

INTERNATIONAL EDUCATION SERVICES CONFERENCE 2018

WIDER EUROPE
Kazakhstan, Russia, Turkey
Digital engagement

#IES2018
<https://www.britishcouncil.org/education-services>

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Agenda

Markets digital landscape
Customer of Future

Country overview:

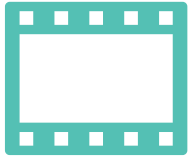
Market insights

Best case: digital engagement with customers

Digital marketing packages

Discussion

Regional landscape



New forms of
engagement



Messengers
take over



Advanced
targeting

Our experience



Access to channels
that audience use



Digital marketing
innovations tested and
implemented

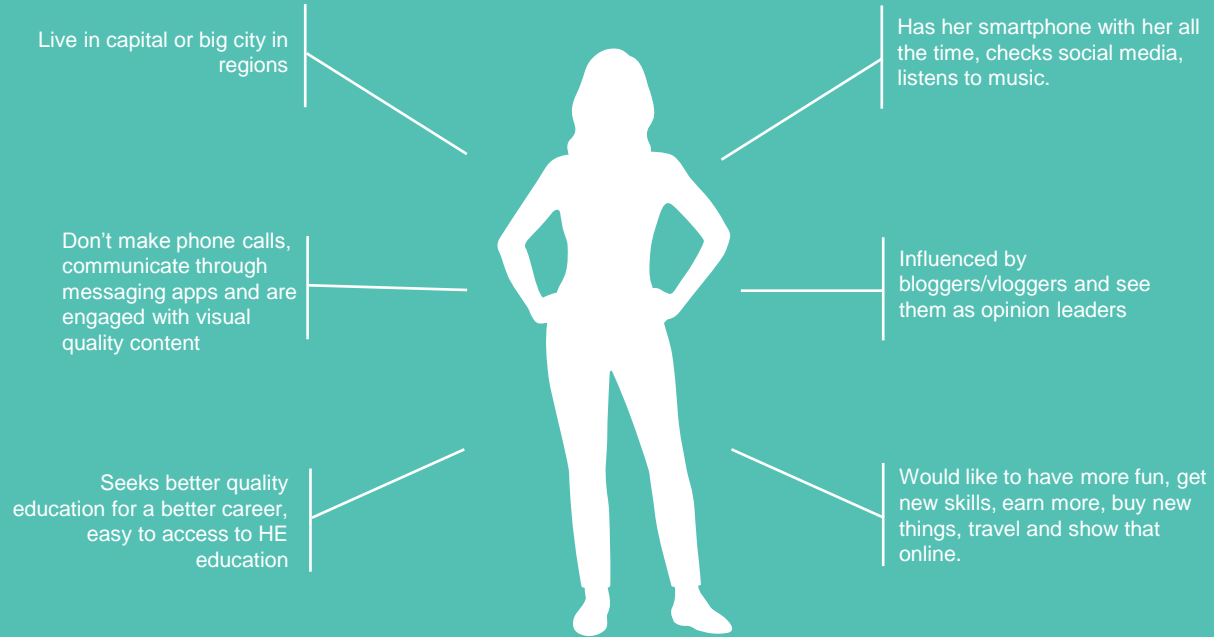


We know
customer needs

Customer of future



UNKNOWN PROFILE BLUEPRINT



Kazakhstan



Kazakhstan



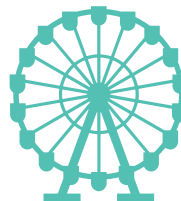
77 per cent
penetration



Digital advertising
success



Top 10 country
social media growth



Internet
for fun and information

Kazakhstan



Webinars



Bloggers cooperation



Native advertising



Instagram

Kazakhstan

Colleges and boarding schools fair 2017

Cooperation with specific bloggers
Audience – young and successful mothers



Russia

Swansea University

- Established in 1920 - strong tradition of excellence in teaching and research
- Top ten for the UK's Best Student Experience
- Friendly and supportive city location
- Scholarships for excellence students
- Strong industry links and work placement programmes
- Free English language programme for enrolled students
- University accommodation
- 6th safest city in the UK

www.swansea.ac.uk/international

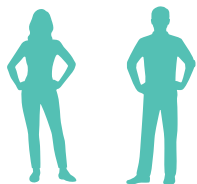


Swansea University

- Advanced courses for students studying business, law and health sciences
- Swansea University offers a range of courses designed to meet your skills and confidence
- Swansea University offers a wide range of courses for work of today. It has been founded

Swansea University
Business Law

Russia



98 per cent
core TA online



Mobile internet
usage is high



2:20 hours
daily on social media



Largest online video
viewing market

Russia

LinguaLeo partnership

Creating a special course and
a competition to promote UK ELT sector in Russia



Russia



Targeting other
Russian cities



Competitions
for students



Alumni's used
for social media promotion



Local partners
digital resources

Turkey



SUBJECT AREAS

- Accounting and Finance
- Business
- Education
- Engineering
- Healthcare
- Information Technology
- International Trade
- Law
- Life Sciences
- Manufacturing
- Media
- Public Administration
- Public Health
- Real Estate
- Retail
- Transportation
- Urban Planning
- Visual Arts

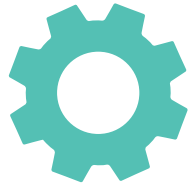
Turkey



6.5h online
per day



45 per cent uses
social media on mobile



Rollout of
4.5g network

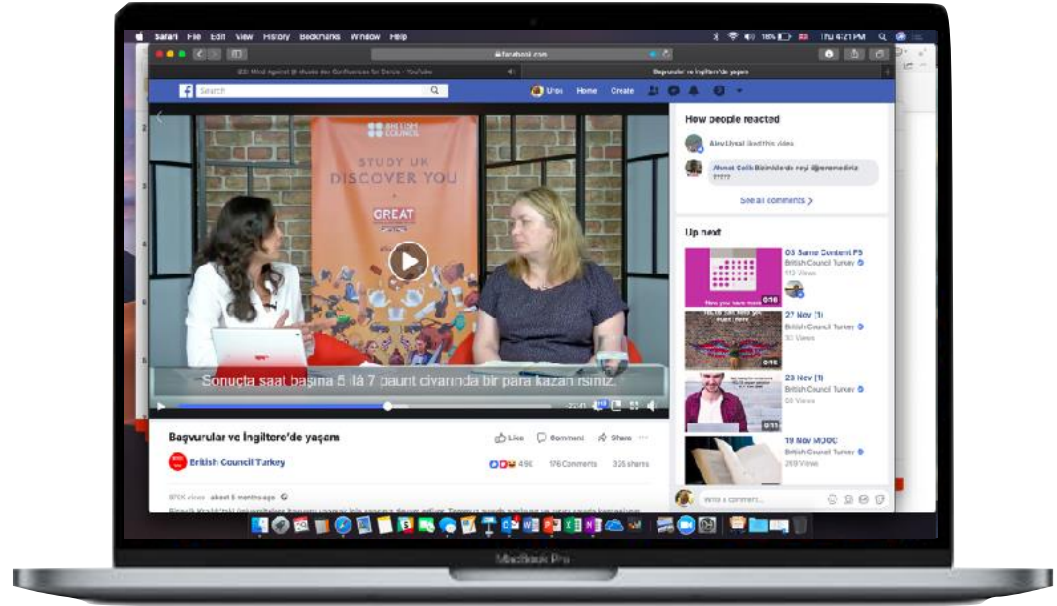


Online ad spend
growth

Turkey

Facebook live with
University representatives

5,000 reactions
170 comments
325 shares



Turkey



Vloggers
cooperation



Each access to
schools and Uni's channels



Livestreams
with Uni's representatives



Online lectures and
capacity building trainings

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