

## BOOST YOUR LEADS AND PROMOTE SELECTED COURSES

Opportunities are now open to take part in the British Council's, **UK Subject Campaign**, designed to promote UK's expertise in different subject areas to students in Mexico, Colombia and Brazil, and counselors in the USA.

The campaign content will demonstrate students and college counsellors, the breadth and diverse academic offer in the UK – such as courses, expertise areas and career outcomes, opportunities that can be found.

Each week, we will spotlight a key subject area of the UK, reaching our audiences with an integrated offer of webinars, e-shots, social media content (Facebook and Instagram) and adverts across LATAM and the USA.

Please, bear in mind that our Latin American markets audiences be targeting undergraduate and postgraduate students, while In the USA the content will be adapted to college counsellors.

By joining us, you will be able to raise awareness of your individual course offer and generate leads within each market you are interested in.

## WHAT YOU NEED TO KNOW

Each week we will curate and promote content on a different subject area (Study "X" in the UK), exploring main highlights, benefits and career outcomes for students. Content for a paid social media campaign, an individual e-shot, and a short presentation about each area, will be also created and delivered through webinars to audiences in each target market.

Each subject area will have a week of dedicated content and promotion, with two slots available per subject in each market:

- Health Sciences
- Creative Arts
- Science
- Humanities

- Engineering
- Law
- Business and MBA
- Study English in the UK

We are offering **only two opportunities per subject** for UK institutions to promote their institution/courses in each Americas market – you could talk about your academic offer, your existing students experiences from the target market, your campus/facilities or research within subject area. With a maximum of two universities, participating institutions can expect a meaningful interaction during the webinar and exclusivity in the social and email campaigns.

**By purchasing a slot in the campaign, you will receive:**

### 1. Webinar Package

- From 15-20 minutes dedicated time in the webinar, and participation in the Q&A.
- The contact details of students/counselors who've signed up to the webinar, where they've given the appropriate permissions to share their details.
- A section of the e-shot, promoting the subject, the webinar – and your university!
- Paid promotion of your institution as part of the regional campaign on social media. This will be a comprehensive and highly targeted advertising campaign (focused on promoting the webinar sign up page to collect leads).
- A section of content on the webinar sign up page, to present your University.

The total cost per webinar package is just **£900 + VAT**, a significantly lower price than our past campaign and value of each part of the package.

### 2. Exclusive Package

- Guarantee dedicated time in the webinar (40 minutes), and participation in the Q&A.
- The contact details of students/counselors who've signed up to the webinar, where they've given the appropriate permissions to share their details.
- Exclusive section of the e-shot, promoting only your university and the webinar.
- Paid promotion of your institution as part of the campaign on social media (promoting the webinar sign up page to collect leads).
- An exclusive section of content on the webinar sign up page, to present your University.

This especial package will be offered for **£1,700 + VAT** – to guarantee only one UKI participating and promotion.

### 3. Sponsored Content

If you would like to get involved in the campaign, there will also be **one slot per subject area**, for one UKI to be feature in a dedicated paid promotional campaign for their institution – this could be 'bolted on' to a webinar package or a stand-alone promotion of the institution, as a featured university of the week. This sponsored content will cost **£300 + VAT**

The campaign will be run in USA, targeting High School Counsellors (meaning a focus on UG programmes would be preferred over PG content). In LATAM it will be run across Mexico, Colombia and Brazil, targeting potential UG and PG students.

Each subject area will have its own version of the campaign and webinar. If an institution is interested in participating across multiple countries, the following discounts will be applied:

| Multi Country Discount |         |
|------------------------|---------|
| 3 Countries            | 5% off  |
| 4 Countries            | 12% off |

Note: Webinars will be delivered in English, although promotional content will be translated in local language for LATAM Markets.

## EXPECTED ROI

We have engaged and well established audiences through our email databases of students and counsellors, and through our **Study UK Facebook** page. You can review figures for reach and engagement you could expect from these channels on the table below, as well as the audiences to expect for the webinars.

| Audiences on Social Media (Study UK Facebook) |                      |   |  |
|---|----------------------|---|--|
| Market  | Organic Reach (fans) | Paid reach (through campaign – fans, friends of fans with additional layers of targeting) | Expected link clicks (based on previous campaigns) |
| United States                                 | 13,700 +             | 30,000+ *   | 350+   |
| Mexico  | 30,800 +             | 180,000+  | 1,000+   |
| Brazil  | 11,300 +             | 70,000+   | 700+   |
| Colombia                                      | 3,600 +              | 53,000+   | 600+   |

| Audiences through e-shots |                     |  |  |
|---------------------------|---------------------|--|--|
| Market                    | Subscribers sent to | Open rate 2018 (industry average for Education: 22%) | Click rate 2018 (industry average for Education: 2.6%) |
| United States**           | 4,000 +             | 30%  | 12%  |
| Mexico                    | 10,300 +            | 23%  | 8%   |
| Brazil                    | 13,500 +            | 24%  | 12%  |

|          |          |     |    |
|----------|----------|-----|----|
| Colombia | 31,500 + | 21% | 7% |
|----------|----------|-----|----|

\* Highly targeted campaign, to those working in education

\*\* Counsellors database

On previous webinars to students in LATAM, we have had around 80+ sign ups, the majority of whom giving consent for their details to be passed on. Webinar attendance has varied between 20 and 70, although again, all those who sign up receive the recording.

We have run several webinars to counsellors in the US, and have had great participation with around 70+ sign ups and 20+ attending live. We are expecting similar numbers.

## HOW CAN YOU PARTICIPATE

Places will be allocated on a first-come, first-served basis.

You just need to complete this simple form ([HERE](#)), and indicate:

- which subject area(s) you're interested in,
- whether you want the webinar package, especial package and/or sponsored content,
- in which campaigns (markets) you'd like to be featured.

## DEADLINES

Content deadlines are as follows:

- Text and images for adverts: 2 weeks before your desired start date.
- Text and images for e-shots: 2 weeks before your desired start date.
- Text and logo for sign up page: 2 weeks before your desired start date.
- Slides for your presentation: 3 days before your webinar.

## TRANSLATIONS

The Brazilian, Colombian and Mexican e-shot, content and social media ads will be published in local language, and all content (besides the webinar) should be translated into Brazilian Portuguese or Spanish (according to the markets you choose to be featured in).

If you are unable to supply your content translated, we can offer this service for a small additional fee of £100 to cover the costs (covers e-shot, advert, and web content).

## CONTACT OUR TEAM

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