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UNITED KINGDOM · CHINA · MALAYSIA

Winning in the International Market

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USPs or MSPs?

UKPLC — brand, culture and tourism

Motivations and drivers

Great expectations

Knowledge is power

BRITISH COUNCIL

UKCISA UK Council for International Student Affairs

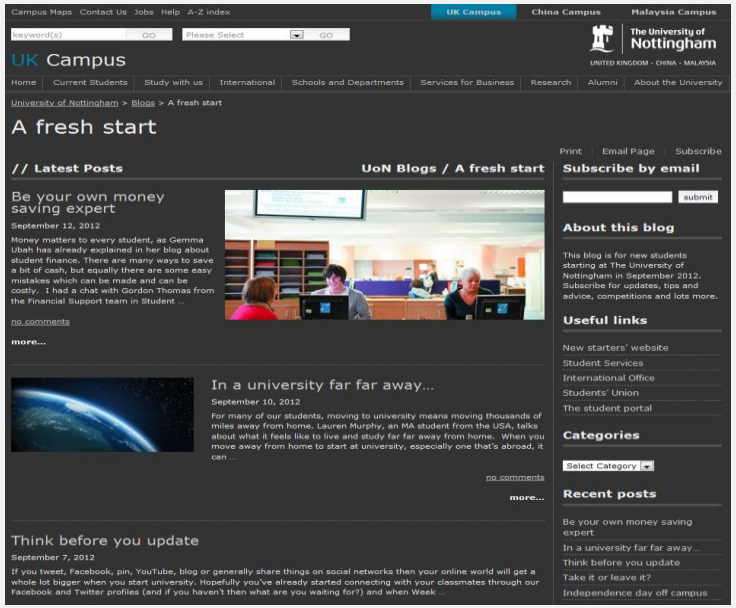
i-graduate
INTERNATIONAL INSIGHT
part of the Tribal Group plc

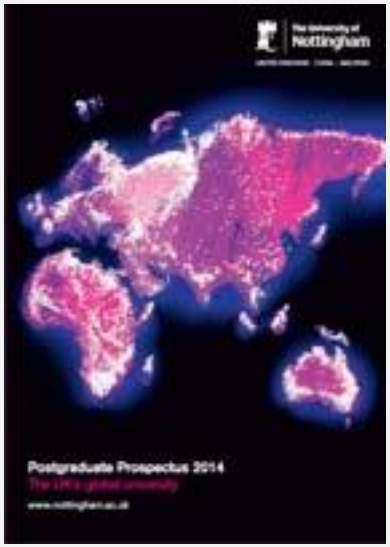
Econsultancy
Digital Marketers United™

Zite

Integrated marketing

Multiple channels





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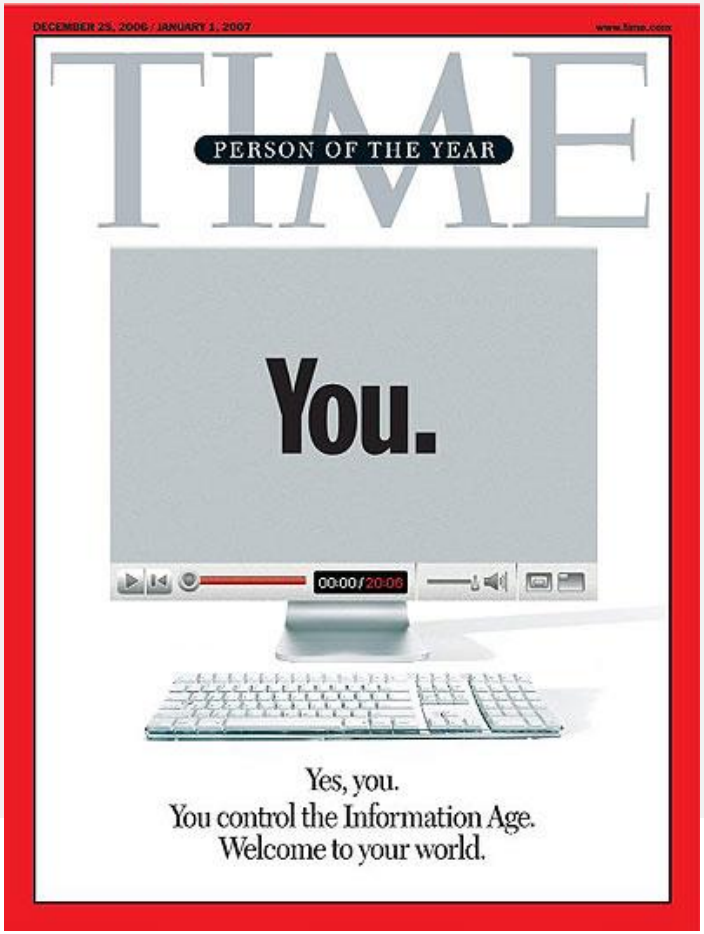
STUDY WHAT YOU LOVE

Global versus personalised marketing



SOCIAL MEDIA LANDSCAPE
中国本土的媒体秀
TAOTAO.COM
20,000,000
MEMBERS
ZUOSA
50,000
MEMBERS
85,000
MEMBERS
JIWAI.COM
200,000
MEMBERS
Mirco blogs
40,000,000
MEMBERS
139.COM
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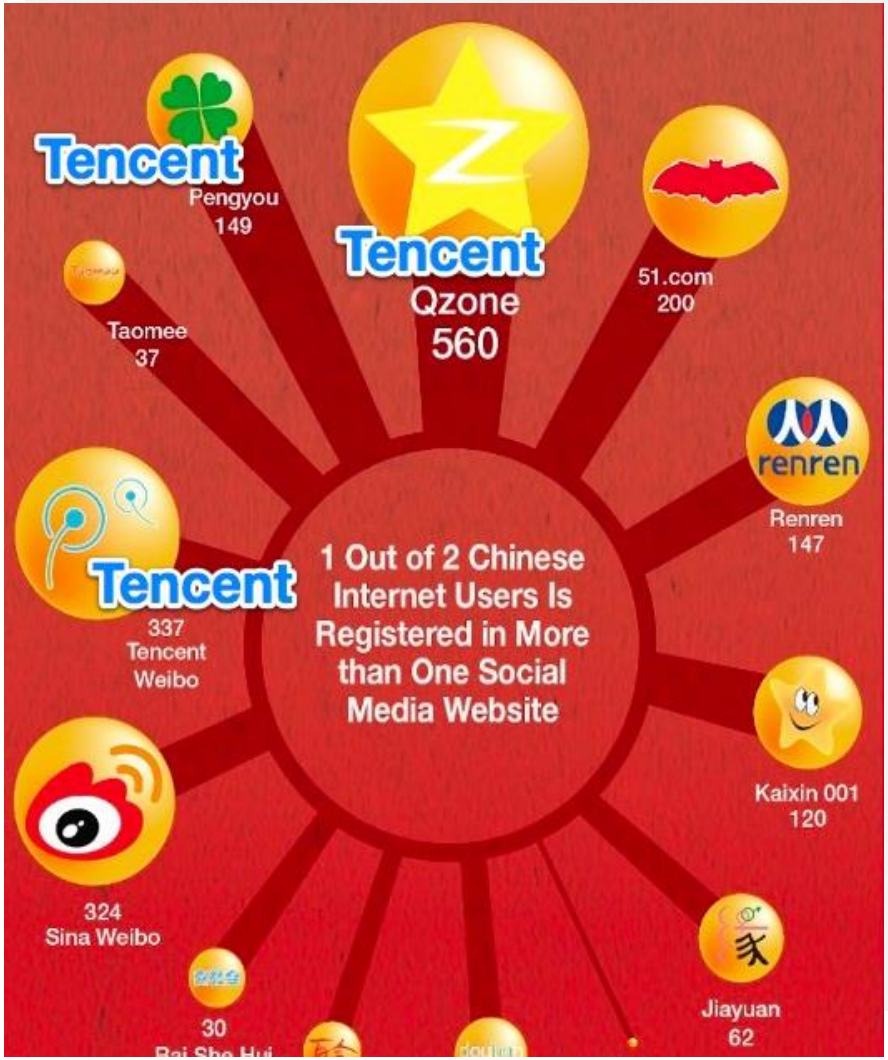
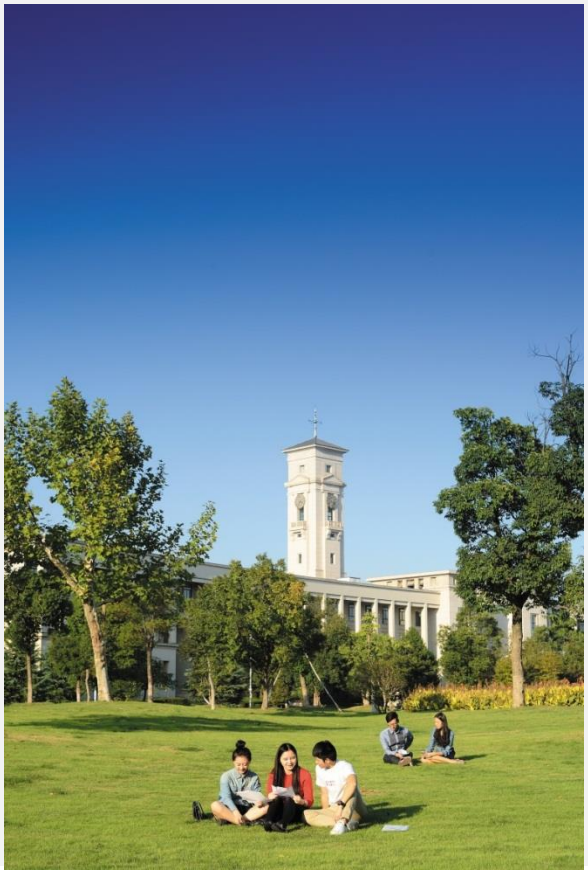


A key strategy for reach and leverage is to re-purpose and refocus content across a wide range of channels.

Monitor channel development and growth and go where your audiences are — you can't be everywhere.

Maximise channel links and opportunities to engage across platforms and embed social media within your PR and marketing strategy (inc. publications).

Mobility?



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Thank you for listening.

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