



## SERVICES FOR INTERNATIONAL EDUCATION MARKETING

# Keeping your brand alive in challenging/ remote markets

## The challenges we are trying to overcome

- **Security concerns** in travelling to some countries at some points in time
- **Accessibility/ reach** in emerging markets
- **Budgetary constraints** in making frequent travel by UK delegates

## Why remote marketing works for South Asia

- It is a cost effective tool for profile raising and brand awareness
- Engages potential students in remote untapped cities
- Effective medium to maintain visibility in the face of competition
- Strong alternative for frequent face to face interaction

# At a glance...

	Bangladesh	India	Nepal	Pakistan	Sri Lanka
Group Counselling	✓	✓	✓	✓	✓
Master Class	✓	✓	✓	✓	✓
One-on-One Counselling	✓	✓	✓	✓	✓
Pre-departure	✓	✓	✓	✓	✓
Remote Marketing Campaign at local institutions	✓		✓	✓	
UK Institutions' Promotional Campaign	✓				

# Case Study – Remote Marketing Campaign, Bangladesh

- Piloted in 2013 with great success followed by campaigns in 2014
- With every successive year the number of cities tapped has increased
- 15 UK institutions have benefitted till date
- The campaign drew 2500 plus visitors



## Did it make a difference?

- Remote Marketing Campaigns have contributed to the 15% growth in 2013/14 (HESA)
- In 2013/14 Bangladesh was included among the ten largest markets in both growth rate and total growth for UK study visas
- More than 5000 students visited British Council's most recent Education UK Exhibitions in Dhaka, Chittagong and Sylhet
- Successful sustained engagement with potential students

# Q & A

# Thank you!

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