

**The Business Studies, MBA and Careers Campaign is SIEM South Asia's digital marketing campaign aiming to promote Study in the UK and Business courses at UK institutions to South Asian audiences.**

It is essentially a series of digital activities carefully designed to promote higher education opportunities in the UK by engaging in-country audiences through digital and social media, above the line marketing efforts and printed collateral dissemination. There is also an option for participants to opt for face to face activities with local audiences.

**SIEM South Asia is delighted to present an opportunity for UK Institutions to come on board as sponsors for these region wide, country specific campaigns.**

How can you benefit from this campaign?

- The UK will be promoted to local audiences as the international study destination of choice
- The campaign will help combat competitor country initiatives and efforts
- Try and arrest the declining student numbers to the UK from the region
- Give UK Institutions an opportunity to promote their courses to local audiences in a cost effective way by joining British Council led Education UK campaigns
- Option for UK Institutions to explore collaborative opportunities with local institutions through face to face activities
- Develop a well-designed and consistent engagement campaign for local students and influencers which the UK institutions can benefit from
- Create a buzz about the UK in an effort to promote UK courses to South Asian audiences

The campaign theme will be '**Business studies, MBA and Careers**' which is a very popular subject and theme across the region, across all five countries. This campaign will highlight information on:

- Business studies courses in the UK
- MBA opportunities in the UK and related careers
- Scholarships for MBA and business courses at UK Institutions
- Possible career paths and professional development from Business and MBA degrees– "Why MBA"
- Information and advice from experts from UK Institutions on business studies and MBA specifically

#### **Target audiences:**

The target audience for this campaign will reach the following across all five markets in South Asia through digital and face to face media:

- Potential students
- Young professionals
- Alumni
- Agents
- Local institution faculty (for those who choose to take up face to face activities)

#### **How will the campaign run?**

The campaign will mainly be run as part of a promotional plan to market the UK as a premier international study destination with a particular focus on MBA, Business and Careers.

- UK Institutions are invited to join the campaign as sponsors for the whole campaign as per the country/ies of their choice.

- Participating institutions will receive co-branding and visibility throughout the campaign in terms of logo and name mention on the website landing page and promotional printed publications.
- Please note that all digital campaigns will have generic messaging about studying Business and MBA in the UK, which will channel audiences to a country-specific bespoke website landing page which will host the participating institution logos, web links, names and other information.

**When will the campaign run?**

From August to September 2016

**Given below is each country’s suite of services and packages on offer:**

List of activities and descriptions	
Digital and social media	
Platform	Activity description
<b>Website</b>	<p>This will be the primary space or landing page where the campaign will be hosted. Business and MBA studies in the UK will be promoted through advertorials, banners, and alumni stories to create a buzz around the campaign on our Education UK and British Council websites.</p> <p>UK Institutions will have extensive visibility on this space with logo placement, links directing students to institution websites and short institution profiles.</p> <p><b>Reach (annual figures) for all countries:</b>            182K on <a href="#">EUK website</a>            736K on British Council website</p>
<b>Facebook</b>	<p>Series of creative and exciting FB campaigns around promoting Business and MBA studies in the UK. <b>To include:</b></p> <ul style="list-style-type: none"> <li>• Quizzes and competitions (Winners will be featured on social media – open to prizes from participating universities)</li> <li>• Alumni stories</li> <li>• Career advice and input</li> <li>• Posts by sponsoring UK Institutions on specific courses, applications, careers, etc.</li> </ul> <p><b>Followers for all countries:</b>            36K on <a href="#">EUK Facebook</a>            371.5K on British Council Facebook            *reach will be more with boosted posts*</p>
<b>Twitter</b>	<p>Twitter campaign around promoting business studies in the UK and to promote sponsoring UK Institutions’ courses.</p> <p><b>To promote:</b></p> <ul style="list-style-type: none"> <li>• Tweets on Business studies, MBA and Careers</li> <li>• Retweeting posts by participating UK institutions</li> </ul> <p><b>#UKStudyBusinessCareers</b></p> <p><b>Reach for all countries:</b>            14K on <a href="#">EUK twitter</a>            736K on British Council Twitter</p>
<b>Emailers</b>	<p>An emailer campaign targeted to UG/ PG promoting key USPs of Business and MBA studies in the UK and promoting sponsoring university courses and scholarships etc.</p>

	<p>Targeted to VRS registrants filtered for business studies and MBA.</p> <p><b>Reach:</b> Approximately 1500 in each country</p>
<b>Education UK student E-newsletter</b>	<p>Special edition focusing on Business studies, MBA and Careers with alumni stories, course and application information and scholarship information</p> <p>This is a <a href="#">regular feature offered by EducationUK</a> to students, newsletters are sent once in every two months – we shall base the theme of the newsletters on business and management studies which will link to the campaign landing page with your logo, information, links etc. Call for advertisements will be floated to UK institutions as usual.</p> <p><b>Reach:</b> Approximately 23.8K across all countries</p>
<b>Third party digital</b>	<p>A campaign on third party digital portals (Google ads etc.) to promote business studies in the UK and to promote the campaign.</p> <p><b>Reach:</b> Approximately 1000 clicks Approximately 500K searches on key external popular channels</p>
<b>Face to face</b>	
<b>Subject mission (Business studies, MBA and Careers)</b>	<p>All countries will be running business missions with UK academics in local institutions on the dates mentioned below. To complement your participation in this digital campaign, you may choose to participate in the face to face business mission.</p> <p>The business mission in each country will be open for all UK Institutions to participate in.</p> <p>To book a place in the face to face business mission, get in touch with:</p> <p><a href="#">Shruti Khanna</a> in India  <a href="#">Shegufta Ahmed</a> in Bangladesh  <a href="#">Nishika Hassim</a> in Sri Lanka  <a href="#">Saman Imtiaz</a> in Pakistan            CC: <a href="mailto:siemsouthasia@britishcouncil.org">siemsouthasia@britishcouncil.org</a></p> <p>Mission dates:            Bangladesh: 10-11 August, Dhaka – <a href="#">register now</a>.            India: 19 to 27 September: Bangalore, Mumbai, Delhi and Kolkata – <a href="#">register now</a>            Pakistan: 19-23 September, Islamabad and Lahore – <a href="#">register now</a>            Sri Lanka: 24-25 August, Colombo – <a href="#">register now</a>  <b>SAVE THE DATE!</b></p>
<b>Publication</b>	
<b>Business studies leaflets</b>	<p>We will distribute two-sided business studies promotion leaflets at local institutions to students.            All sponsoring institutions to get logo visibility and branding.</p> <p><b>Reach:</b> 3000-5000 leaflets in each country.</p>
<b>Above the Line Print and Radio</b> promotional activities will be offered to Institutions who are interested in	

promoting their institution through these channels. Due to the high cost of marketing on these channels as well as the exclusivity institutions would prefer on such media, we are offering this on an ad hoc basis. If your institution is interested, please let us know, and we will provide local expertise and advice, broker the campaign cost and agreement with the media agency, develop content, and execute the campaign through our agencies. Cost will be on actuals with an additional management fee by the British Council.

The available platforms for this service are:

- Print advertisement in leading newspapers
- Radio

Services in this campaign	Bangladesh	India	Pakistan	Sri Lanka
Facebook	√	√	√	√
Twitter	√	√	√	√
Emailers	√		√	√
Third party digital	X	√	√	X
Website	√	√	√	√
Business studies leaflets	√	√	√	√
Above the Line ad hoc	X	√	√	√
Student E-newsletter	Part of the regular offer to students			

**Price and Packages:**

Country	What does it include (for all countries)	Price (UK VAT will be extra)	Number of participating institutions	Discounts (applicable only on digital campaign)
Bangladesh	Marketing Campaign: <ul style="list-style-type: none"> <li>• Digital and social media campaign</li> <li>• Business studies leaflets</li> </ul>	Marketing Campaign price: <b>£160</b>	Digital campaign: Maximum: 20 Minimum: 10	Any two countries: 10% discount Any three countries: 15% discount All four countries: 20% discount
India		Marketing Campaign price: <b>£530</b>	Digital campaign: Maximum: 20 Minimum: 10	
Pakistan		Marketing Campaign price: <b>£390</b>	Digital campaign: Maximum: 20 Minimum: 10	
Sri Lanka		Marketing Campaign price: <b>£165</b>	Digital campaign: Maximum: 20 Minimum: 10	

**How can UK Institutions be involved and what are the benefits?**

UK Institutions are invited to be a part of this campaign through a sponsorship model which allows them to not only contribute content to target audiences, but also raise their profile through brand visibility across collateral, digital campaigns, publications and if they choose to participate, in the face to face activities as well.

***All participating UK Institutions will receive brand visibility, logo and name display on the primary website landing page. All digital campaigns will have generic messaging about studying Business and MBA in the UK with British Council branding redirecting to the website landing page which will host the participating institution logos and names. Publicity space will be shared with other participating UK Institutions, up to the maximum numbers indicated.***

***The Business mission is open to all UK institutions to participate. If you would like to participate in the business mission in the different South Asia countries, please get in touch with the country person/s mentioned above and [siemsouthasia@britishcouncil.org](mailto:siemsouthasia@britishcouncil.org) and reserve your place on the mission. The event details are already published on the SIEM website.***

UK Institutions can also build their own databases of students from all countries through the face to face Subject mission if they sign up for that through the country, raise their profile across all markets and market to highly focussed audiences for recruitment purposes. This will not only help in generating student databases, as mentioned already, but will increase the Institutions digital footfall massively since the campaign is an integrated digital marketing campaign across many platforms and channels as well as British Council and Institution channels.

UK Institutions can also collect student data by creating their own landing pages, which can be hosted on the website campaign landing page.

**The campaign will be run from August – September 2016**

**Please send your expressions of interest via email to Aatreyee Guha Thakurta and cc [siemsouthasia@britishcouncil.org](mailto:siemsouthasia@britishcouncil.org) at [Aatreyee.GuhaThakurta@britishcouncil.org](mailto:Aatreyee.GuhaThakurta@britishcouncil.org) by 20 July 2016. Kindly mention which country/ies you are interested in. We will confirm participation by 26 July depending on the minimum numbers of Institutions participating. The campaign will start in mid-August.**

**If you are interested in the face to face business mission, please write to the country person/s indicated directly.**

**Notes:**

- Services for International Education Marketing in South Asia are happy to negotiate packages that meet the needs of our clients and to discuss options and benefits not listed above.
- Please do get in touch if you have any ideas or suggestions regarding this campaign. As UK institutions are joining the campaign as sponsors, we are keen that the content should reflect our collaboration.
- A report on the campaign complete with digital analytics will be shared after the campaign.
- All charges are subject to VAT where applicable. Institutions with charity status need to provide a VAT exemption certificate to be exempt from VAT charges for advertising services which are non-targeted