

UK ELT Digital Campaign

British Council Turkey is offering a unique opportunity for UK ELT providers to raise their brand awareness through our digital campaign. In order to increase the impact of the campaign this will be run at the same time with the UK HE Digital Campaign. However the communications channels will vary according to the target audience.

The campaign will be run between 1 February-1 March 2018. However the content will remain on our website after the paid promotion for another few months.

Aim:

To inform interested users about English programme opportunities in the UK.

Campaign plan:

Title:

Which language course you should choose in the UK to improve your English?

Structure:

Tests on social media - Different personality test types on social media are very popular in Turkey and people tend to engage and share these tests and their results a lot. Our test on study opportunities in the UK will engage with the users in a fun way and be distributed on other relevant youth portals where young people spend most of their time.

All traffic through promotions will be directed to a landing page on the British Council Turkey website where we will place information, visuals, videos and highlights about participating ELT providers.

The user will be encouraged to take a test through an application on social media at www.playbuzz.com after reading the information on the website.

A sample test is here: www.playbuzz.com/ertane10/hangi-youth-karakterisin

At the end of the test, users will be matched with the most suitable ELT provider that they should consider for study. They will see a short text which explains the results for the matching provider. Users will be directed to the provider's website at the end of the test to read more about the provider.

We will collect users' information and they will be eligible to take part in the prize draw.

The campaign will enable us:

- To place the UK as the first choice of destination
- To showcase the advantages of studying in the UK and the UK ELT providers
- Show the diversity of the UK ELT sector
- To help UK ELT providers raise their brand awareness in Turkey

- To drive traffic to participating ELT providers' websites through the British Council channels
- Engage with users through in an entertaining way
- To promote the campaign through the British Council's social media channels
- Be visible on local youth portals with exclusive content
- Place banners on career related websites and language learning/dictionary websites where learners spend a lot of time

Why you should be part of it?

The number of UK short term study visas has increased by almost 60% according to 2016 visa statistics. There is strong evidence that the interest will likely to increase.

Through this digital campaign ELT providers will have a chance to promote themselves in such a promising market.

Places are limited to 15 institutions.

Price: £500 + VAT

The fee includes translation.

Deadline

UK ELT providers interested in this opportunity should email semra.yalcin@britishcouncil.org.tr by **Friday 12 January 2018**.

Requirements:

- A brief introduction highlighting your strengths and interesting facts about your school
 - Please consider how you like your school to be recognised
 - Its history, campus size, city size, social activities, popular language courses etc.
- Landing page on your website where the users will be directed to
- Image: Lively images showcasing student life on your campus
- Logo
- A symbolic prize featuring your brand e.g: hat, sweatshirt, t-shirt for the quiz winners

British Council will run the campaign on its websites, social media channels and a third party channel that is highly rated in Turkey.

List of activities and descriptions	
Platform	Activity description
Facebook	<ul style="list-style-type: none"> • Quiz on Facebook campaign • Reach will be boosted with promoted posts <p>Followers: British Council Turkey Facebook: 163K Study UK Global Facebook: 4K</p>

Twitter	<p>Twitter campaign</p> <ul style="list-style-type: none"> • Tweets on the quiz • Retweeting posts by participating UK ELT providers <p>#StudyUK</p> <p>Reach: 19K</p>
Global Study UK Instagram	Followers: 3,700
Website	<p>Visitors (annual) British Council website 1.3 million visitors</p>
Email shot and Study UK e-Newsletter	<p>Email shot to targeted audience</p> <p>Reach: British Council student database: 50K</p>
Third party channel	<p>GDN</p> <p>Local youth portals e.g. Onedio, biliyomuydun, listelist</p> <p>Web banners on career websites e.g. kariyer.net</p> <p>language learning websites e.g. busuu, dualingo, dictionary websites like Tureng and others</p>

Timeline:

Deadline for confirmation of your participation and submission of your materials	12 January 2018 Friday
Launch of campaign	1 February 2018 Thursday
Campaign finishes	1 March 2018 Thursday