

## Why Pakistan?

- High broadband penetration across the market. The internet penetration in Pakistan is 15% of the total population of 30 million, which implies that every 7 minutes 80% of the internet users spend more than an hour online daily
- Over 6.3 million users in Pakistan are below 25 years, of which 29% female and 71% male
- British Council's Student Insight reports show the internet as the highest and primary source of information for students looking to study abroad
- One of the top ten countries sending students to the UK, Pakistan students show an increasing interest in studying abroad.
- A growing middle class creating rising demand for higher and further education

SIEM Pakistan has a massive student and influencers' database and network across multiple digital and social media channels. Our databases are created from our exhibitions and other marketing/event activities across schools and colleges as well as from our schools and exams databases which include audiences from metro cities as well as second tier cities.

British Council Pakistan enjoys high brand value and visibility nationwide. British Council continues to be the primary source of information for students interested in studying in the UK.

Pakistan promises large student populations, growing incomes and an increasing aspiration for international higher educational attainment, as well as an information- and technology-based economy. To reach students and influencers here would make digital marketing solutions for international education institutions a clear way forward.



## How do you benefit from our digital offer?

- UK Universities will have flexibility in designing the content and messaging for the campaigns to ensure we are responding to market needs in Pakistan.
- Appearing on British Council owned platforms or under the Study UK banner will allow UK Universities to take make the most of the British Council brand value and trust.
- Pakistan team will provide expert advice and consultation on campaign strategy, tone and messaging to ensure it caters to the local target audience.
- Focussed and relevant messaging will achieve higher ROI's and enhanced responses.
- Increased traffic to UK Universities' websites will generate interest in and increase awareness of their programmes.
- Multiple platform campaign through 360 degree activities ensures reaching larger targeted audiences.

Country	Pakistan		
Activity	Reach	Client Requirements	Price
<p><b>Direct Mailers</b> Send out emailers to local student and student counsellors database</p>	<p>20000 plus contacts Branded email-shot to all potential students in our database who are interested in studying in the UK. The database also includes student counsellors and other key influencers.</p>	<p>Content designed on constant contact in word or PDF format.  Word limit: 200 to 250 words  Provide hyperlinks</p>	<p>(1-999 database): £340 (1000-2499): £575 (2500-4499): £825 (4500-6999): £850 (7000-9999): £1150 (10000-13499): £1230 (13500-17499): £1549 (17500-21999): £1909</p>
<p><b>Study UK Facebook</b> <a href="https://www.facebook.com/StudyUK.BritishCouncil">https://www.facebook.com/StudyUK.BritishCouncil</a> Targeted and boosted Facebook posts</p>	<p>11860 followers. Reach 150,000-410,000 (of a possible maximum 9,400,000) over four posts Boosted Facebook posts are recommended to raise visibility and build UK Institutions' profile amongst local audiences and influencers and also can drive visitors to institutions' web channels.</p>	<p>Minimum 2 images (photos or logos)  <b>Body:</b> Min. 200 words max. 2,000 words – including up to 5 links to any pages on your website</p>	<p>£450 for 4 posts</p>

<p><b>Third party website advertisement</b></p> <p>Advertisement through Hamariweb</p>	<p>Up to 800,000 searches on <a href="http://hamariweb.com">hamariweb</a> mostly visited by the youth aged from 18-35.</p>	<p>Standard banner Ad, front-page.</p>	<p>Website advertisement. This will be a package which will run for one week prior to the event. Approximately £600</p>
<p><b>Third party website advertisement</b></p> <p>Advertisement through Google Ad, with sublinks to popular channels</p>	<p>Up to 7,000,000 searches on key external popular channels mostly visited by the youth aged from 18-35. Channels: <a href="http://www.Dailymotion.com">www.Dailymotion.com</a> <a href="http://www.Youtube.com">www.Youtube.com</a> <a href="http://www.wwe.com">www.wwe.com</a> <a href="http://www.cricketworld.com/pakistan/">www.cricketworld.com/pakistan/</a> <a href="http://www.espnricinfo.com">www.espnricinfo.com</a> <a href="http://www.olx.com.pk">www.olx.com.pk</a> <a href="http://www.buzzfeed.com">www.buzzfeed.com</a> <a href="http://www.thenews.com.pk">www.thenews.com.pk</a> <a href="http://www.miniclip.com">www.miniclip.com</a> <a href="http://www.cricbuzz.com">www.cricbuzz.com</a> <a href="http://blush.com.pk/">http://blush.com.pk/</a> <a href="http://www.glamrs.com/">http://www.glamrs.com/</a> <a href="http://www.marthastewart.com/">http://www.marthastewart.com/</a></p>	<p>Banner type: static Banner format: .jpg or .png.</p> <p>Banner sizes: 300x250 728x90 300x50</p>	<p>Website advertisement. This will be a package which will run for one week prior to the event. Approximately £900</p>



## NOTES:

- **SIEM Pakistan is happy to negotiate packages that meet the needs of our clients and to discuss options and benefits not listed above. This is a sample structure and we can discuss further to ensure you receive maximum value and returns out of the campaign.**
- **We will provide report on click throughs and page impressions to calculate ROIs on the campaign.**
- **VAT will be added to all costs.**

**Boosted post on timeline**



**Boosted post on right hand side advert**



**Mobile phone advert**



### **About British Council's Services in International Education Marketing (SIEM)**

British Council Services for International Education Marketing provides a comprehensive set of solutions, tailored to cater to UK educational institutions' diverse international marketing needs.

We provide:

- Flexible and creative solutions tailored for your institution in response to changing market demands in Pakistan
- Offers and services to enhance your positioning, profile and competitiveness in Pakistan
- Access to knowledgeable and expert staff with in-country experience and presence
- Boost your international student recruitment numbers in the Pakistani market
- Consultancy towards developing partnership opportunities with Pakistani Institutions
- Access to cutting edge research
- Bespoke business solutions towards your international agenda through various marketing offers and services as well as research, training, meetings and event