, Music, Literature**

Don't be afraid to experiment and be creative: **quizzes, contests, videos, theme campaigns**

Use your alumni and industrial links (SA diaspora): **success stories, brand ambassadors**

Be culturally sensitive: **language, images, student profiles, religious sensibilities**

Be locally relevant: **South Asian festivals, clubs, food**

Use a 360 degree approach – **mix of web, social media, face-to-face**

The more targeted and focused your campaign, the better the ROI

**In South Asia, internet is the highest and primary source of information for students looking to study abroad.**

# Case studies: Facebook and advertorial campaigns

## Advertorial campaign

35 page visits

48 page views

274 web impressions

139.6 seconds average time spent

This was a two week advertorial for Pakistan

## Facebook campaign

Reach of over 62100

Over 79000 impressions

Over 2780 unique clicks

Over 3000 actions taken by over 2830 people

Over 2047 likes

Over 30 shares



# How can we help you?

Education UK website  
country pages

Advertorials,  
news/events listings

Approx. 111,348 annual  
focused reach

Education UK  
Facebook

Targeted and boosted  
posts on timeline or  
right-side advert

Approx. 28860 followers

Direct emailers

Branded shots to  
filtered databases for  
focused impact

Approx. over 45K  
recipients

SMS shots

Shots to filtered  
databases

Approx. over 13K  
recipients or more as  
per requirement

Third Party Advertising  
Search and Display  
Advertising

Under EducationUK  
branding and on key  
websites

Approx. over 300K or  
more as per  
requirement

# And more...

Online engagement  
(Skype/  
webinars)

Third party  
advertising

Market research  
on SA digital  
landscape

Student  
newsletter and  
student emailer

Coming soon

## Benefits:

**Targeted and focused** impact across each market

**Flexibility** in designing and messaging to ensure we are responding to market needs

Make the most of the **British Council brand value** and trust by appearing on British Council owned platforms

Receive **expert advice and consultation** on campaign strategy, tone and messaging catered towards local audiences.

**Multiple platform engagement** campaign through 360 degree activities to reach wider audiences

We will provide **report on click throughs** and page impressions to calculate ROIs on the campaign

Ideal for **remote marketing activities** where you need not travel to market your institution

# Any questions?

# Thank you

<http://data.worldbank.org/indicator/IT.NET.USER.P2/countries/1W?display=default>

<http://blog.digitalinsights.in/important-statistics-digital-and-social-media-users-in-india/05224987.html>

FB

12 million bgl

4 mill nepal

145/112 mill india

13.4 mill pakistan

2.3 mill sl

Twitter:

2.5 mill pk

33 mill india

By 2018

224 mill india

<http://www.socialbakers.com/resources/reports/regional/india/2015/april/>

[\\_http://www.statista.com/statistics/278407/number-of-social-network-users-in-india/](http://www.statista.com/statistics/278407/number-of-social-network-users-in-india/)

[\\_http://www.huffingtonpost.in/2015/01/28/twitter-india-userbase-report\\_n\\_6562950.html](http://www.huffingtonpost.in/2015/01/28/twitter-india-userbase-report_n_6562950.html)

[\\_http://wearesocial.net/blog/2014/07/social-digital-mobile-india-2014/](http://wearesocial.net/blog/2014/07/social-digital-mobile-india-2014/)

<http://www.socialbakers.com/resources/reports/regional/india/2015/april/>

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[\\_http://www.huffingtonpost.in/2015/01/28/twitter-india-userbase-report\\_n\\_6562950.html](http://www.huffingtonpost.in/2015/01/28/twitter-india-userbase-report_n_6562950.html)

[\\_http://wearesocial.net/blog/2014/07/social-digital-mobile-india-2014/](http://wearesocial.net/blog/2014/07/social-digital-mobile-india-2014/)

<http://blog.digitalinsights.in/important-statistics-digital-and-social-media-users-in-india/05224987.html>

<http://yourstory.com/2015/03/quotes-from-digital-cii-summit/>

<http://www.slideshare.net/HP/scope-of-digital-marketing-on-social-networks-in-pakistan>

Ease of access – no geographical boundaries

Cost effective compared to atl

Easier for companies to stay in touch with customers

The process of marketing via internet Is fairly quick

<http://www.slideshare.net/wearesocialsg>

<http://www.internetworldstats.com/asia.htm>

<http://economictimes.indiatimes.com/magazines/panache/india-to-have-the-largest-number-of-facebook-users-on-mobile-by-2017-report/articleshow/45978668.cms>

[http://www.huffingtonpost.in/2015/01/28/twitter-india-userbase-report\\_n\\_6562950.html](http://www.huffingtonpost.in/2015/01/28/twitter-india-userbase-report_n_6562950.html)