Digital and Social Media in International Student Recruitment

Richard Badley & Ian Morgan

(Educate) (Penna Communications)

28th January 2011

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Who are Educate?

Sector changes

"…**universities will become more global**. The most successful British universities will take in even more overseas students

"So, whatever happens, there will be no increase in the funds from domestic student fees until at least 2013. So, many will try to **boost their income from overseas students**.

"There are an estimated 3.5m students who are internationally mobile within OECD countries. The **UK currently has the second largest market share** at 11.6% of all overseas students.

"But the UK faces a **struggle to increase market share**…."

Mike Baker, BBC Education

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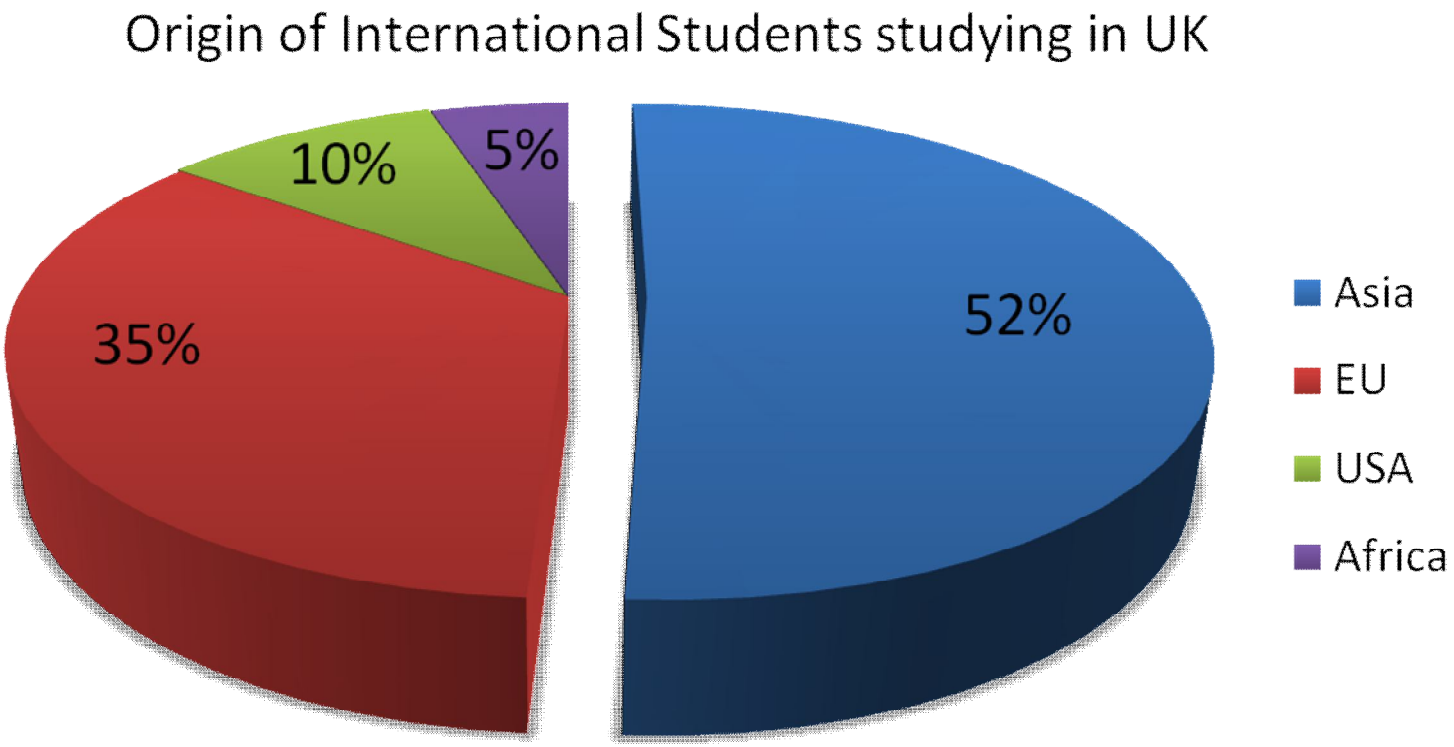
Students are moving



Sources: UNESCO – DEPP

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Let’s talk about you...

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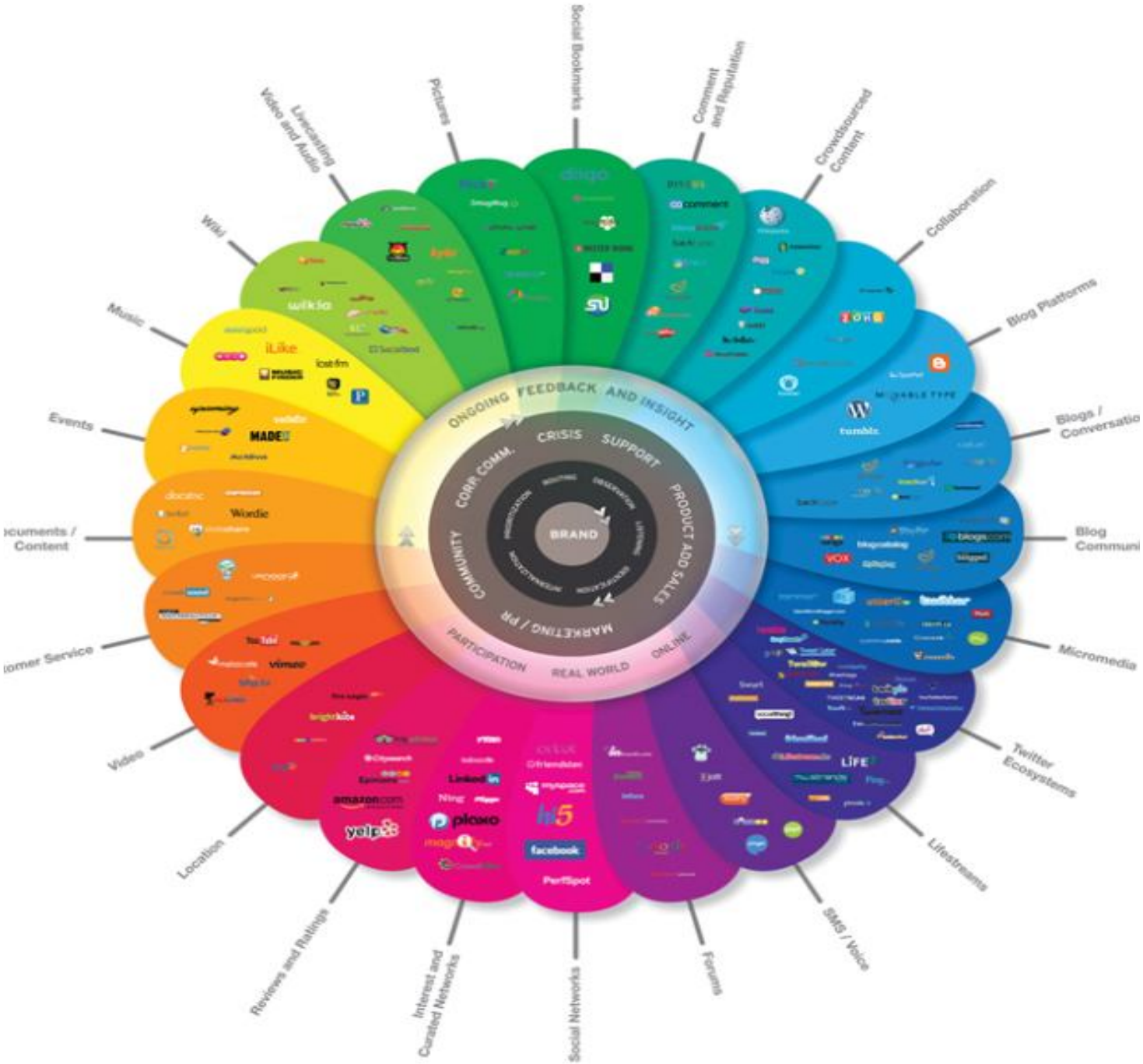
Social Bookmarks
Comment and Reputation
Crowdsourced Content
Collaboration
Blog Platforms
Blogs / Conversatio
Blog Commun
Micromedia
Twitter Ecosystems
Lifestreams
SMS / Voice
Forums
Social Networks
Interest and Curated Networks
Reviews and Ratings
Location
Video
omer Service
ocuments / Content
Events
Music
Wiki
Video and Audio
Livecasting
Pictures
ONGOING FEEDBACK AND INSIGHT
CRISIS
SUPPORT
PRODUCT ADD SALES
MARKETING / PR
COMMUNITY
CORP COMM.
BRAND
PARTICIPATION
REAL WORLD
ONLINE
wikia
iLike
last.fm
MADE
Wordle
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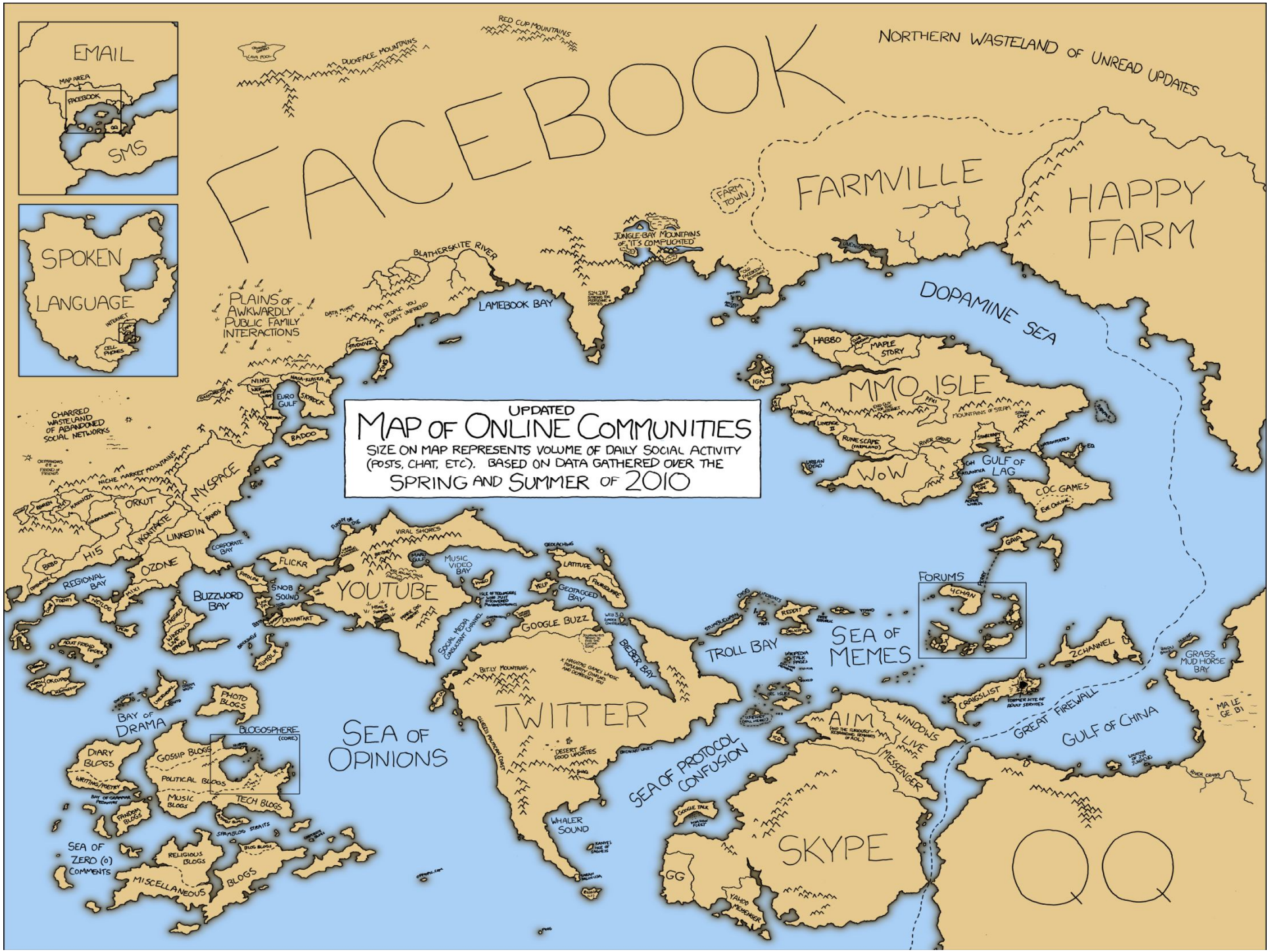
amazon.com
yelp
Linked in
Ning
plaxo
facebook
PerfSpot
tumblr
WORDPRESS
blogspot
twitter
LIFE


UPDATED
MAP OF ONLINE COMMUNITIES
SIZE ON MAP REPRESENTS VOLUME OF DAILY SOCIAL ACTIVITY (POSTS, CHAT, ETC). BASED ON DATA GATHERED OVER THE SPRING AND SUMMER OF 2010
EMAIL
MAP AREA
FACEBOOK
SMS
SPOKEN LANGUAGE
INTERNET
CELL PHONES
FACEBOOK
NORTHERN WASTELAND OF UNREAD UPDATES
RED CUP MOUNTAINS
PUCKFACE MOUNTAINS
FARMVILLE
HAPPY FARM
FARM TOWN
JUNGLE-BAY MOUNTAINS OF "IT'S COMPLICATED"
BLATHERSKITE RIVER
LAMEBOOK BAY
PLAINS OF AWKWARDLY PUBLIC FAMILY INTERACTIONS
DOPAMINE SEA
HABBO
MAPLE STORY
MMO ISLE
MOUNTAINS OF STEAM
RUNESCAPE (FARMLAND)
RIVER GRIND
WoW
GULF OF LAG
CDC GAMES
EA ONLINE
IGN
CHARRED WASTELAND OF ABANDONED SOCIAL NETWORKS
NICHE MARKET MOUNTAINS
NING
NAVA-KURKEA
EURO GULF
SKYROCK
BADOO
NYSPACE
ORKUT
WONTAKE
LINKED'IN
CORPORATE BAY
HI5
OZONE
REGIONAL BAY
BUZZWORD BAY
FLICKR
SNOB SOUND
DEVIANTART
VIRAL SHORES
YOUTUBE
MUSIC VIDEO BAY
SOCIAL MEDIA GOSSIPMONGER CHANNEL
GEOTAGGED BAY
LATITUDE
FOURSQUARE
YELP
GOOGLE BUZZ
BIEBER BAY
TROLL BAY
REDDIT
SEA OF MEMES
FORUMS
4CHAN
Z-CHANNEL
GRASS MUD HORSE BAY
CRAIGSLIST
GREAT FIREWALL
GULF OF CHINA
BITLY MOUNTAINS
TWITTER
DESERT OF FOOD UPDATES
WHALER SOUND
SEA OF PROTOCOL CONFUSION
AIM
WINDOWS LIVE MESSENGER
SKYPE
GG
YAHOO MESSENGER
QQ
BAY OF DRAMA
PHOTO BLOGS
BLOGOSPHERE (CORE)
DIARY BLOGS
GOSSIP BLOGS
POLITICAL BLOGS
MUSIC BLOGS
TECH BLOGS
WRITING/POETRY
FANDOM BLOGS
SPAMBLOG STRAITS
SEA OF ZERO (0) COMMENTS
RELIGIOUS BLOGS
MISCELLANEOUS BLOGS
SEA OF OPINIONS

Social Media – the facts

- Social networks are now more popular than e-mail

8 %

23 %

- Member communities are visited by 67% of the global online population

- Time spent on social sites is growing at 3 times the overall internet rate

Stats from Nielsen

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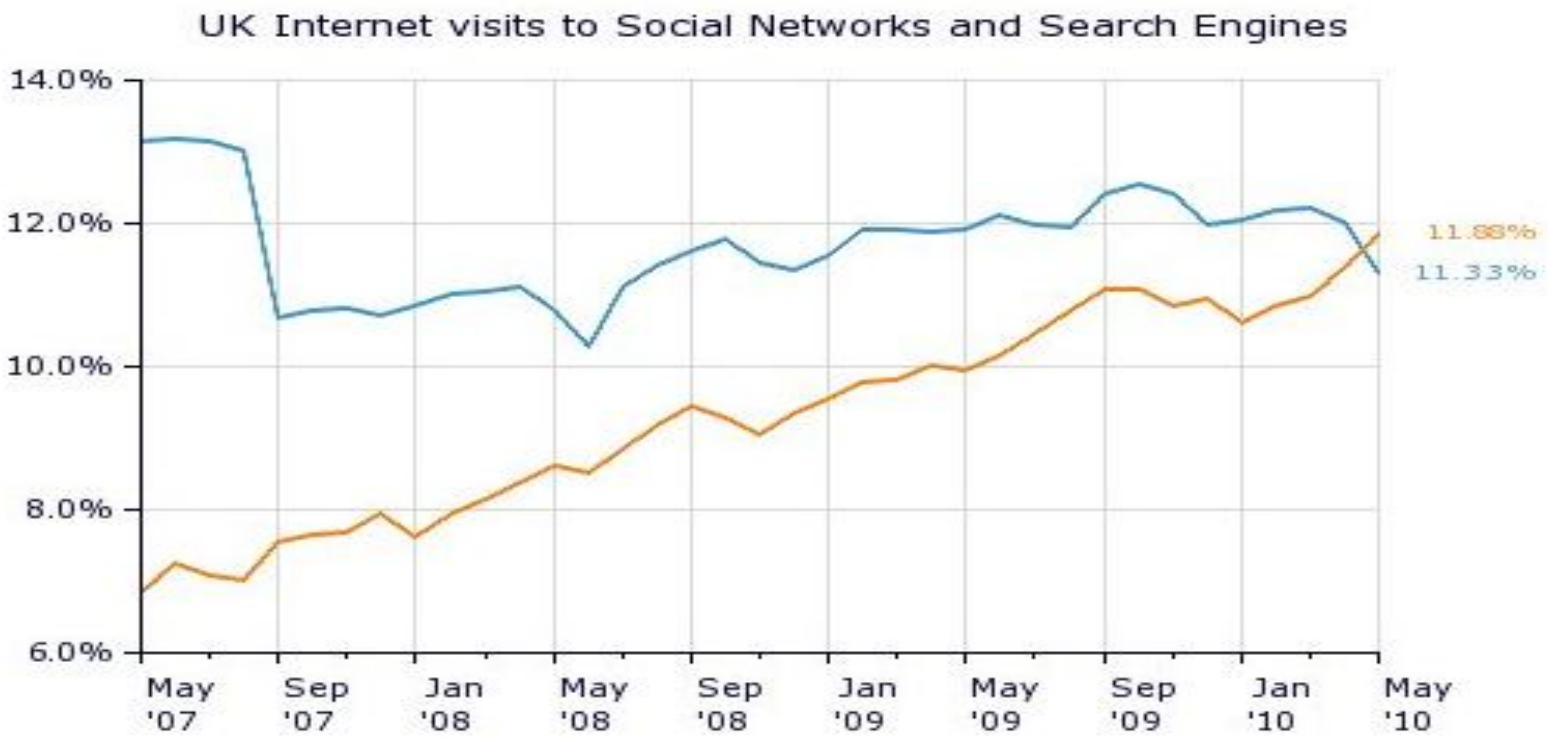
SNS are taking over…



Search Engines

Social Networks and Forums

Experian Hitwise

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Social Media – should we use it?

- Social networking sites carry over 25% of all online advertising in the UK. £680m per annum (2009)

- 98% of students have a Facebook account

=

Stats from ComScore and Milkround

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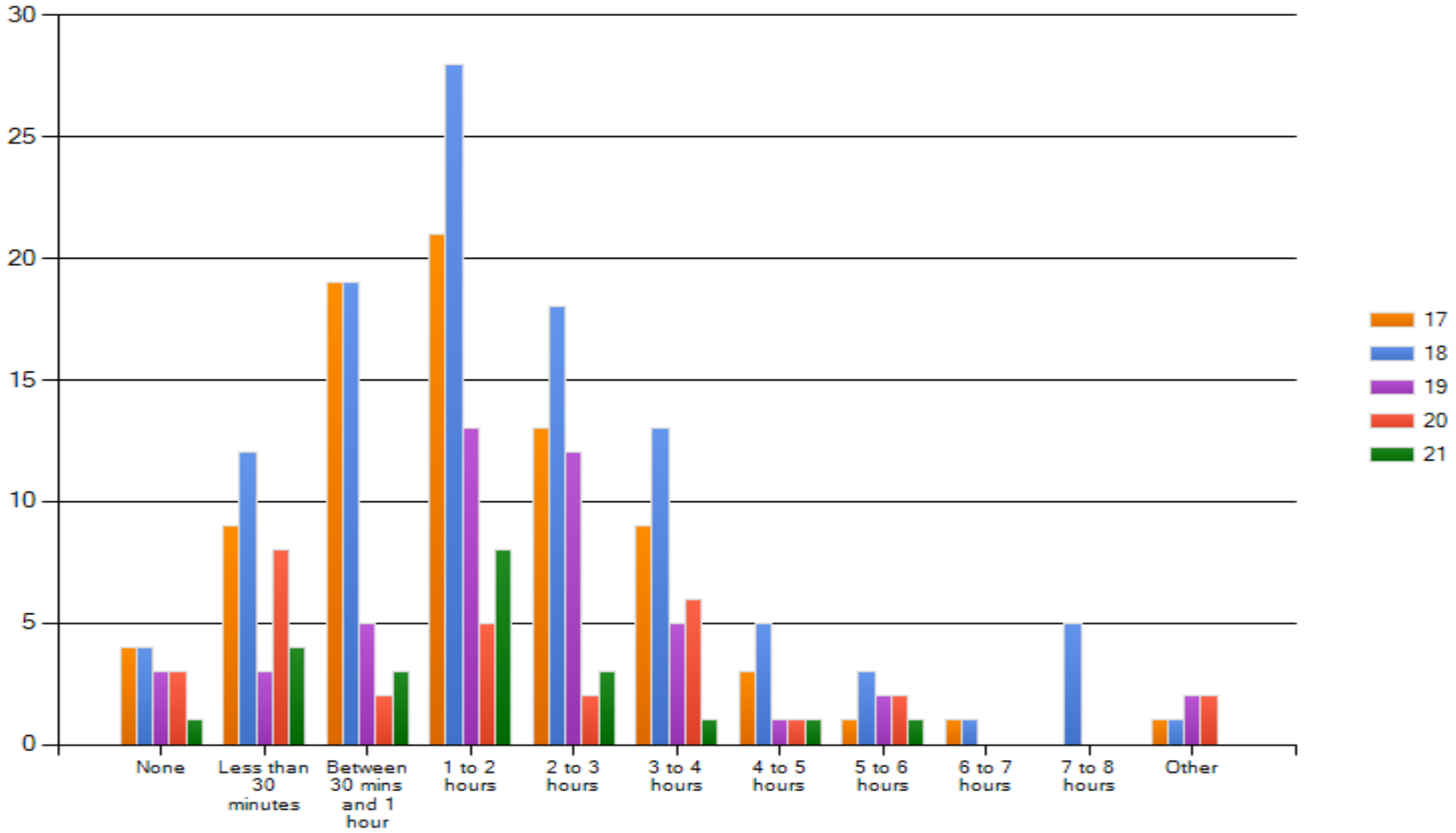
??Time online per day



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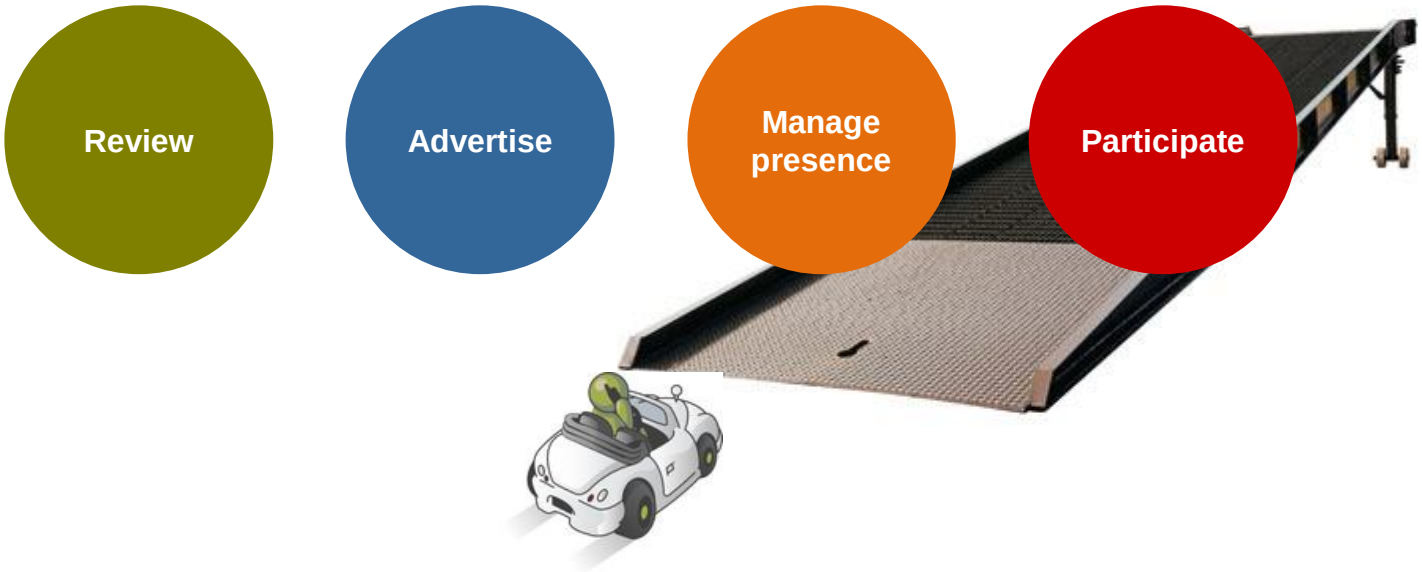
What are the opportunities?

- Social media presents two real opportunities
  - An advertising platform
  - A platform for engagement

What do **you** want to do?

R.A.M.P.



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Advertise

Lets look at the quick wins?

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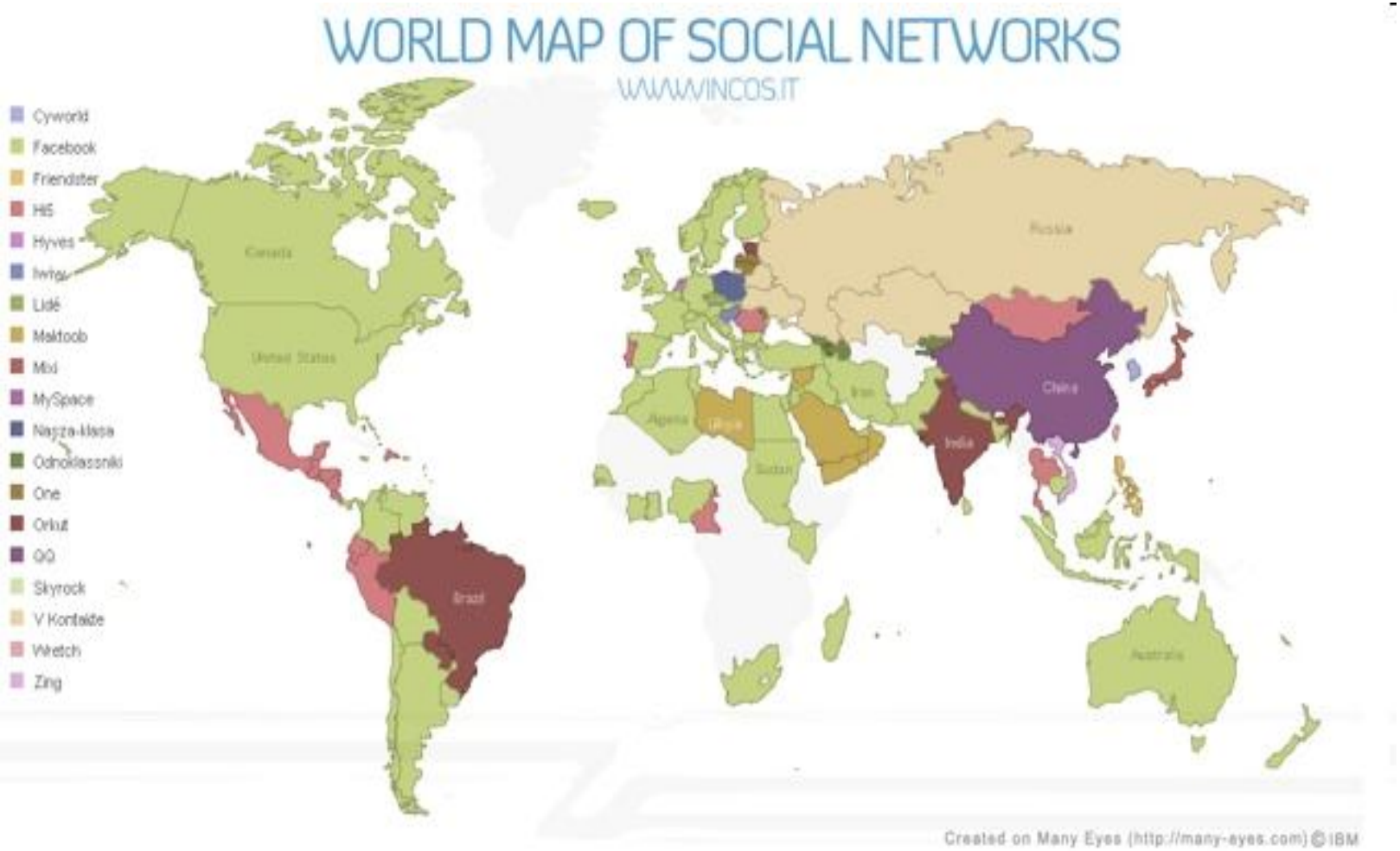
Social Networks. What Where?



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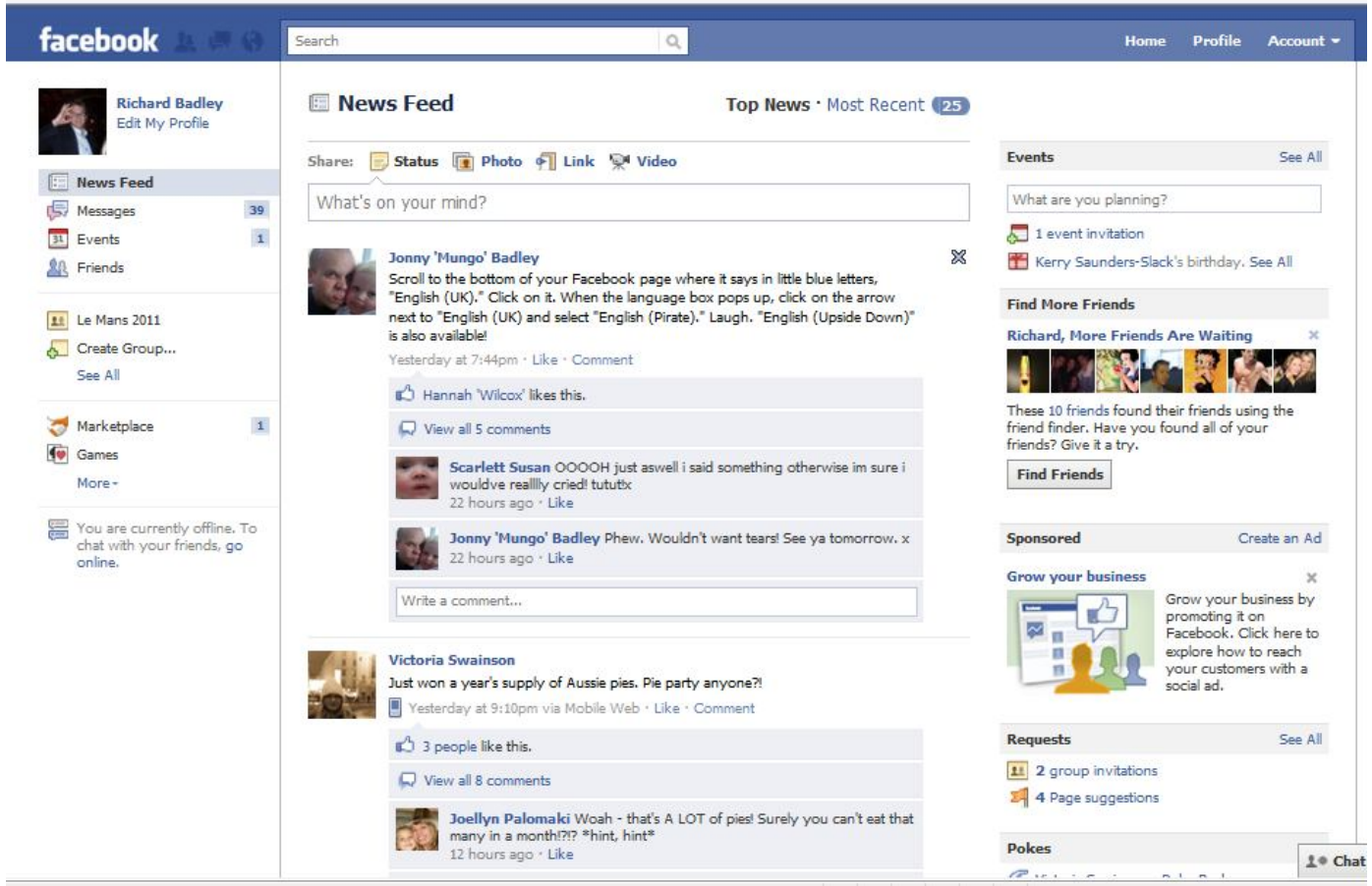
The most obvious choice



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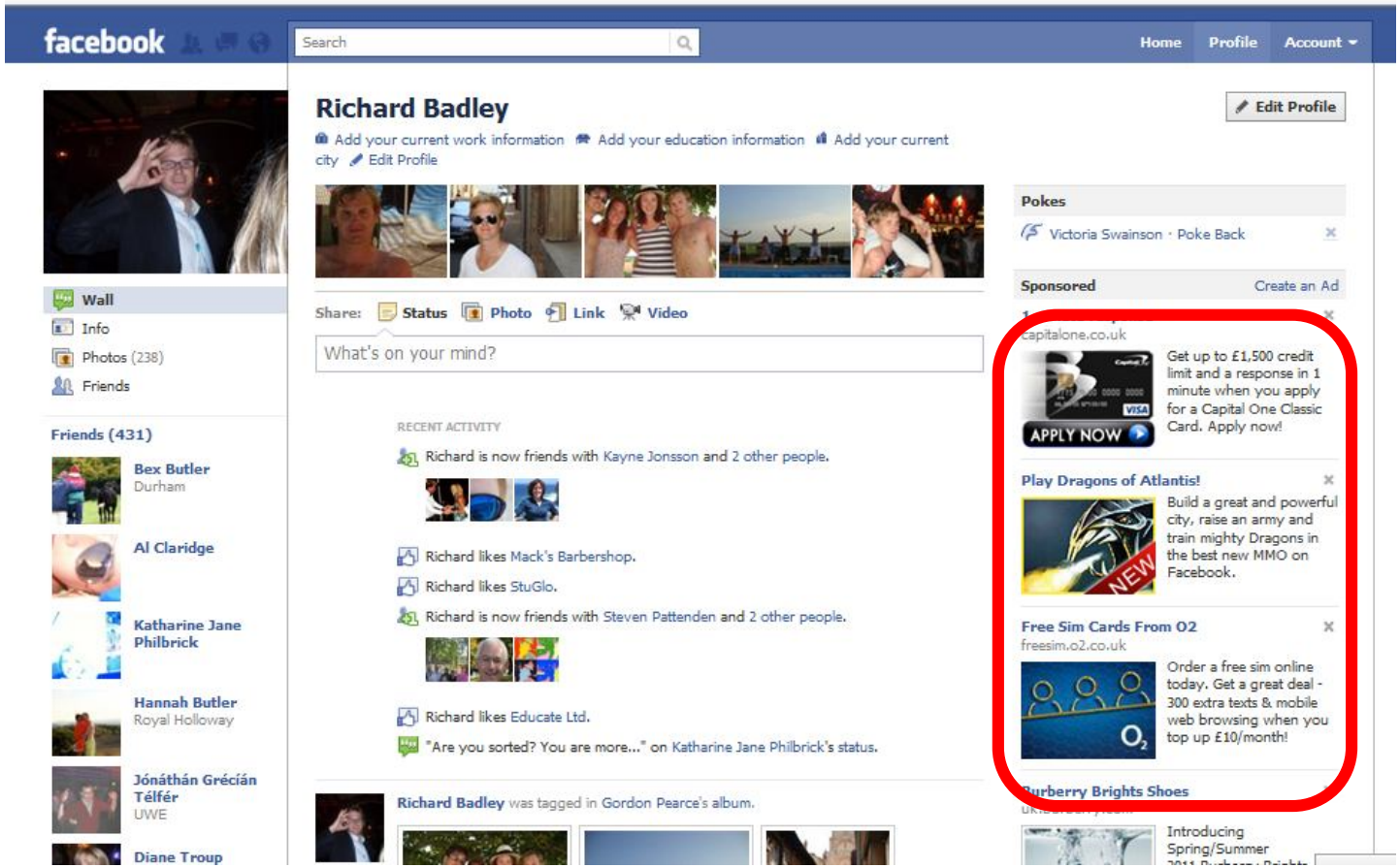
What is that Institutions can do?



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Facebook case example

European University

- Target markets: Bulgaria, Vietnam, Indonesia, Thailand, Malaysia
- Objective: Promote fair and agent presence
- Spend: £3,000
- Solution: City + country targeted campaign
  Local language and English creative
  20 – 30 year olds
  Minimum current level of education equal to college
  One month campaign per fair
- Result: 25,570 clicks

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Facebook case example

London University

- Target markets: Middle East, Russia, Turkey
- Objective: Promote specialist courses (Fashion) while increasing presence and driving traffic from with minimal investment
- Spend: £1,000
- Solution: Country targeted campaign
  English creative
  18 – 25 year olds
  Minimum current level of education equal to college
- Result: 1,029 clicks

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Event registration

Fair / Event registration – in country visits

- Target markets: India, eight cities
- Objective: Increase in-country marketing activity prior to staff visits to fairs and events.
  Promote January course starts.
  Encourage pre-registration for events across ten Indian cities
- Spend: £1,000
- Solution: City targeted campaign based on fair attendance
  English creative
  20 – 32 year olds
  Minimum current level of education equal to college
  Facebook event page
- Result: 3,068 clicks.
  80 + pre-registrations

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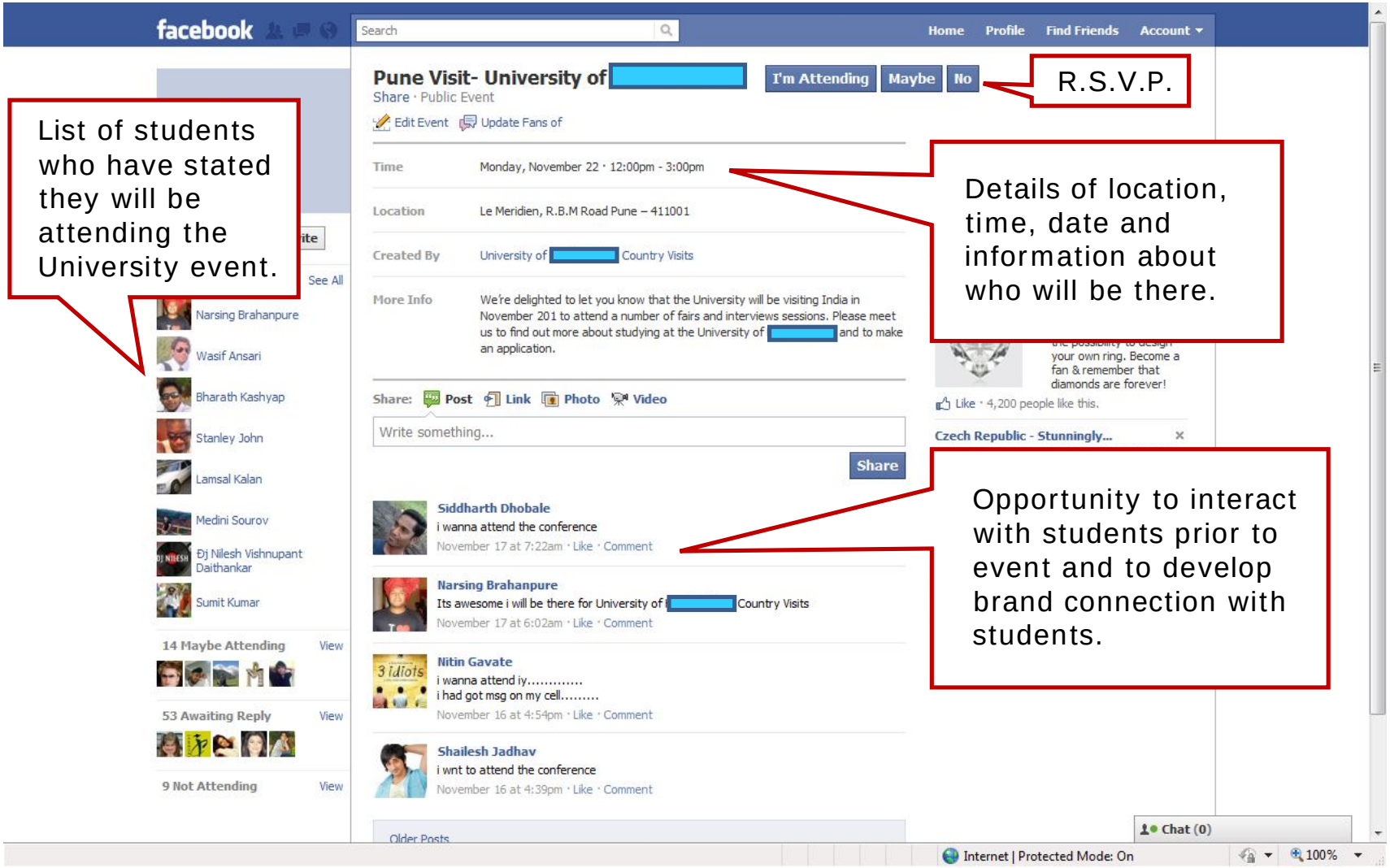

List of students who have stated they will be attending the University event.

Details of location, time, date and information about who will be there.

Opportunity to interact with students prior to event and to develop brand connection with students.

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There is an audience for everyone

10,240 people
•who live in the UK
•over the age of 18
•who are at university
•studying business, business administration, business management, international business, economics, mathematics, finance or accounting
•who are second year students, third year students or fourth year students

1,040 people
•who live in Germany
•over the age of 18
•who are at university
•studying business, business administration, business management, international business, economics, mathematics, finance or accounting
•who are second year students, third year students or fourth year students

432,080 people
•who live in the United States
•over the age of 18
•who are at university
•studying business, business administration, business management, international business, economics, mathematics, finance or accounting
•who are second year students, third year students or fourth year students

140 people
•who live in Taiwan
•over the age of 18
•who are at university
•studying business, business administration, business management, international business, economics, mathematics, finance or accounting
•who are second year students, third year students or fourth year student

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Display social networks

- Friendster case study

Campaign Objective:
To promote the Bolton representatives' attendance at an event in Jakarta, Indonesia

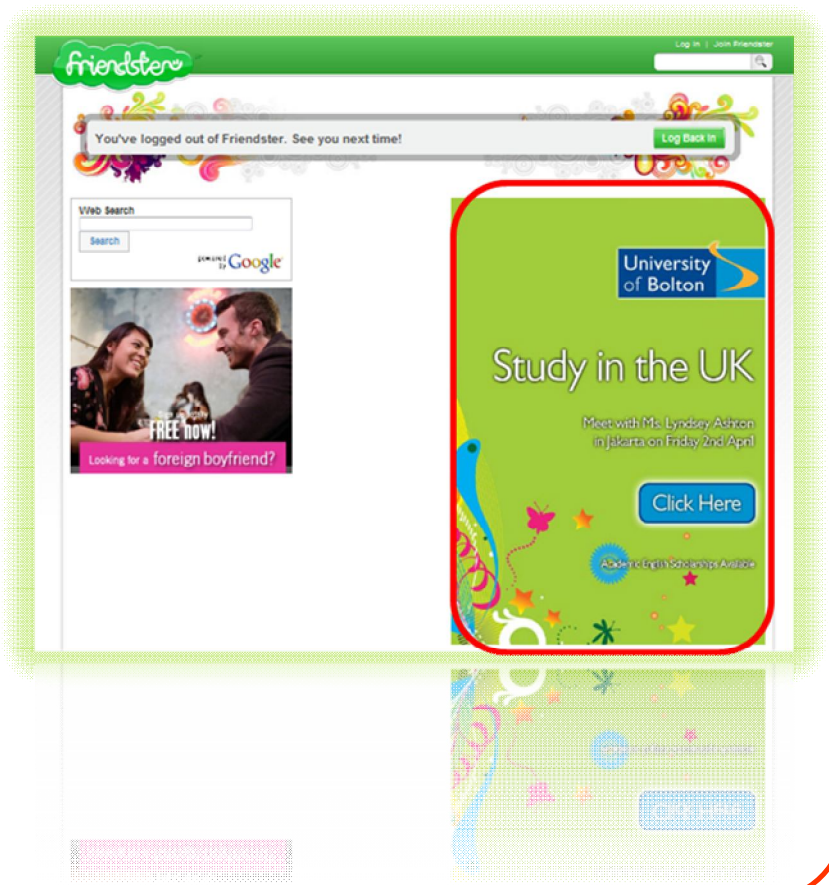
When:
19th March – 2nd April 2010

Solution:
We served 800,000 impressions on Friendster. This consisted of a strip banner and a Big logout ad. We targeted Indonesia only and just to 18-29 yr olds

Spend: £1,200

Result:
Overall the campaign was seen 800,050 times and delivered 1,721 responses to the University's site

What did it look like?



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Display is available in other places

- BBC.com case study

Campaign Objective:
To increase brand awareness and recruit European students to summer courses and full time intake

When:
June - July 2010

Solution:
120,000 impressions split between Leaderboards and MPUs. Served in all European markets, placed on Education channels and behaviourally targeted to users visiting such areas

Spend: £1,000

Result:
173 responses with a CTR of 0.18%

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What did it look like?

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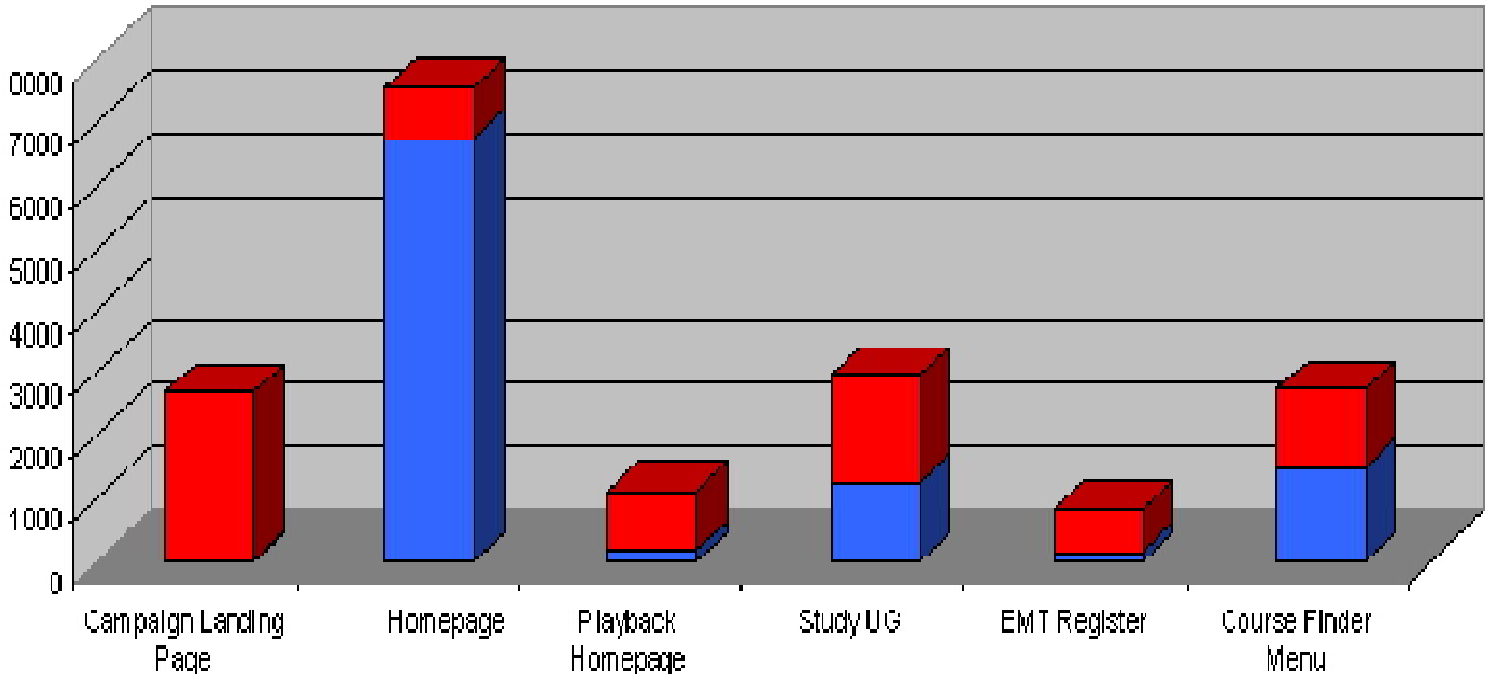
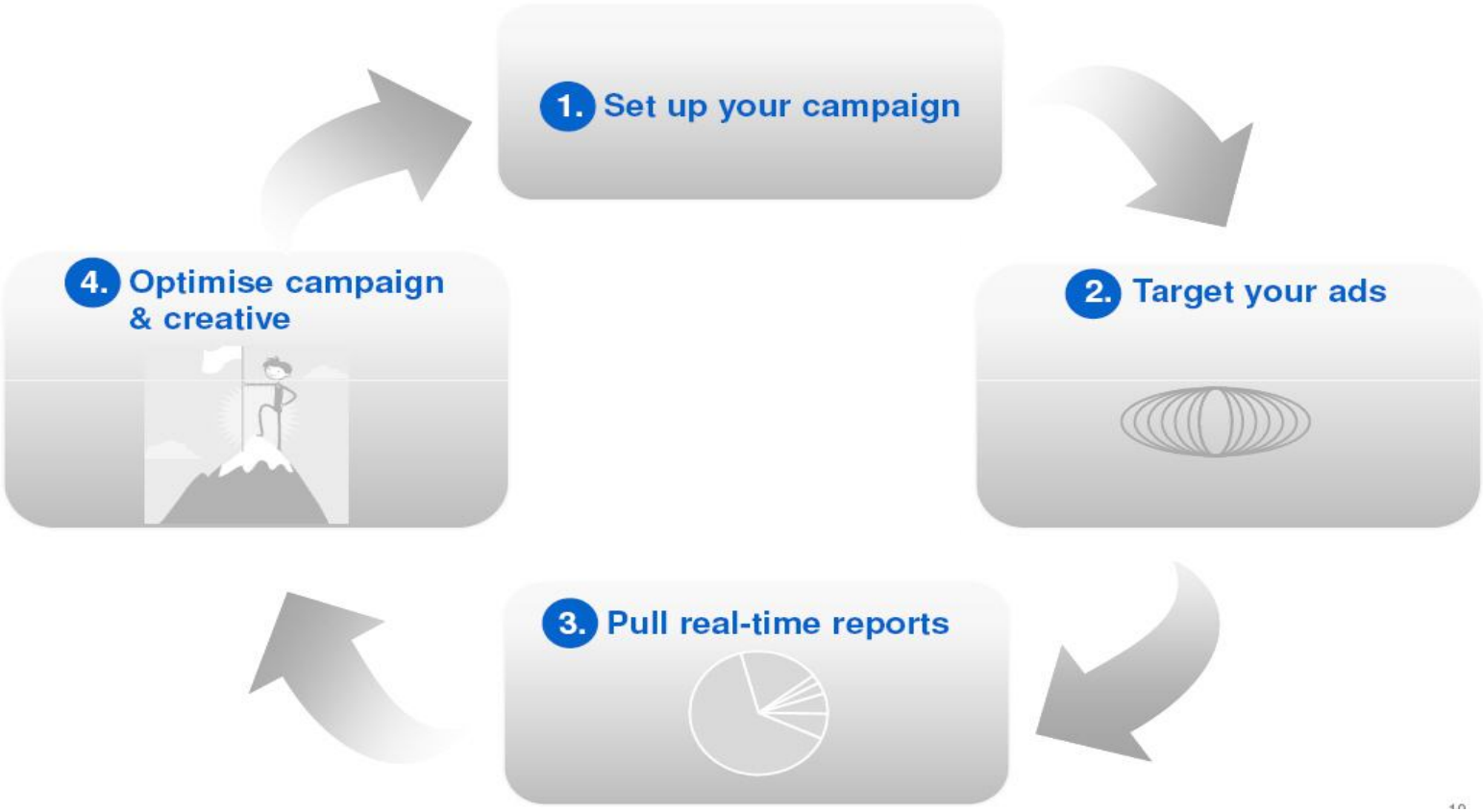
It is about more than the click



Post Click
Post Impression

Once it is running – optimise placement



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Manage presence

Manage presence

- Build presence on core platforms
- Manage digital footprints – employers and recruiters
- Regularly updatable information
- Dynamic content
- Directing traffic to website

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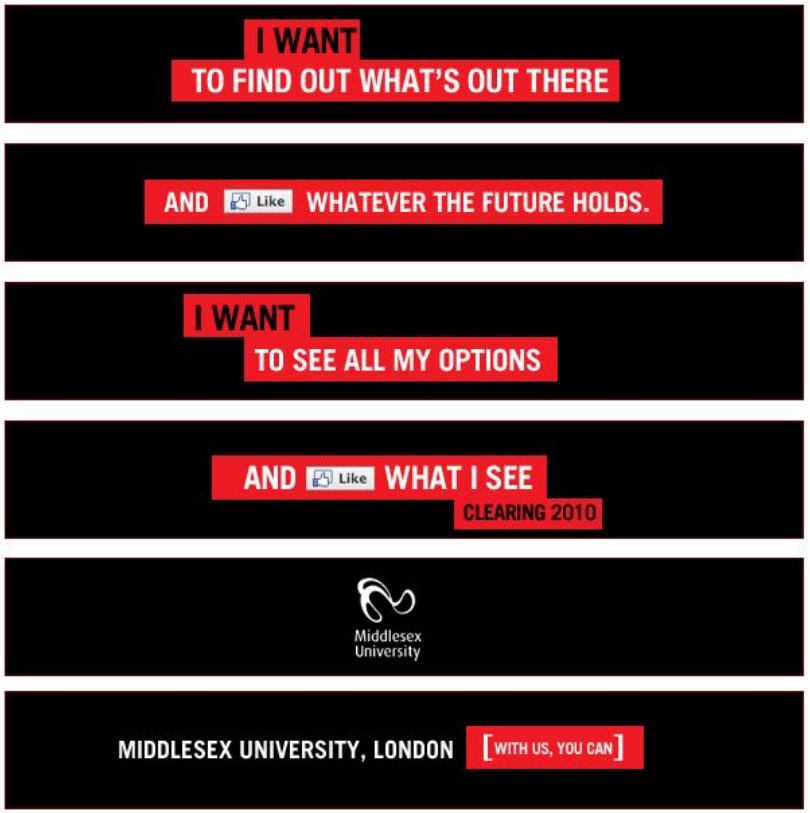
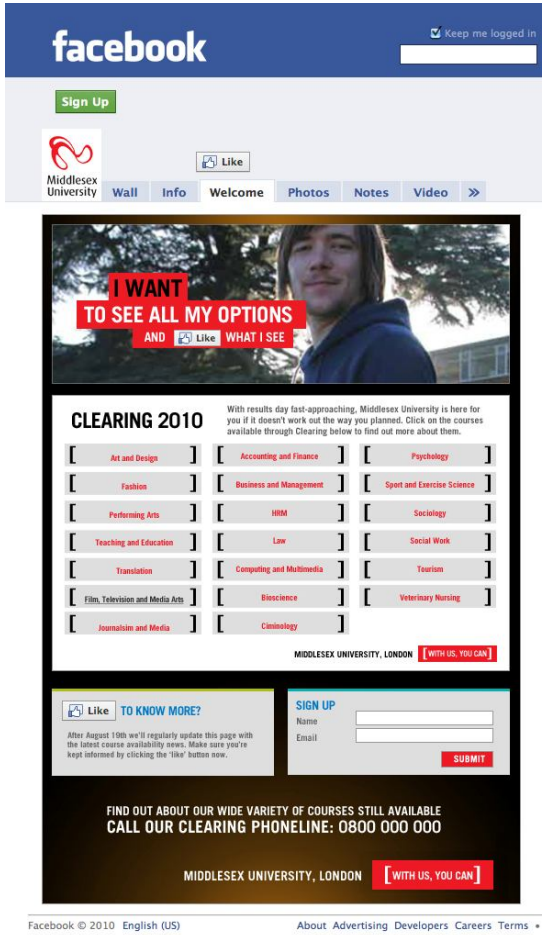
Middlesex Clearing – maximum integration





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Participate

Conversations

- Is there real benefit in trying to have conversations?
- Do the benefits outweigh the risks?
- If you want them to engage, what's in it for them?
- Are you interested in their opinion/comments/questions?
- Manage the dialogue – make sure you can respond to the responses
- You should only start conversations you can continue

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Conversations

Undergraduate Open Days
Hendon and Trent Park Campuses
27 February at 10:30

'What's love got to do with it...
Archway Herbal Clinic, N19 5LW
13 February at 14:00

Postgraduate Open Evenings
Hendon, Trent Park and Archway camp...
27 January at 16:00

Compass Group visit Middlesex Uni
Quadrangle
26 November at 10:30

Unlike
Create a Page for My Business
Report Page
Share

Middlesex University If you are waiting for results today - good luck! If you are seeking a place through clearing - we have a limited number of undergraduate places left in Computing and IT, Business, Marketing, Media, English and Social Sciences. Call our clearing hotline on 0800 069 6111 - our lines are busy so please keep trying.
19 August at 07:49 · Comment · Like

5 people like this.

Sasha Henderson When do we get enrollment information?
19 August at 07:58 · Like · Flag

Middlesex University Sasha, once you have met your conditions you will receive your 'Getting Started' pack which will tell you everything you need to know for your first weeks of uni.
19 August at 08:01 · Like · Flag

Ammar Fluent will we get this in the same day ?
19 August at 08:03 · Like · Flag

Agne Mikailionyte Hey, I applied for MDX first choice, but my UCAS track for it still says 'conditional'. When will I find out if I got in or not?
19 August at 08:04 · Like · Flag

Sasha Henderson A conditional offer should have a letter attached. Stating the conditions of your offers. Which is normally results or evidence of results. Read the letter! X
However if your offer is unconditional.... Do we wait until others have their res...
See more
19 August at 08:10 · Like · Flag

Liam 'Treflip' Courtney THATS GREAT! I'm applying for product design so if I get to clearing, i'll have mre of a chnace! :D
19 August at 08:17 · Like · Flag

Omeike Mathew i got an offer letter from middlesex for for sept entry.i want to defer my admission for january start.what do i do?
19 August at 08:48 · Like · Flag

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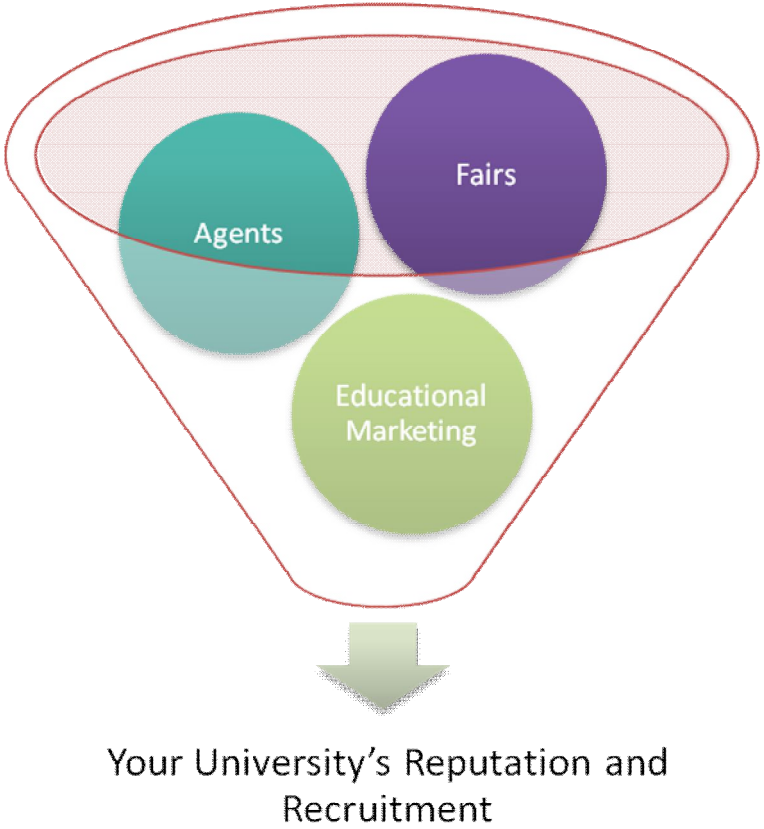
Summary

Developments in sites, technology platforms and the mass use of the web enables institutions to support and optimise already established channels of marketing

Find the right people, communicate effectively and maximise current activity



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Summary

- Embrace social media
- Every institution can benefit from its scope
- Sites do not require budgets that match their size
- We can target, access and talk to anyone world wide
- Whatever your budget (well, almost) whatever your objective, we can help

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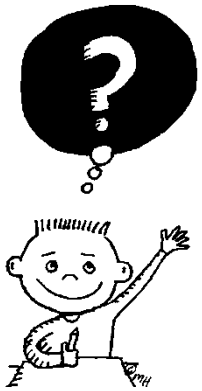
Thank you and questions



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