

BE PART OF A BRAND NEW CAMPAIGN TO PROMOTE THE UNITED KINGDOM AS STUDY DESTINATION

Opportunities are now open to be part of our latest digital campaign, the **Virtual Tour UK 2019**, designed to promote different UK regions as study destinations to audiences in the US, Canada, Mexico, Brazil and Colombia.

The campaign is aimed to familiarize both students and college counsellors with diverse regions of the UK, demonstrating the breadth of what the UK has to offer - both in terms of the sites, places and experiences, and of course the academic opportunities that can be found.

Each week during the 8-week campaign, we will spotlight a different region of the UK, reaching our audiences through a combination of web content, a webinar, social content (and advertising) and e-shots. In the Latin American markets we'll be targeting UG and PG students. In the USA and Canada the content will be adapted to college counsellors (UG).

For each of the 8 UK regions we are inviting **up to two** UK Universities to join us, for each target market in the Americas.

By joining us, your University will be able to take advantage of participating in a wider campaign, promoting your region, and raise awareness of your individual offer.

THE DETAILS

Each week we'll curate and promote content on a different region of the UK, exploring the hidden delights and benefits of living and studying in that region.

We will create content for a paid social media campaign, a special e-shot, and a short presentation about the region, which will be delivered through a webinar to audiences in each target market within the Americas.

The UK has been broken down into eight regions, and each will have a week of dedicated content and promotion, starting 28th January 2019.

- Northern Ireland – 28th January
- Scotland – 4th February
- Wales – 11th February
- London – 18th February
- Northern England – 25th February
- Central England and East Anglia – 4th March
- Southwest England – 11th March
- Southeast England – 18th March

We are offering **just two opportunities per region** for UK institutions to promote their institution in each Americas market – you could talk about your academic offer, your existing students from the target market, your campus/setting – just about anything! With a maximum of two universities per region, participating institutions can expect a meaningful interaction during the webinar and a level of exclusivity in the paid social and email campaigns.

By purchasing a slot in the campaign you will receive:

- 15-20 minutes dedicated time in the webinar, plus participation in the 10 minute Q&A
- The contact details of counsellors/students 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 region, the webinar – and your university!
- Paid promotion of your institution as part of the regional campaign on social media. This will go beyond a boosted Facebook post, and will be a comprehensive and highly targeted advertising campaign. Adverts will be focused on promoting the webinar sign up page.
- A section of content on the webinar sign up page.

The total cost per webinar package is just **£1,200 + VAT** – a significantly lower price than the constituent parts of the package.

We are also offering one UK institution per UK region the opportunity to feature in a dedicated (paid) promotional campaign for their institution – this could be 'bolted on' to the webinar package or indeed could be a stand-alone promotion of the institution, as a featured university within the region of the week. This **Sponsored Content will cost £300 + VAT**

The campaign will be run in USA and Canada, 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 country will have its own version of the campaign and webinar. If an institution is interested in participating in promotions/webinars across multiple countries, the following discounts will be applied:

Multi Country Discount	
3 Countries	5% off
4+ Countries	12% off

All webinars will be delivered in English, although promotional content will be translated in LATAM Markets.

EXPECTED ROI

By participating in the campaign, you can expect to reach hundreds of thousands of people. Although not always generating a lead you can measure, reach and awareness are important considerations of your marketing mix.

We have engaged and well established audiences through our email databases of students and counsellors, and through our Study UK Facebook page.

Below, we've set out some of the figures for reach and engagement you could expect from these channels, as well as the audiences we could expect for the webinars. We've run several webinars to counsellors in the US, and have had great participation.

Audiences on Social Media (Study UK Facebook)			
	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	13,900 +	50,000+ *	350+
Canada	2,800 +	40,000+ *	200+
Mexico	30,900 +	180,000+	1,000+
Brazil	11,500 +	170,000+	750+
Colombia	3,600 +	120,000+	600+

*highly targeted campaign, to those working in education

Audiences through e-shots		Average open rate 2018 (industry average for Education: 22%)	Average click rate 2018 (industry average for Education: 2.6%)
United States*	4,000 +	30%	12%
Canada*	4,000 +	28%	8%
Mexico	9,500 +	27%	8%
Brazil	11,500 +	29%	12%
Colombia	24,500 +	23%	7%

* Counsellors databases

We've run numerous webinars in the past to US College Counsellors, and have consistently had sign ups over of over 150 college counsellors, the majority of whom giving consent for their details to be passed on. Webinar attendance has varied between 60 and 120, although again, all those who sign up receive the recording.

We've not run webinars in LATAM in the past, although we have promoted short pop-up events, and received over 500 sign ups, with 150+ in attendance. We are expecting similar numbers, if not more for the webinars.

HOW CAN YOU PARTICIPATE

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

You just need to complete this simple form (<https://goo.gl/forms/7np2sc0albV8l4EL2>), and indicate:

- in which UK region you're situated
- whether you want the Webinar package and/or standalone Facebook promo
- in which campaigns (Americas markets) you'd like to be featured.

DEADLINES

To take part in the campaign, please consider the following deadlines:

- Confirmation of which package and which market you would like: 11th January 2019.
Please note that spaces are limited and likely to sell out.

Content deadlines are as follows

- Text and images for adverts: 2 weeks before the campaign week for your region
- Text and images for e-shots: 2 weeks before the campaign week for your region
- Text and logo for the webinar promotion page: 2 weeks before the campaign week for your region
- Slides for your presentation: 3 days before your webinar.

You do not have to wait for the deadlines, please send us your content once you have it ready.

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

Get in contact with our Higher Education Americas Team and we will get back to you shortly.

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