

**South Asia Digital Marketing Services 2016**

British Council's Services for International Education Marketing (SIEM) in South Asia presents a range of digital marketing services. Our exciting digital marketing avenues which include British Council owned web channels as well as social media channels along with other web-based platforms will enable UK Institutions to reach large numbers of students in South Asia through focussed and targeted marketing activities.

<b>Bangladesh</b>			
<b>Activity</b>	<b>Reach</b>	<b>Price (VAT will be added)</b>	<b>Requirements</b>
<b>Targeted Email shots</b>	10000 recipients approx. This can be filtered for subject specific requests. Branded email-shot will be sent to all potential students in our database who are interested in studying in the UK. We only target the latest databases.	Check table one for cost	Text and image will need to be provided by the UK institution.
<b>Education UK Facebook</b> <a href="https://www.facebook.com/EducationUK.BritishCouncil">https://www.facebook.com/EducationUK.BritishCouncil</a> <b>Targeted and boosted Facebook posts</b>	10317 followers from Bangladesh. Reach 41000-210,000 over four posts.	£450 for 4 posts	4 images of 504X504 pixels. Content for each posts , with text of less than 20 per cent of the surface area
<b>SMS shot</b>	8000 recipients approx.	Check table one for cost	Content to be sent by UK Institution
<b>Skype chat counselling</b>	Skype sessions to be delivered by your institution to students in Bangladesh on any subject. We can also organise one-on-one or group interviews and counselling sessions.  Web seminars are more aligned towards brand building and generate student interest to study in the UK.	£585 per counselling for 5 to 10 students at a time through Skype in the British Council office Dhaka	Topics/content of the seminars to be pre-decided by the UK Institution

<b>India</b>			
<b>Activity</b>	<b>Reach</b>	<b>Price (VAT will be added)</b>	<b>Requirements</b>
<b>Targeted Email shots</b>	10000 recipients approx. This can be filtered for subject specific requests. Branded email-shot will be sent to all potential students in our database who are interested in studying in the UK. The database will include key influencers. We only target the latest databases.	Check table one for cost	Text and image will need to be provided by the UK institution.

<b>Education UK Facebook</b> <a href="https://www.facebook.com/EducationUK.BritishCouncil">https://www.facebook.com/EducationUK.BritishCouncil</a> <b>Targeted and boosted Facebook posts</b>	<p>The page currently has 9334 followers from India; globally the page has over 177,000 followers</p> <p>Reach 41,000-110,000 (of a possible maximum 63,000,000) over four posts.</p>	£450 for 4 posts	4 images of 504X504 pixels. Content for each posts , with text of less than 20 per cent of the surface area
<b>Mailer campaign on third party education portals</b>	<p>Targeted direct mailers with course and Institution details with clear call to action on popular external education portals. For e.g.</p> <p><a href="#">Shiksha</a>,  <a href="#">Bharat Student</a>  <a href="#">Paagal Guy</a>  <a href="#">Mingle Box</a></p> <p>There are more external website options to choose from.</p>	£1200 for over 150,000 mailers	The specifications will depend on the chosen platforms. Text and image will be provided by the UK Institution.
<b>Google search ads through text and images</b>	<p>Through Google Search, we will display ads focusing on specific courses to users who are actively researching about studying at international institutions. On the Google Display Network, individuals who look for content related to studying abroad will be shown banner and text ads about the Institution.</p>	£2000 for 3 weeks	Text and image will be provided by the UK Institution.
<b>Webinar masterclasses</b>	<p>Deliver subject specific master classes in select local institutions to a direct audience interested in studying in the UK.</p> <p>Web seminars are more aligned towards brand building and generate student interest to study in the UK.</p>	£150 per seminar	Topics/content of the seminars to be pre-decided by the UK Institution
<b>Advertorial on the <a href="#">Education UK India website</a></b>	Home page gets over 350 page views per day.	£500 for two weeks	Content to be sent by UK Institution

<b>Nepal</b>			
<b>Activity</b>	<b>Reach</b>	<b>Price (VAT will be added)</b>	<b>Requirements</b>
<b>Targeted Email shots to students</b>	5000 Branded email-shot to local student database consisting primarily of IELTS database from the past 12 months	Check table one for cost	Text and image will need to be provided by the UK institution.
<b>Education UK Facebook</b> <a href="https://www.facebook.com/EducationUK.BritishCouncil">https://www.facebook.com/EducationUK.BritishCouncil</a> <b>Targeted and boosted Facebook posts</b>	Over 48000 Boosted Facebook posts are recommended to raise visibility and build UK Institutions' profile amongst local audiences and influencers and can drive visitors to institutions' web channels.	£360 for 4 posts	4 images of 504X504 pixels. Content for each posts , with text of less than 20 per cent of the surface area

Pakistan			
Activity	Reach	Price (VAT will be added)	Requirements
<b>Targeted Email shots to students</b>	20000 plus contacts Branded email-shot to all potential students in our database who are interested in studying in the UK.	Check table one for cost	Text and image will need to be provided by the UK institution.
<b>Education UK Facebook</b> <a href="https://www.facebook.com/EducationUK.BritishCouncil">https://www.facebook.com/EducationUK.BritishCouncil</a> <b>Targeted and boosted Facebook posts</b>	The page currently has 14608 followers. Reach 44,000-150,000 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.	£450 for 4 posts	4 images of 504X504 pixels. Content for each posts , with text of less than 20 per cent of the surface area
<b>Third party website advertisement</b>	Advertisement through Hamariweb Ad  Up to 800,000 searches on key external popular channels mostly visited by the youth aged from 18-35. <a href="http://hamariweb.com">hamariweb</a>	Website advertisement. This will be a package which will run for one week prior to the event. Approximately £600	Text and image will be provided by the UK Institution.
<b>Third party website advertisement</b> Advertisement through Google Ad on third party website	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.espncricinfo.com">www.espncricinfo.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>	Website advertisement. This will be a package which will run for one week prior to the event. Approximately £900	Banner type: static Banner format: .jpg or .png.  Banner sizes: 300x250 728x90 300x50  Text and image will be provided by the UK Institution.
<b>Webinar masterclasses</b>	Deliver subject specific master classes in select local institutions to a direct audience interested in studying in the UK.  Web seminars are more aligned towards brand building and generate student interest to study in the UK.	£200 per seminar	Topics/content of the seminars to be pre-decided by the UK Institution
<b>Advertorial on the <a href="#">Education UK Pakistan website</a></b>	Home page gets over 155 page views per day.	£400 for two weeks	Content to be sent by UK Institution

<b>Sri Lanka</b>			
<b>Activity</b>	<b>Reach</b>	<b>Price (VAT will be added)</b>	<b>Requirements</b>
<b>Targeted Email shots</b>	3000 plus contacts Branded email-shot to all potential students in our database who have visited Education UK events in the last two years.	Check table one for cost	Text and image will need to be provided by the UK institution.
<b>Education UK Facebook</b> <a href="https://www.facebook.com/EducationUK.BritishCouncil">https://www.facebook.com/EducationUK.BritishCouncil</a> <b>Targeted and boosted Facebook posts</b>	Reach of 40000 – 100000 (of a possible maximum 210,000) over four posts	£ 250	4 images of 504X504 pixels. Content for each posts , with text of less than 20 per cent of the surface area
<b>Third party website advertisement</b>	Range of digital marketing opportunities on third party channels with British Council brokering the campaigns and providing expert market knowledge and content advice  Advertisement through Google Ads on third party website  893 clicks and up to 500K impressions	This will be a package which will run for one month. Approximately £56	We will need the creatives in text and text+ images
<b>SMS shots to a database of prospective students</b>	2499 students. These will be predominantly degree holders, TNE institution students and Public Sector University students.	£ 200	We will need the creatives in text
<b>Webinar masterclasses</b>	Deliver subject specific master classes in select local institutions to a direct audience interested in studying in the UK.  Web seminars are more aligned towards brand building and generate student interest to study in the UK.	£ 150	Topics/content of the seminars to be pre-decided by the UK Institution
<b>Advertorial on the <a href="#">Education UK Sri Lanka website</a></b>	Home page gets over 600 page views per month.	£400 for two weeks	Content to be sent by UK Institution

**TABLE ONE**

Size of database	Cost
1–999	£150
1,000–2,499	£200
2,500–4,499	£250

4,500–6,999	£300
7,000–9,999	£350
10,000–13,499	£400
13,500–17,499	£450
17,500–21,999	£500

- 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.
- Facebook reach figures are highly dynamic and may change.
- 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

## Contact

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