



WORKSHOP 1


Digital Marketing 2.0

for International Student Recruitment



Overview

WORKSHOP 1

October 16

Digital
Marketing 2.0

WORKSHOP 2

October 23

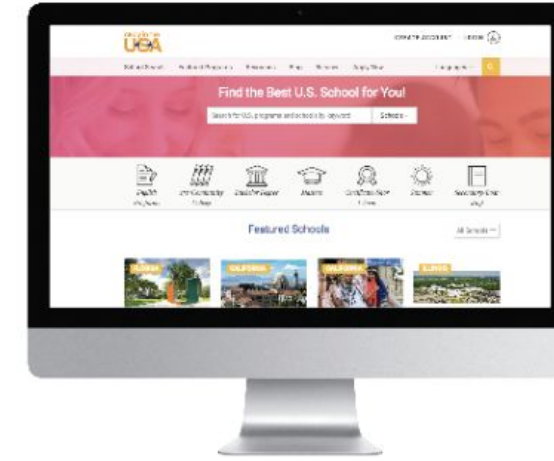
Successful
Campaigns Defined

Who We Are

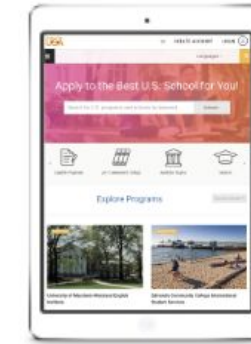
Study in the USA is a global media company that connects international students with U.S. colleges, universities, and English-language programs.



Magazines



Web Site



Mobile



Social Media Marketing

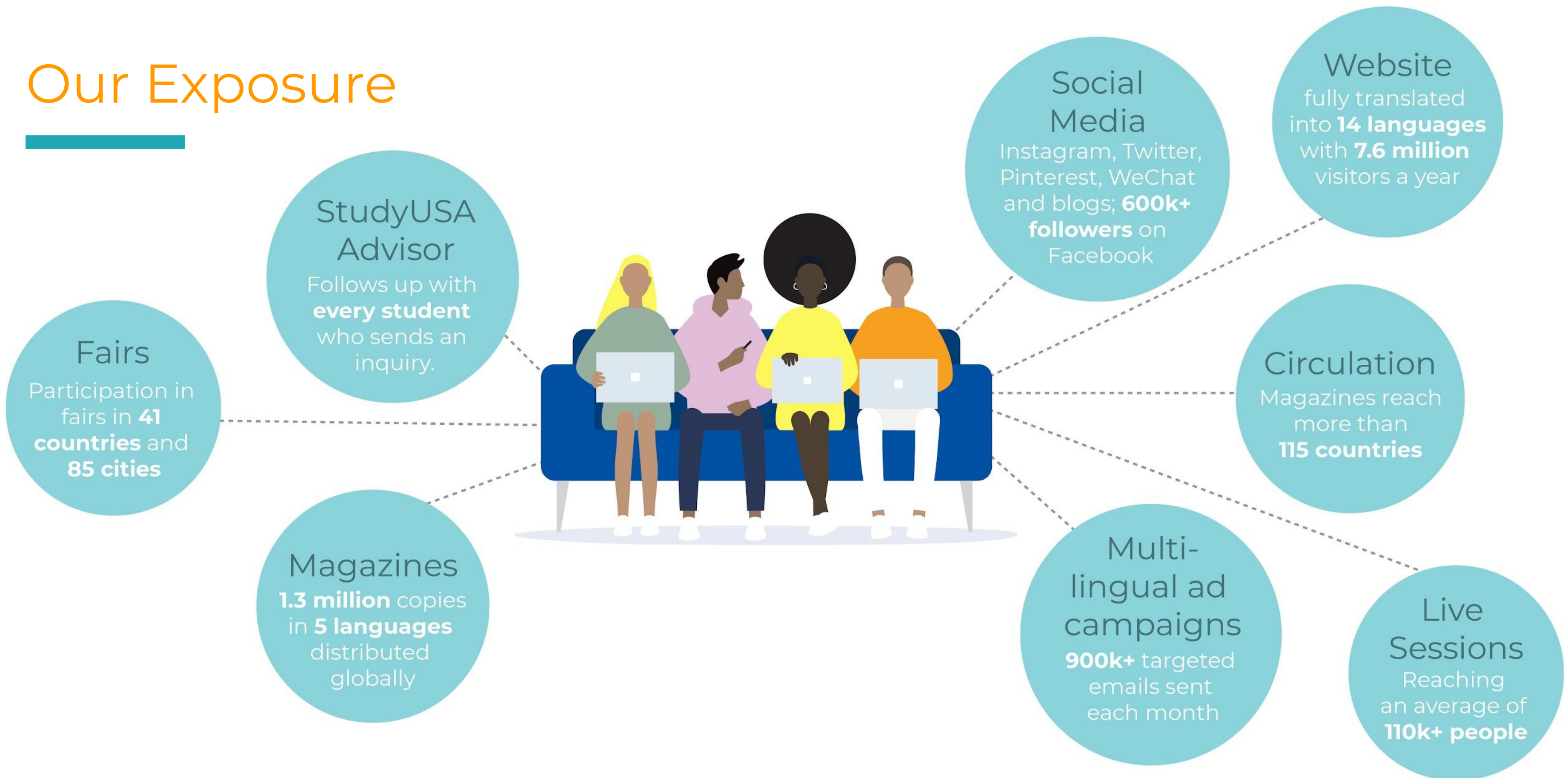


Content Marketing



Email Messaging

Our Exposure

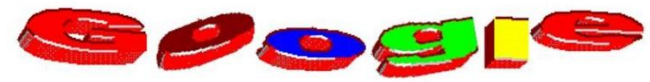


Study in the USA provides unparalleled exposure to millions of international students via brand building, direct leads, and student engagement

What It Is



1994



1997



2002



2003

FACEMASH



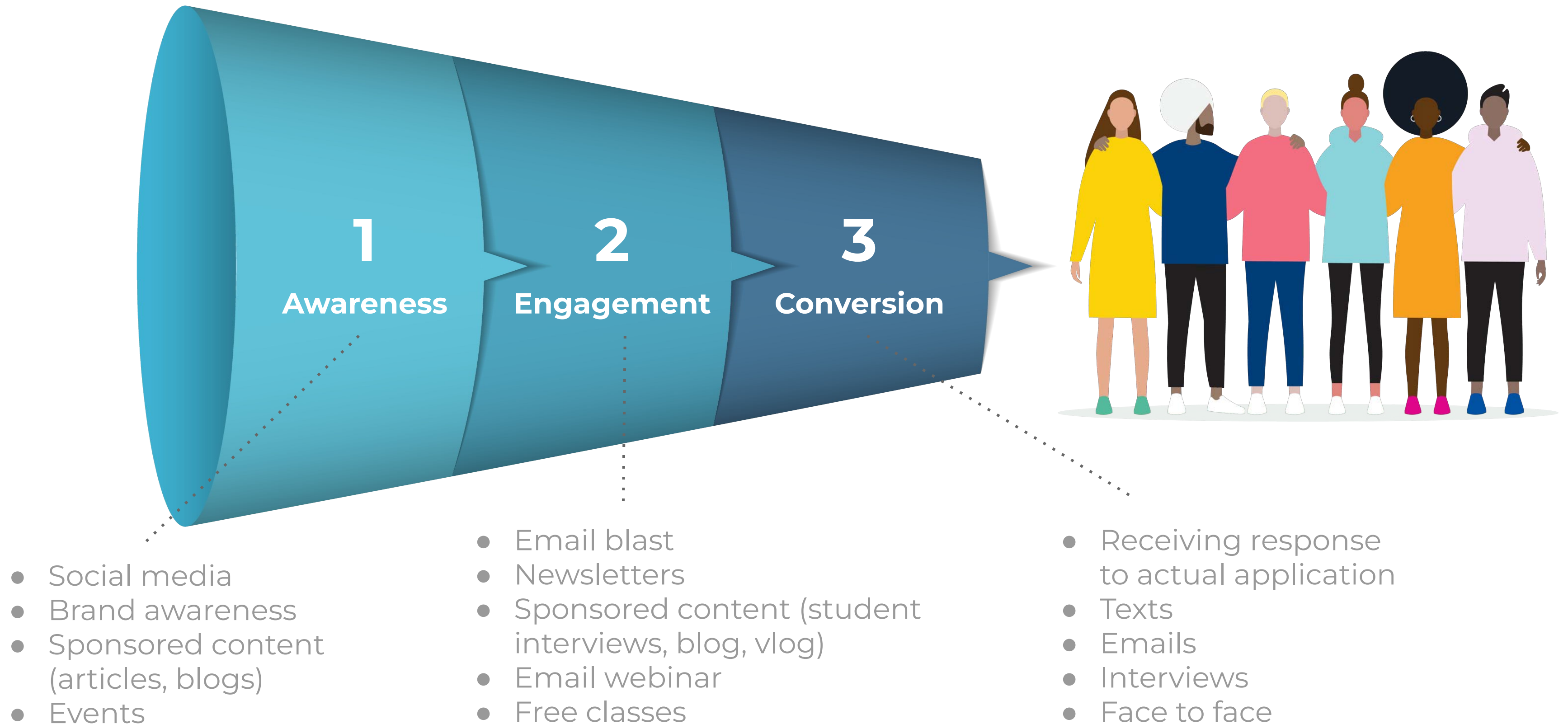
2004

2007

2010

Digital Marketing is Online Marketing

Marketing Funnel



Brand Awareness

GOAL 1

Know

GOAL 2

Like

GOAL 3

Trust

Know Yourself!

Define these aspects of your brand:

School
Benefits

School
Attributes

Emotional
Benefits

Brand
Personality

Brand
Core



Digital marketing is any form of marketing products or services that involves electronic devices.

It is advertising delivered through digital channels. Channels such as social media, mobile applications, email, web applications, search engines, websites, or any new digital channel.



Search
Engines



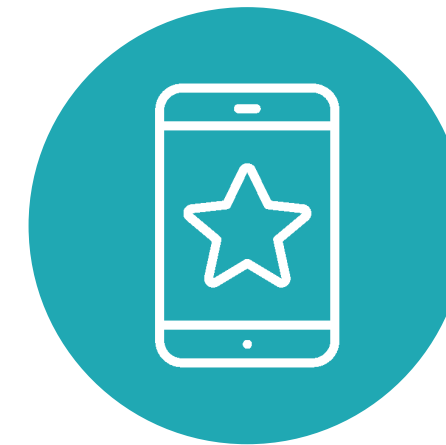
Websites



Social media



Email



Mobile
application

How is digital marketing useful?

1. **Provides different metrics** to help determine how well your campaign is doing
2. Allows you to **provide personalized user experiences**
3. Allow **ad campaigns to be visible across the world**
4. Helps **build brand awareness, reputation of your school, and brand loyalty**
5. Provides a platform for you to **be interactive with your audience**, helping you to stay relevant and competitive



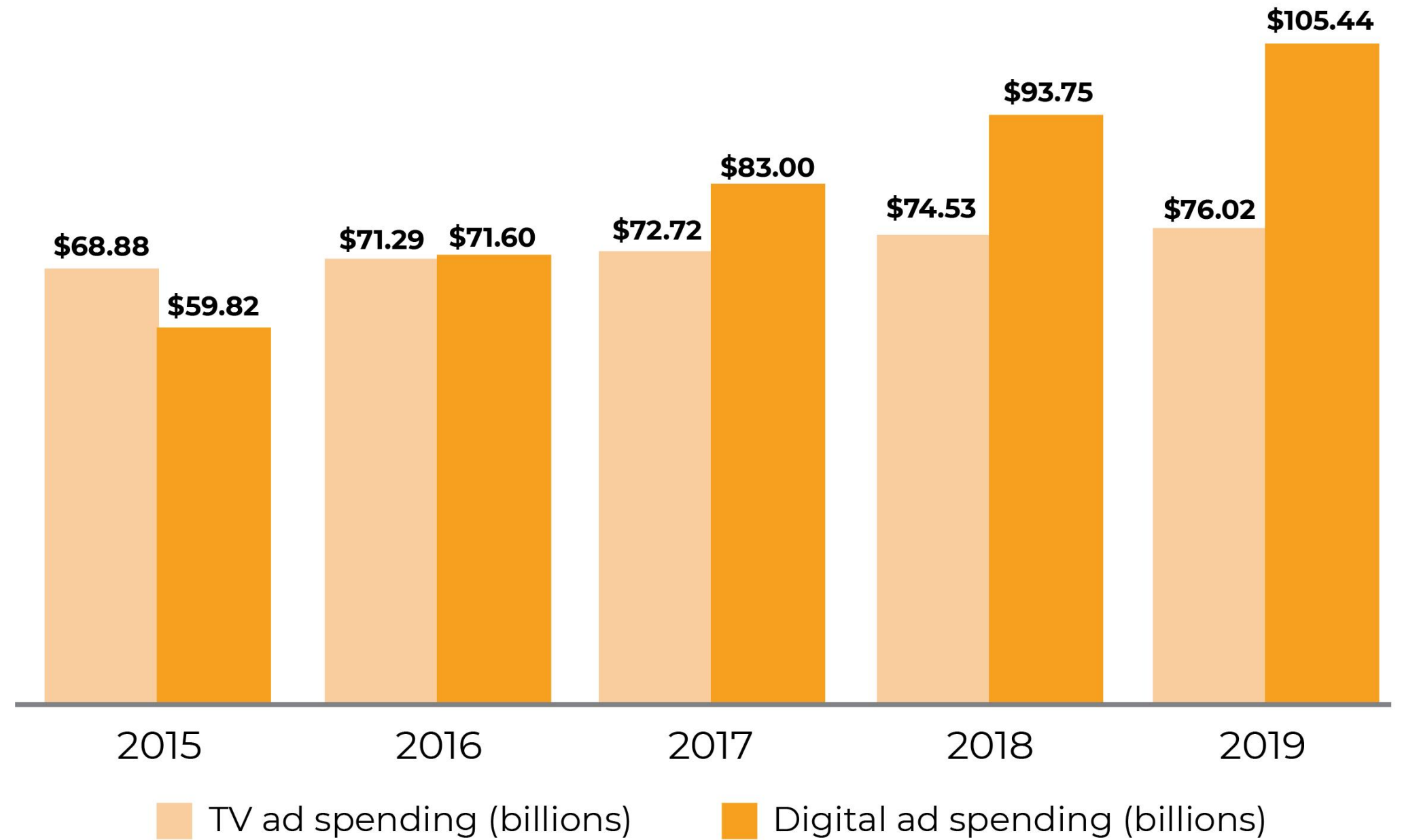
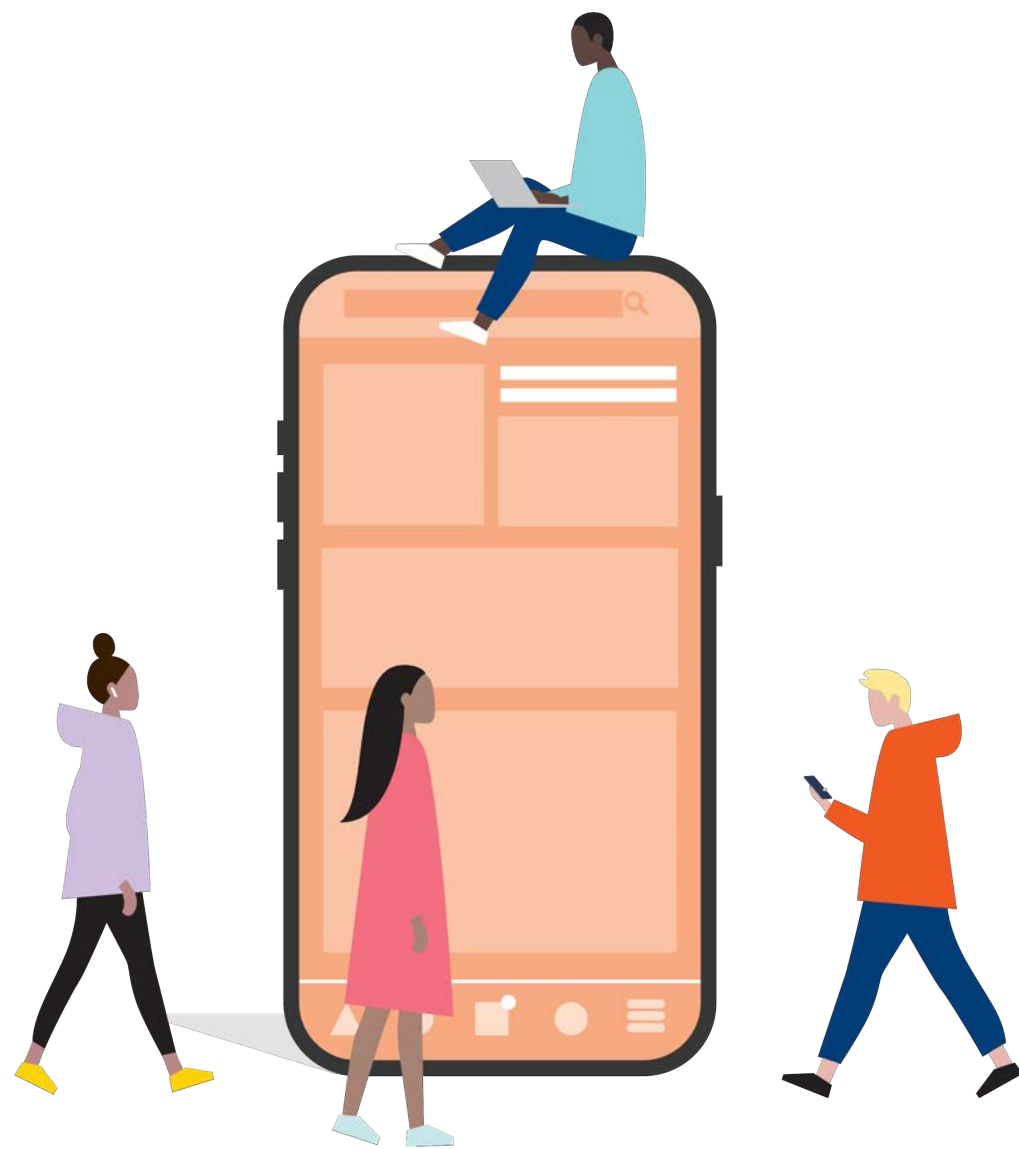


Other uses for digital marketing

- ★ Provides a cost effective alternative to traditional marketing method
- ★ Small investments can provide substantial return on ROI
- ★ Enables targeting users based on their actions and preference

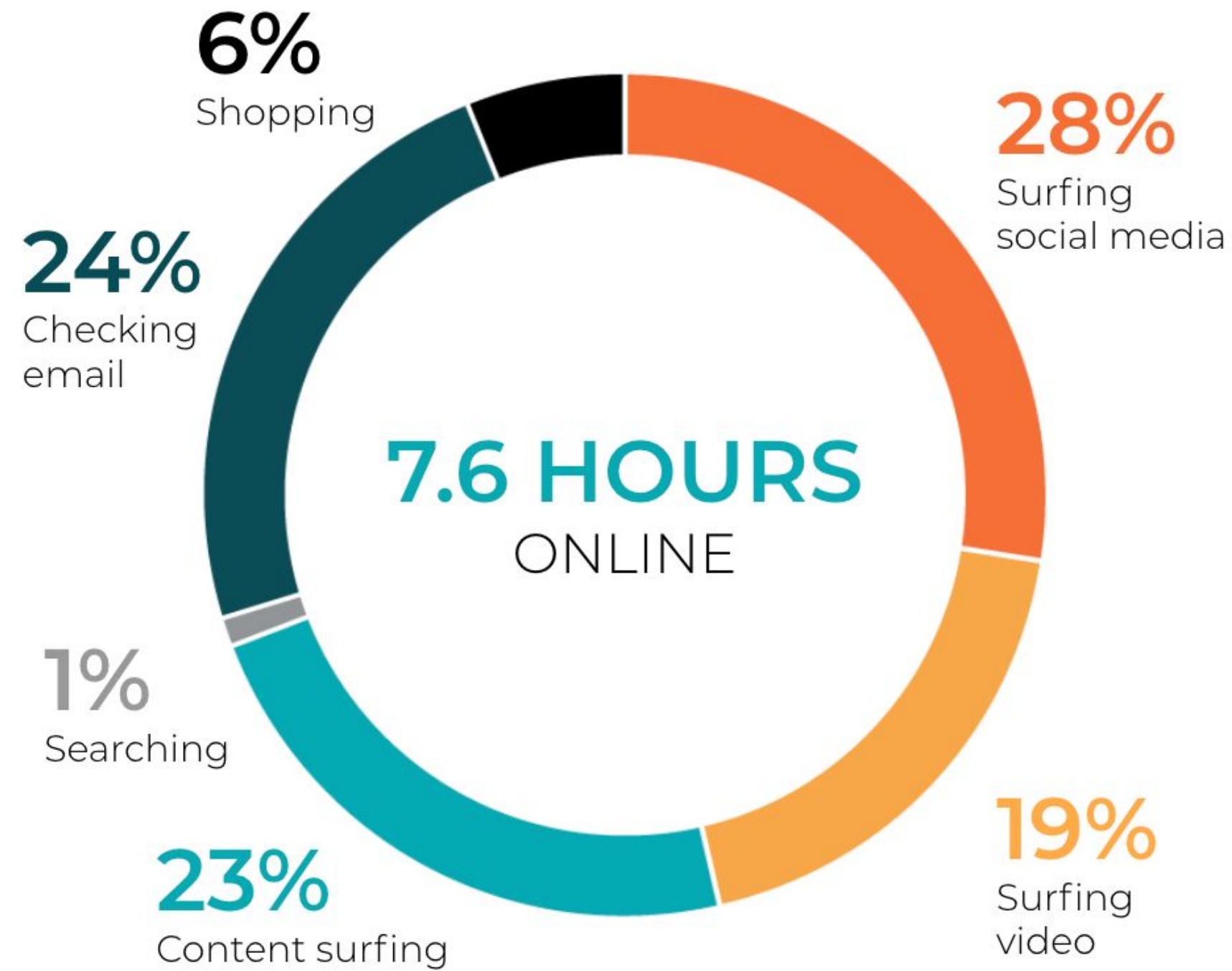
Today, you can't have marketing without digital

United States, 2015–2019

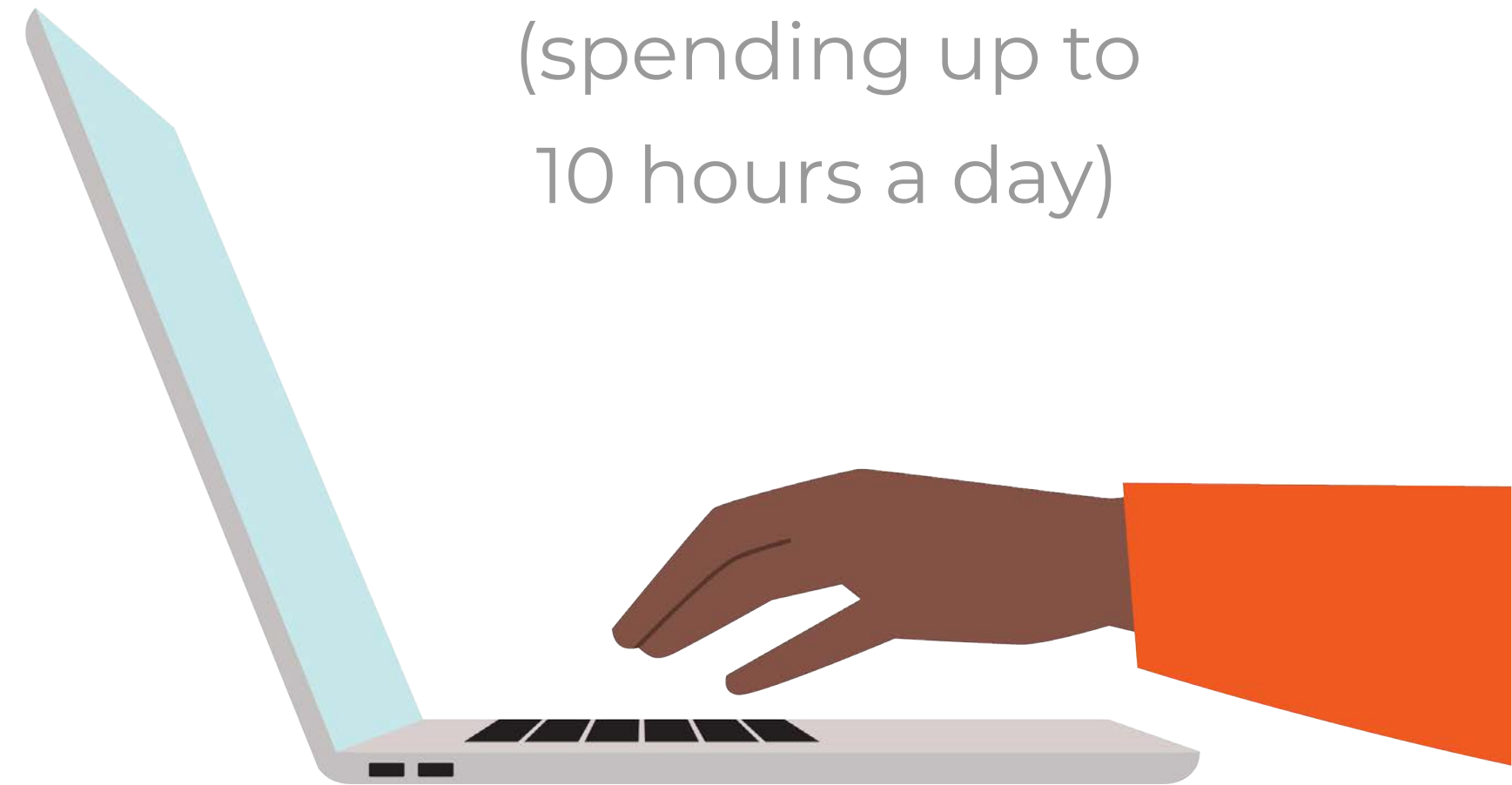


SOURCE: eMarketer.com, March 2017

The students are on the internet



Your prospective students are online (spending up to 10 hours a day)



5 ways

to leverage digital marketing
to increase student recruitment

- SEO
- Content Marketing
- Social Media Marketing
- Email Marketing
- Paid Digital Advertising

Search Engine Optimization

GOAL:

your website
will rank higher
in search results



ON-PAGE SEO

optimizing the
content and
layout of your
website

OFF-PAGE SEO

things you do
externally to your
website to help
increase rankings

On-page SEO

On-page SEO involves **optimizing your website's content and HTML source code** of your website. This area is often handled by your IT department.



Some of the components that can be optimized:

- Header tag
- Title tag
- Meta description
- Schema
- Image alt text
- Featured snippet
- Page speed
- Internal speed
- Site map

On-page SEO example

Regis College | Graduate, Undergraduate, Online

Nationally recognized for excellence in nursing and health sciences education, **Regis College** in Weston, Mass., offers undergraduate, graduate, and doctoral ...

Results from regiscollege.edu



Majors and Programs

Regis College offers undergraduate and graduate ...

MyRegis

Head to Regis Resources, which contains links to Moodle, Regis ...

About Regis

Regis College, through education in the arts, sciences, and ...

Admission and Aid

Admission has moved virtual. Learn about our undergraduate ...

The Richard and Sheila Young ...

The Richard and Sheila Young School of Nursing. Request ...

Graduate Admission

Our Graduate Admissions office will help you pursue your ...

Title Tag

Make sure this is unique and includes the keywords you want to rank for.

Meta

Description

Describe specifically what you are offering.

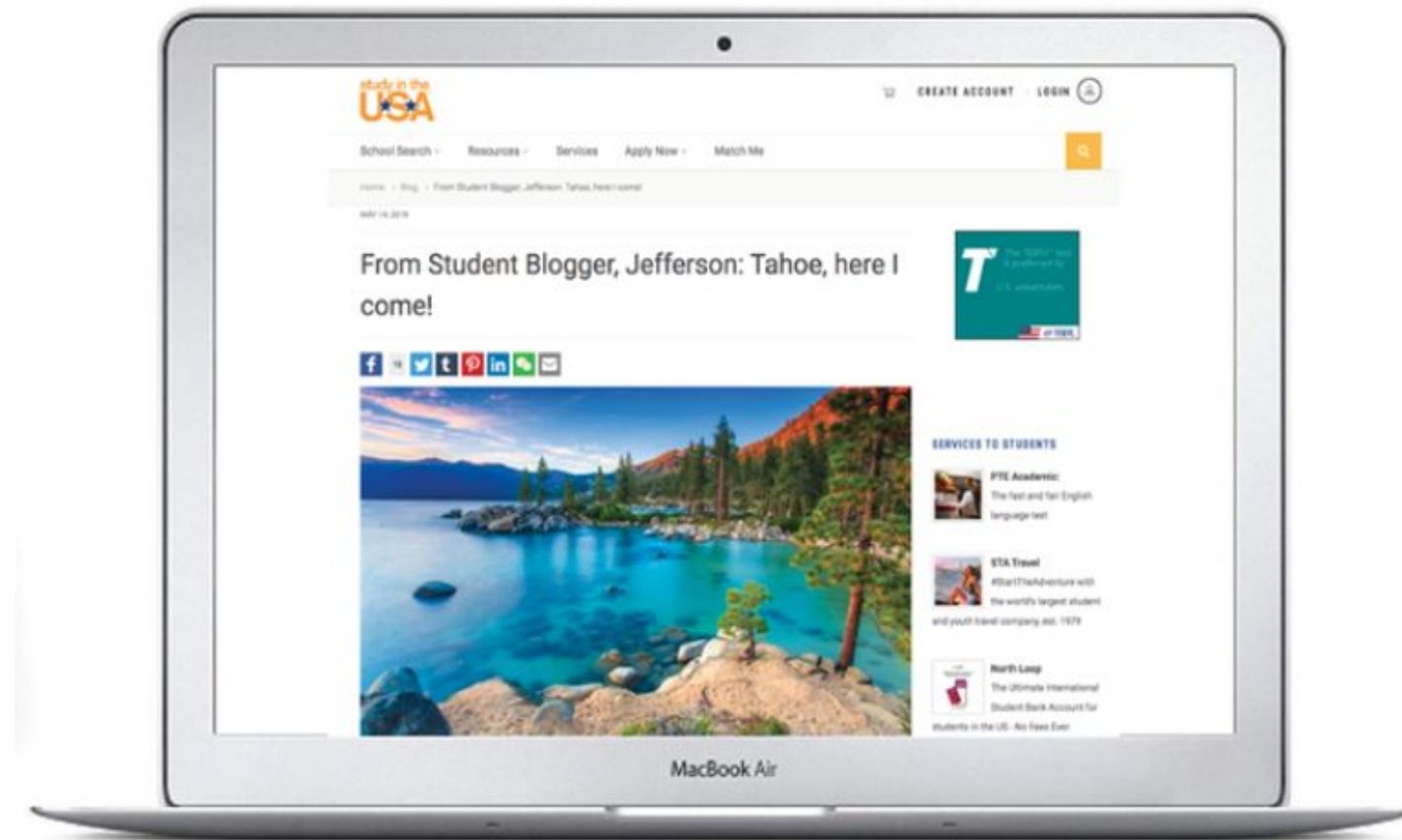
Site Links

The number of these depends on the amount of content on your website.

Off-page SEO

Off-page SEO embodies **any efforts taken outside of a website to improve its search engine rankings.**

The primary focus of off-site SEO is getting backlinks to your website. So, you may look to guest or sponsored posts to generate those links.



What off-page SEO does

Increase in rankings

Your website will rank higher and this also means more traffic.

Increase in PageRank

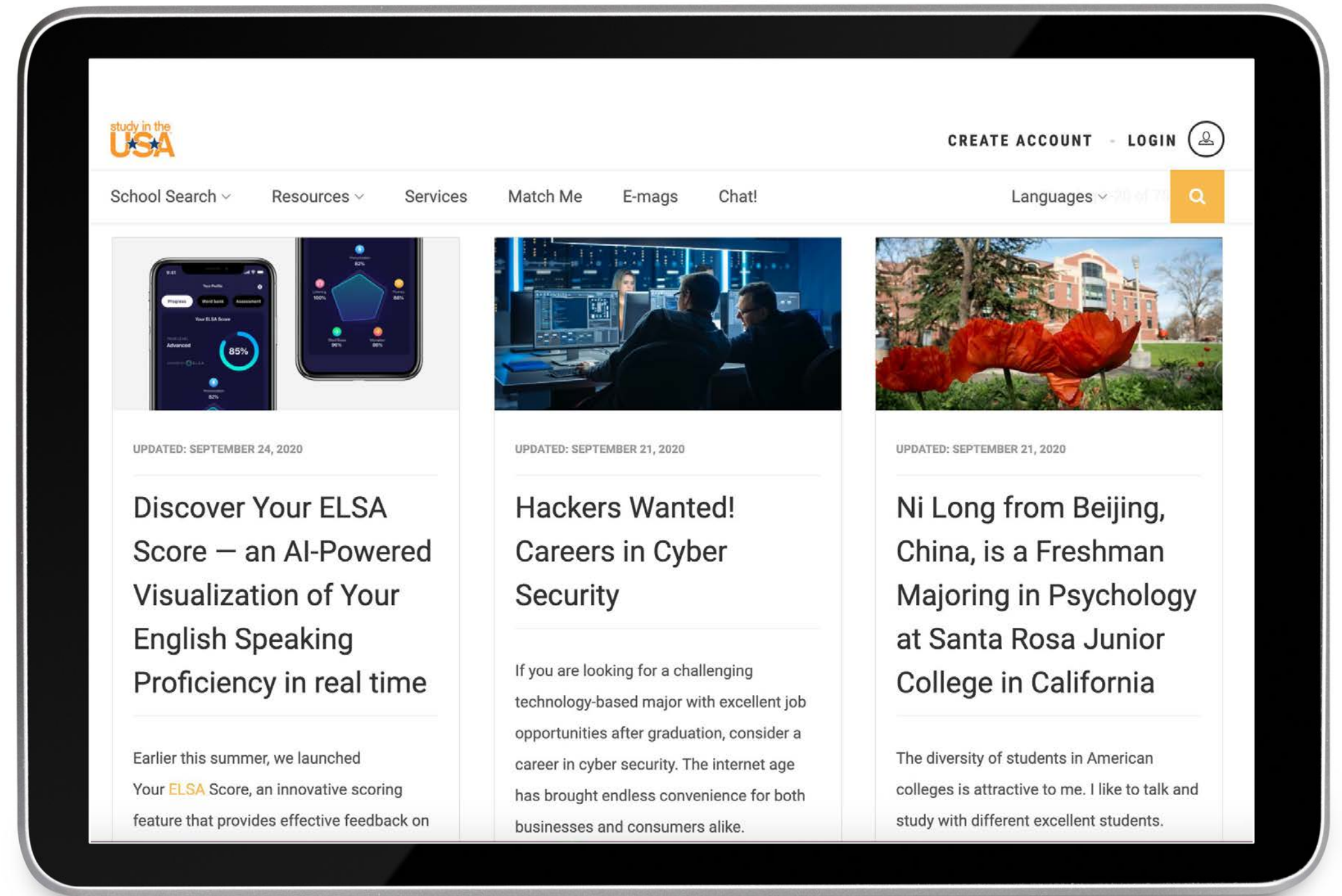
Page rank is a number between 0 and 10 which indicates the importance of a website in the eyes of Google.

Greater exposure

Higher rankings also mean greater exposure because when a website ranks in the top positions: it gets more links, more visits, and more social media mentions. It's like a never-ending sequence of events where one thing leads to another and then to another etc.

Content Marketing

Content marketing is a marketing technique of **creating** and **distributing valuable, relevant** and consistent **content** to attract and acquire a clearly defined audience — with the objective of driving **prospective students to action.**





5 easy steps to write a blog post or article

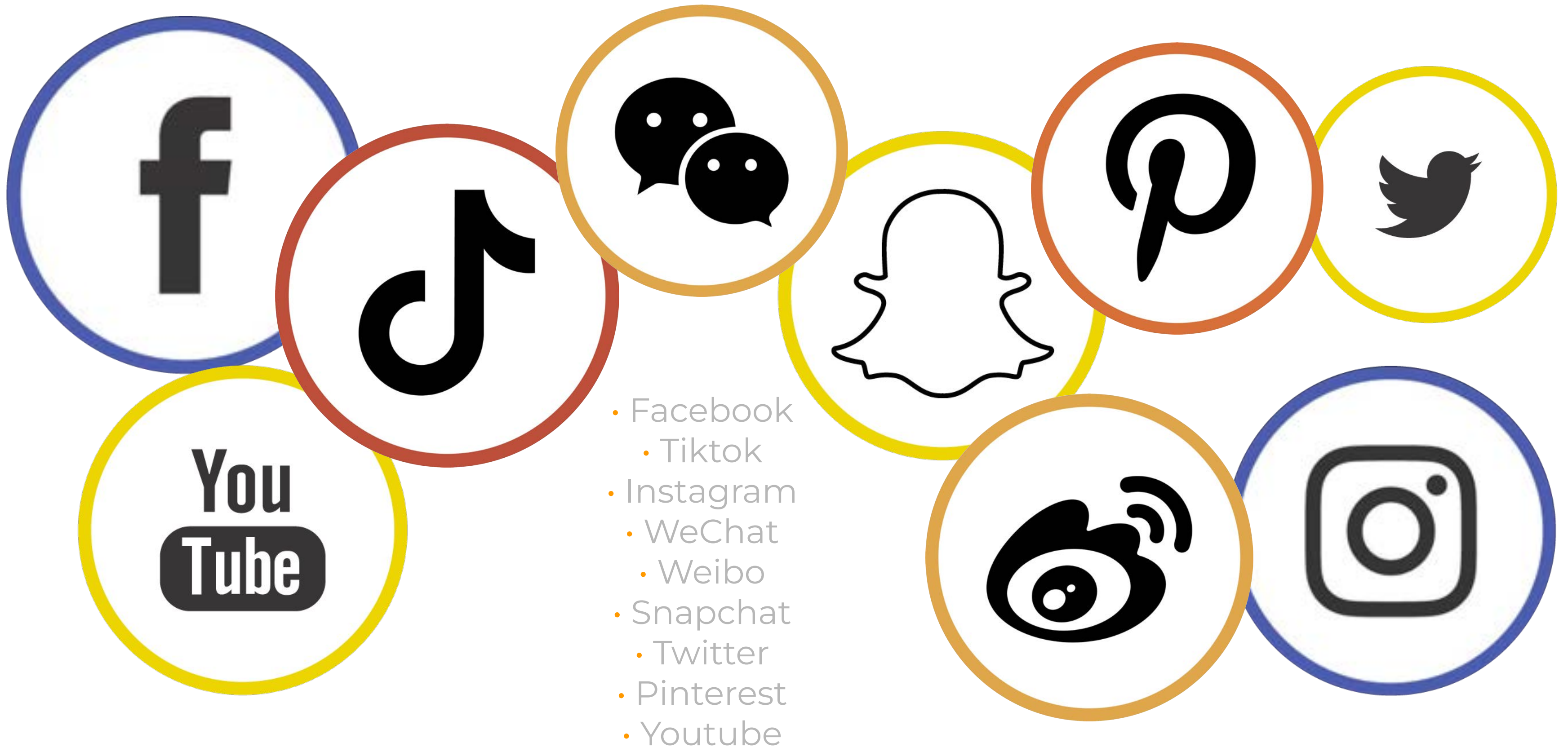
1. Planning
2. Crafting a headline and topic
3. Writing
4. Using images and/or videos
5. Have a clear CTA



Social Media Marketing

Social media marketing is the use of social media platforms to connect with your audience to **build your school brand, increase enrollments, and drive website traffic**. This involves publishing valuable content on your social media profiles, listening to and engaging your followers, analyzing your results, and running social media advertisements.

The major social media platforms (at the moment)

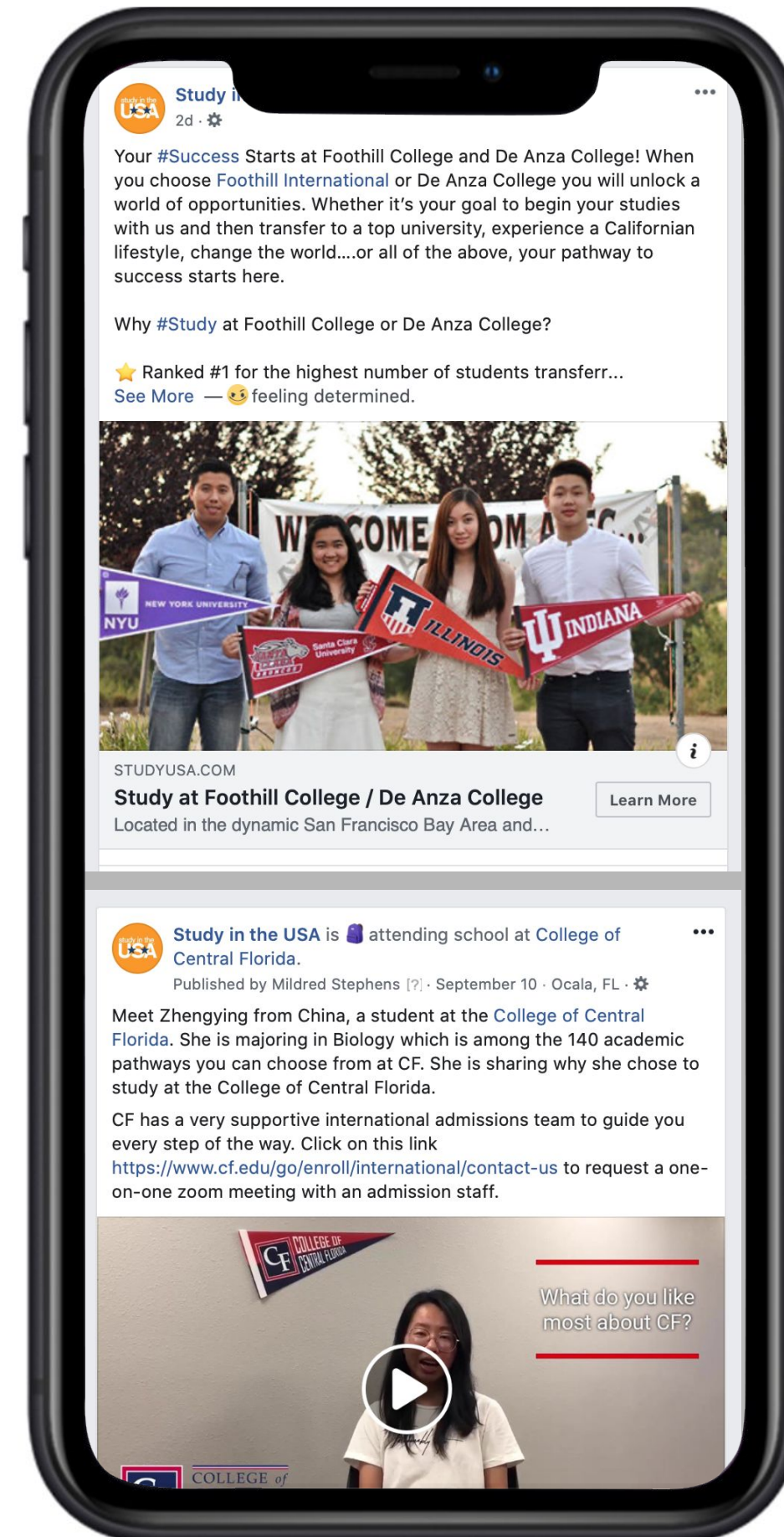


Social media ads

Social ads are the fastest growing segment of paid advertising.

Many social media sites, such as Facebook, Instagram, Twitter, Tiktok, Snapchat, Youtube and LinkedIn, are programmed to be able to target specific audiences based on their network, their hobbies and interests, and their professions, among other factors.

As a result, social ads are tremendously effective at getting your message to your intended audience quickly and effectively.



Social media ads

With Facebook Ads, you can customize audiences based on characteristics such as:

- Location (city, community, countries, etc.)
- Demographics (age, gender, education, job, etc.)
- Interests (hobbies, passions, etc.)
- Behaviour (purchasing history, device usage, etc.)
- Connections (events attended, apps used, pages liked, etc.)



The image shows a Facebook advertisement for 'Study in the USA' posted on September 8 from Eugene, OR. The ad features a photo of two young women smiling together. The text of the ad promotes Lane Community College, highlighting its national recognition and various international programs like English, 2+2, and 2+1 transfer programs. It includes a 'Learn More' button and a link to STUDYUSA.COM.

Study in the USA
September 8 · Eugene, OR · ⚙️

Achieve Your Dreams at Lane Community College!

Lane Community College is nationally recognized for innovation and excellence in undergraduate education. Each term, Lane International programs advises more than 400 international students through our International English program, 2+2 and 2+1 transfer programs, and nationally accredited technical programs. Find which one fits you best. Attending [Lane Community College International Programs](#) means unique experiences in a college-friendly city where you will achieve your dreams! — 😊 feeling motivated at Lane Community College.

STUDYUSA.COM

Study at Lane Community College [Learn More](#)

Lane Community College is nationally recognized fo...



5 tips for social media marketing

1. Planning
2. Creating a content calendar
3. Posting
4. Measuring and analyzing results
5. Advertising

Social media metrics to look for



PEOPLE REACHED

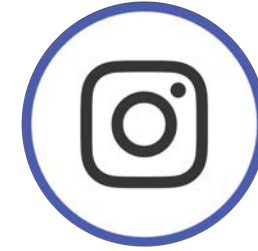
This number refers to how many prospective students your post.

ENGAGEMENT

This number is the number of how many likes, comments, and shares it gets.

LINK CLICKS

This is the number of clicks on links within the ad that led the prospective students to your website.



LIKES, COMMENTS

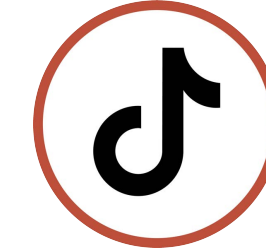
This number is the number of how many likes and comments

CLICKS

This number is the number of clicks on your Instagram profile link page to your website.

MENTIONS

This number is the number of how many students mentions your Institution in a post



VIDEO VIEWS

The total number of times your account's videos were viewed over a given period.

SHARES

The number of times the post has been shared.

ENGAGEMENTS

This number is calculated on the number of how many likes, comments, and shared.

Social media metrics to look for



ENGAGED FOLLOWERS

Engagement is defined by interaction with articles, menu clicks, and keywords sent to how often prospective student enters your mini program.

BOUND FOLLOWERS

This number refers to how many followers bind their phone number or other personally identifiable information (PII) to their WeChat Open ID or Union ID.

CONVERSIONS

This is the number of clicks on links within the post that led the prospective students to your website.



ENGAGEMENT

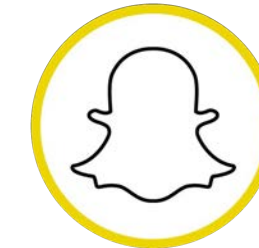
This number is the number of how many times prospective students interacted with your tweet. This includes everything from tweet expansion to retweets to likes to follows.

REACHED

This number is the number of prospective students who saw your post.

LINK CLICK

This number is the number of times prospective students clicked on the link in your tweet.



UNIQUE VIEWS

This is the total number of people who opened the first video or image on your Snapchat story and looked at it for at least one second.

COMPLETION RATE

The number of how many viewers watched the entire story from beginning to end. It helps determine if your Snapchat story is resonating with your audience.

SCREENSHOTS

On other outlets, your engagement is tracked via likes and comments. However, on Snapchat, your engagement is tracked via screenshots.

Social media metrics to look for



IMPRESSIONS

The number of times your post appear in the Home Feed, search results, and different category feeds. In other words, one impression = one view.

CLICKS

The number of clicks through to your website from the pins on your profile.

SAVES

The number of times someone saved a pin to one of their boards using a Save button.



LIKES

The total number of students who like your post.

REPOST

The number of students who reposted your blog post.

CLICKS

The number of times prospective students clicked on the link in post.



VIEWS

The number of people who have clicked on your video link and watched your videos. Not tracked: if users watched the entire video or not.

LIKES and DISLIKES

It's easy to see how people are responding to your content through likes and dislikes.

SHARING

The total number of times that your video has been shared, what social network it was shared on, and the date on which it was shared.

Email marketing

Email marketing is the highly effective digital marketing strategy of sending emails to prospective students and current students.

Email is the #1 communication channel. 99% of consumers check their email on a daily basis? That can't be said of any other communication channel.



Why email marketing works

You can track delivery

You can immediately tell if your emails are being opened, read, or conversions are happening (that is, clicks to any links from the email).

You can personalize and create campaigns

Email allows for the segmentation of your email list so you can direct targeted email campaigns. This gives you the power to know who to send what types of emails to, depending on your promotions or recruitment goals.

You can automate it

The beauty of email marketing is the automation processes. Have a welcome sequence that converts? Set up an automation and keep reusing that sequence.



5 tips for writing email

1. Know your audience
2. Personalization
3. Layout
4. Call to action
5. Track the analytics



5 email metrics to track

1. Open rate
2. Click rate
3. Bounce rate
4. Unsubscribe rate
5. Spam complaints

Key takeaways for email marketing

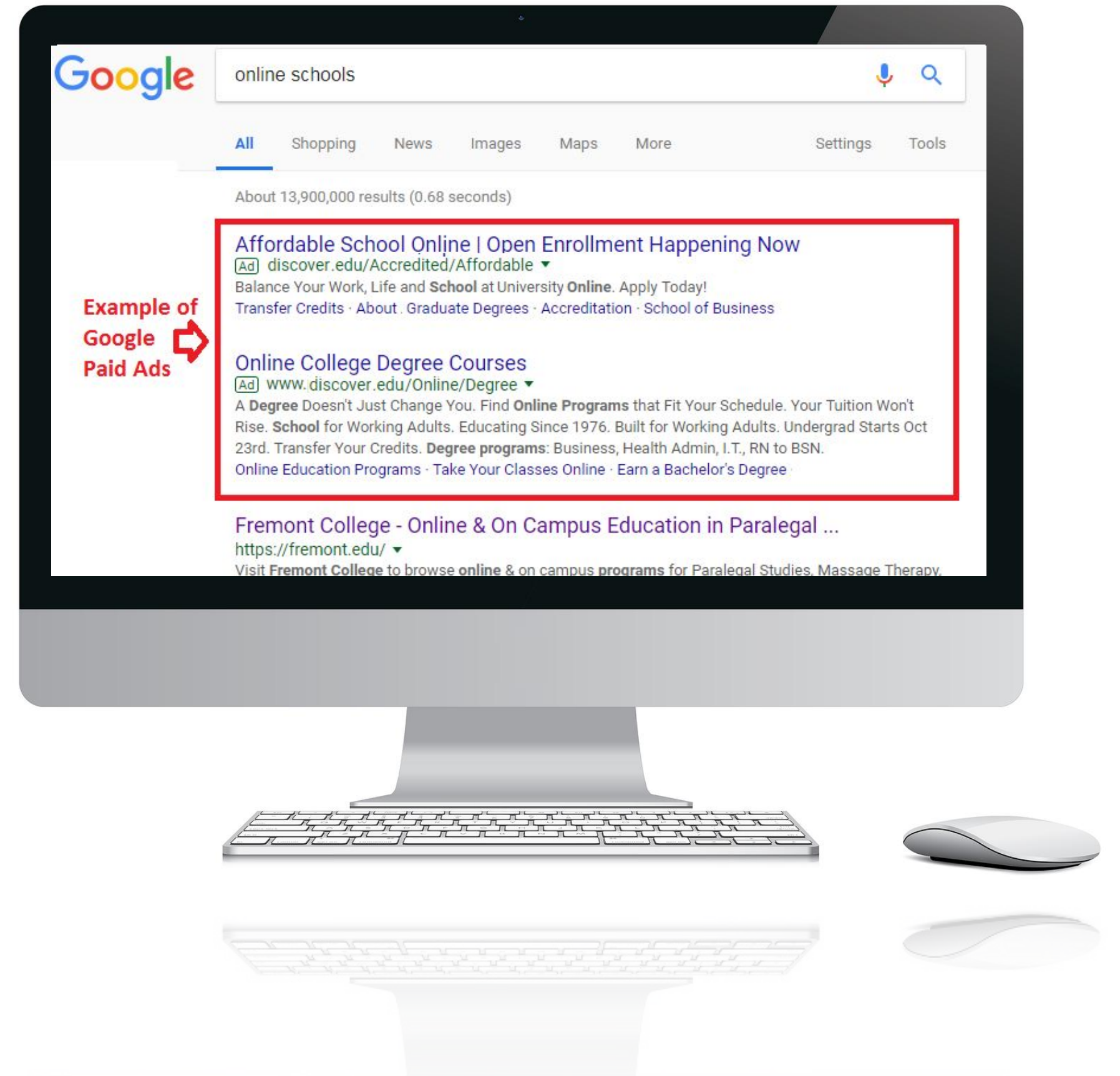
- Make the email about the student you are targeting
- Make your brand consistent
- Test, test, test and test some more
- Make it mobile friendly
- Use your email analytics



Paid Advertising

These are the type of ads where you pay when people click on your ad after seeing it online. **Examples of paid advertising include online partnerships, website takeovers, and PPC campaigns** (search and social media).

With the right strategy, even a small amount of ad spend can significantly impact your admissions numbers. Read on to learn the ins and outs of how to generate inquiries and applications with paid ads.





5 tips on paid advertising

1. Set up your goals
2. Identify your prospective student audience
3. Identify your keywords you want to rank
4. Test and evaluate your ads
5. Optimize your ads

You aren't in the business of selling courses. You're selling an experience, your brand value.

Now more than ever, you need to get your recruitment right.

And digital marketing is the way to get it done.



Search
Engines



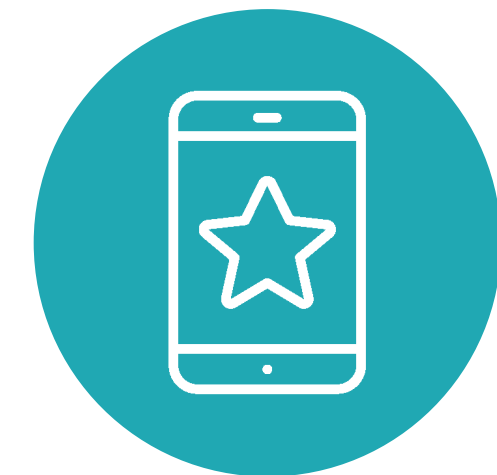
Websites



Social media



Email



Mobile
application

studyintheusaglobal.com

