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MARKETING THROUGH ALUMNI:

A LIFELONG MARKETING CHANNEL

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Background to Alumni Relations at Aberdeen

- Set up in 1995 and became a function of the Marketing Directorate in 2011
- In touch with over 80,000 alumni in over 150 countries

- 39% contactable alumni left in last 10 years

- 7% of retirement age

- Growing areas will be China, Hong Kong and India
- Comprehensive alumni programme to support the Strategic Plan

Importance of Alumni

- Warm constituency of alumni and friends can have an enormous influence on the future of the University
- Alumni have much to offer a University in terms of their expertise, influence and philanthropic support
- Word of Mouth

What Motivates Alumni?

- Institutional pride
- Nostalgia
- Personal advancement
- Opportunity to “give back”

Why Use Alumni as a Marketing Channel?

- Increasingly competitive market in terms of student recruitment
- Alumni are our biggest advocates – first hand experience
- Communication tool for promotion – events, engagement activity
- Career initiatives / Strategic links – enhancing the student experience
- Financial and human resource restrictions on marketing activity
- International and cultural differences/barriers
- Raising international profile

Key Alumni Relations Initiatives

- Employer Engagement/Career Mento
- Public and Community Engagement
- Alumni Ambassadors Programme
- Student Engagement

Fostering Support – Communication and Engagement

- Alumni as Ambassadors
- **Voice** Magazine
- Bi-monthly ezines – *'Five Minutes With*
- Suite of marketing material and planne segmented communications campaign
- Social networklng platforms/App
- Events and reunions (both physical an virtual)
- Alumni Privilege Card / Alumni Studen Club

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Case Study - British Science Festival

- 2012 – British Science Festival will be hosted in Aberdeen
- Alumni invited to input ideas to "Call for proposals"
- Created an "Alumni Weekend" to coincide
- Marketing campaign has been launched with first piece of print being distributed to 63,000 alumni world-wide
- Channel for communicating our science success and overarching profile

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Continually Encouraging Alumni Support

- Communication is key – keep infor
- Need to offer a comprehensive alumni programme to motivate them to give something back at various points of the lifecycle: benef and services, incentives and rewards
- Share the success: Continually involve alumni in the life of the institution reinforcing their sense of connection

Further Information

www.abdn.ac.uk/alumni

www.facebook.com/AberdeenUniversityAlumni