



WORKSHOP 2

Successful Campaigns and Understanding Results

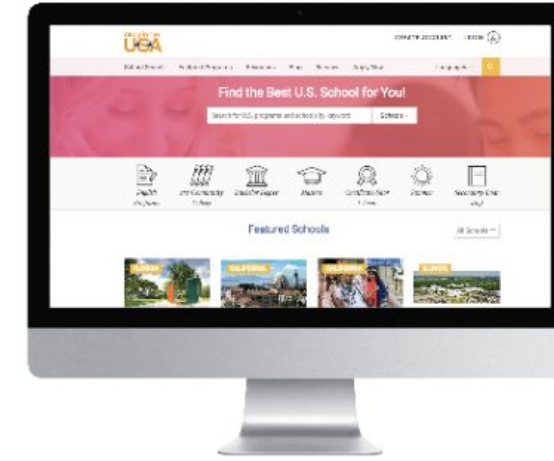
for International Student Recruitment

Who We Are

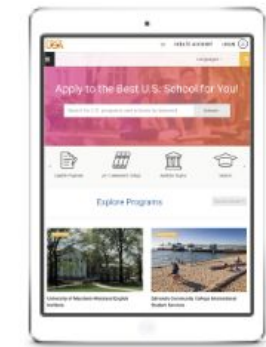
Study in the USA is a global media company that connects international students with U.S. colleges, universities, and English-language programs.



Magazines



Web Site



Mobile



Social Media Marketing



Content Marketing



Email Messaging

Overview

1

How to
Make
Successful
Campaigns

2

Results
and How
to Read
Them

3

Responding
to Inquiries

4

Marketing
Automation

5

Questions
& Answers

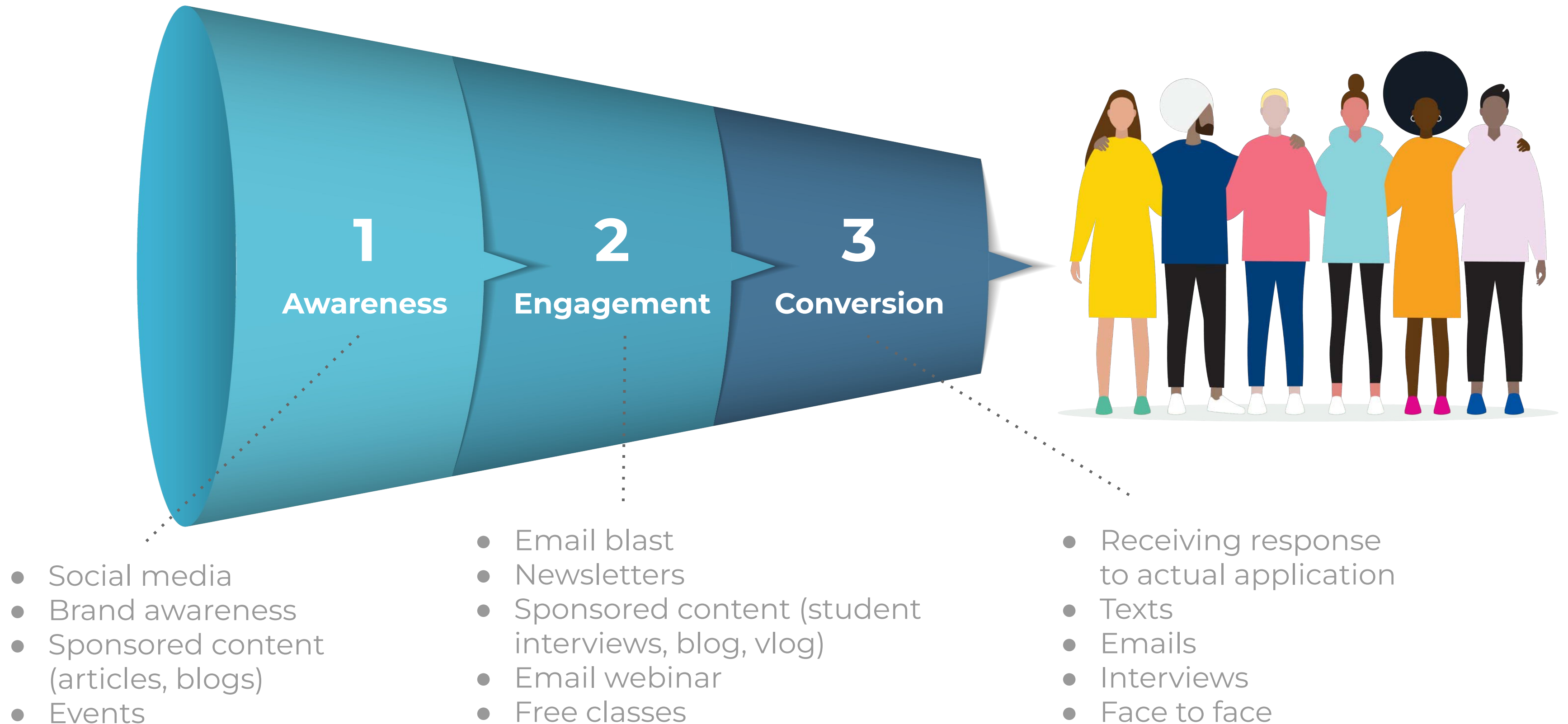
Global Social Media Usage



(In Saudi, Snapchat is the most popular, with 14M teen users)

	Facebook	Instagram	YouTube
Middle East			
Egypt	83.86%	.27%	12.41%
Turkey	63.74%	10.65%	5.41%
Saudi	84.73%	0.46%	4.39%
South America			
Argentina	71%	3.42%	8.62%
	83.8%	3.69%	4.49%
Asia			
Indonesia	81%	2.27%	5.99%
	41.61%	4.8%	36.53%
India			
	79.3%	3.9%	7.35%
Europe			
	81.77%	1.36%	1.96%
Africa			
Kenya	77.51%	.81%	10.94%
	39.14%	2.53%	6.39%
Morocco	72.46%	1.34%	19.83%

Marketing Funnel

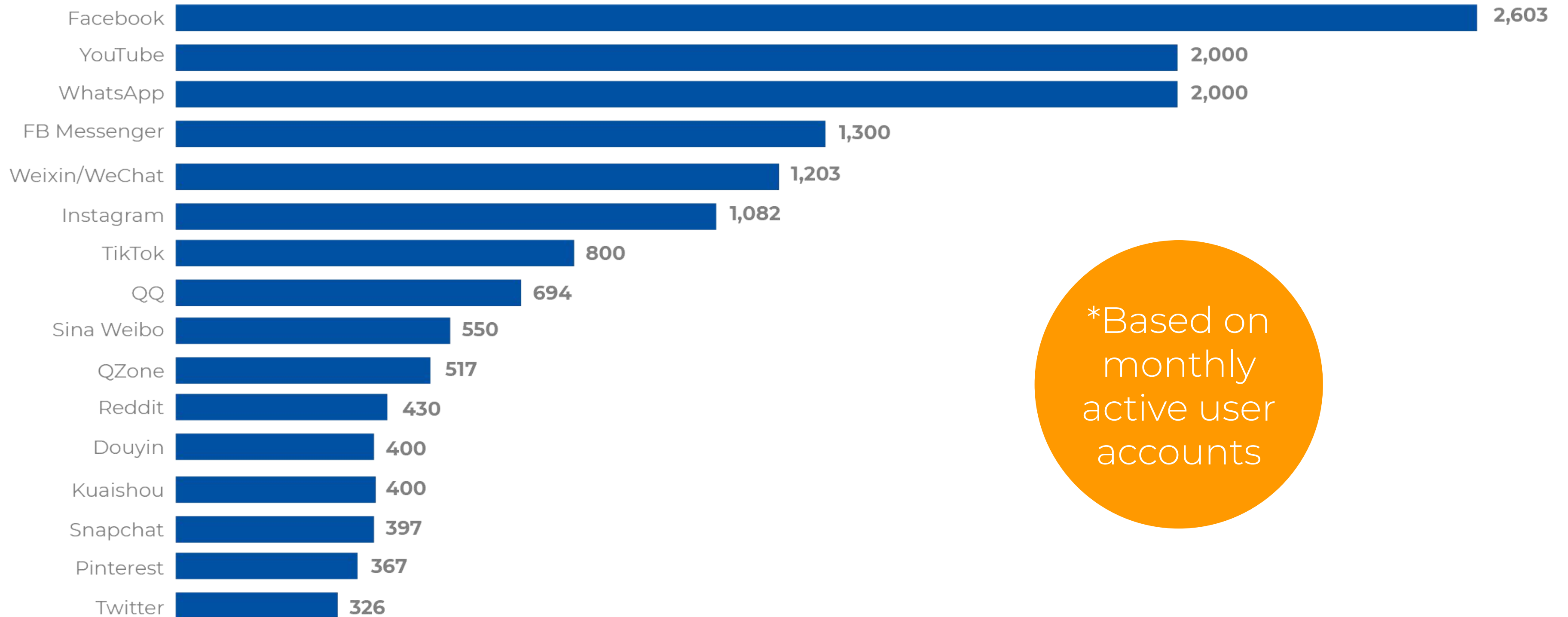


Recap: Digital Marketing Workshop 1

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



The World's Most-Used Social Media Platforms*



*Based on monthly active user accounts

Social Media Platforms of Gen Z and Millennials

42% of U.S. Gen Zers ages 13 to 16 use TikTok, on par with the percentage who use Facebook (41%) and Twitter (40%), while Instagram usage remains the highest among this demographic, at 79%.



Gender

Male	95%	69%	70%	53%	50%	34%	21%
Female	92%	79%	78%	64%	42%	12%	23%

Age

13-16	98%	41%	79%	68%	40%	31%	42%
17-21	97%	68%	84%	74%	52%	26%	32%
22-26	93%	85%	75%	63%	47%	23%	15%
27-31	92%	88%	73%	50%	49%	20%	12%
32-38	89%	84%	61%	40%	41%	15%	10%

TOTAL	94%	74%	74%	59%	46%	23%	22%
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How to Make Successful Campaigns

1. Define your goals
2. Determine your target audience
3. Develop your message and your creatives
4. Distributing your marketing campaign
5. Measure the results

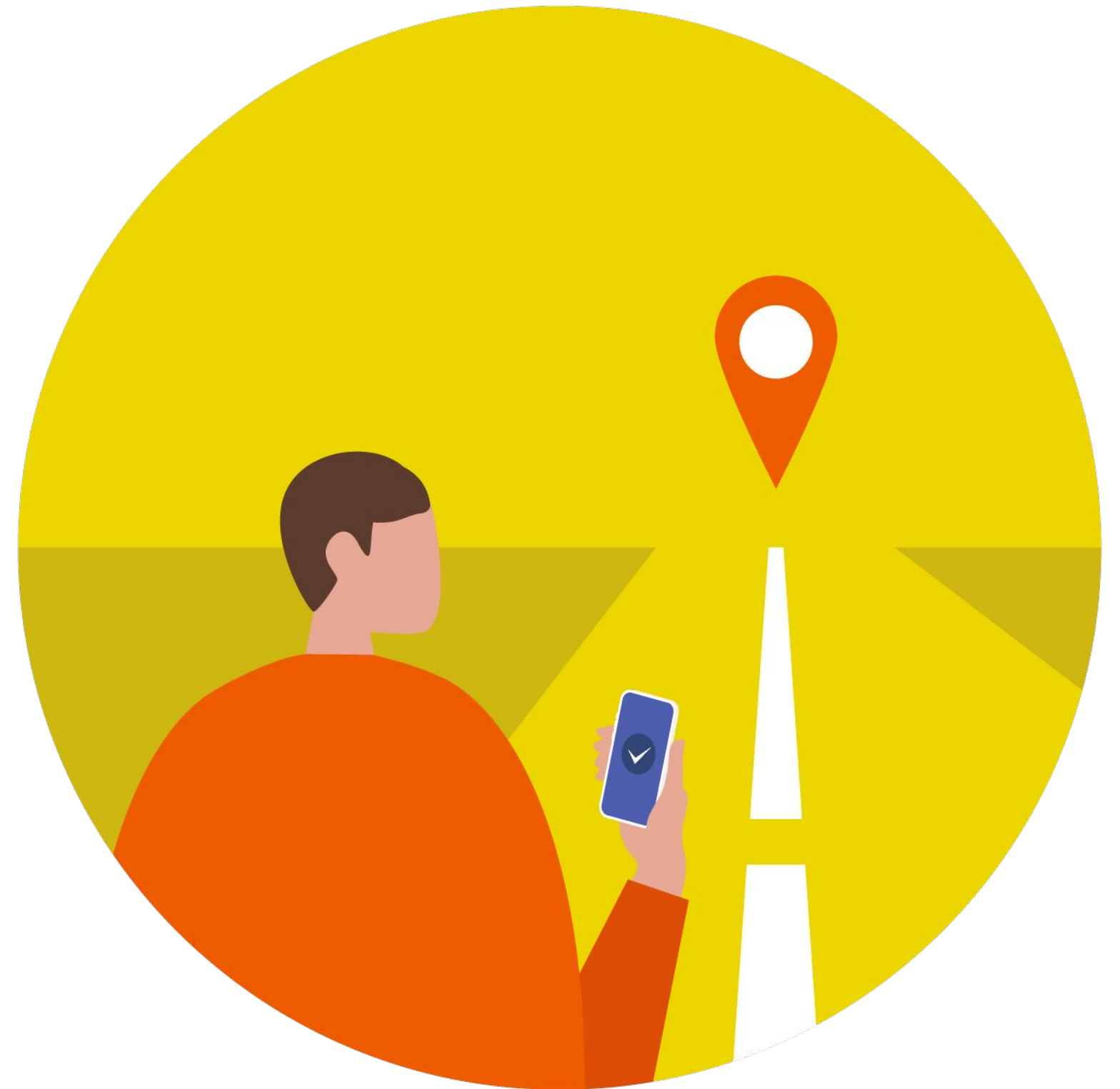


#1 Define Your Goals

Whether you want to advertise an event, promote a specific program, or simply increase your school's brand visibility, setting goals is the first step of any successful paid ad campaign.

What is your goal for this campaign?

- Reach
- Traffic
- Links to your profile
- Increase inquiries
- Increase pageviews
- All of the above



#2 Determine Your Target Audience

The better you understand your prospective student base, the easier it is to succeed in paid advertising. While it can be tempting to try and reach every possible applicant with your school's ads, it is much more effective to target narrow, specific audiences.

Who is your audience? Are they...

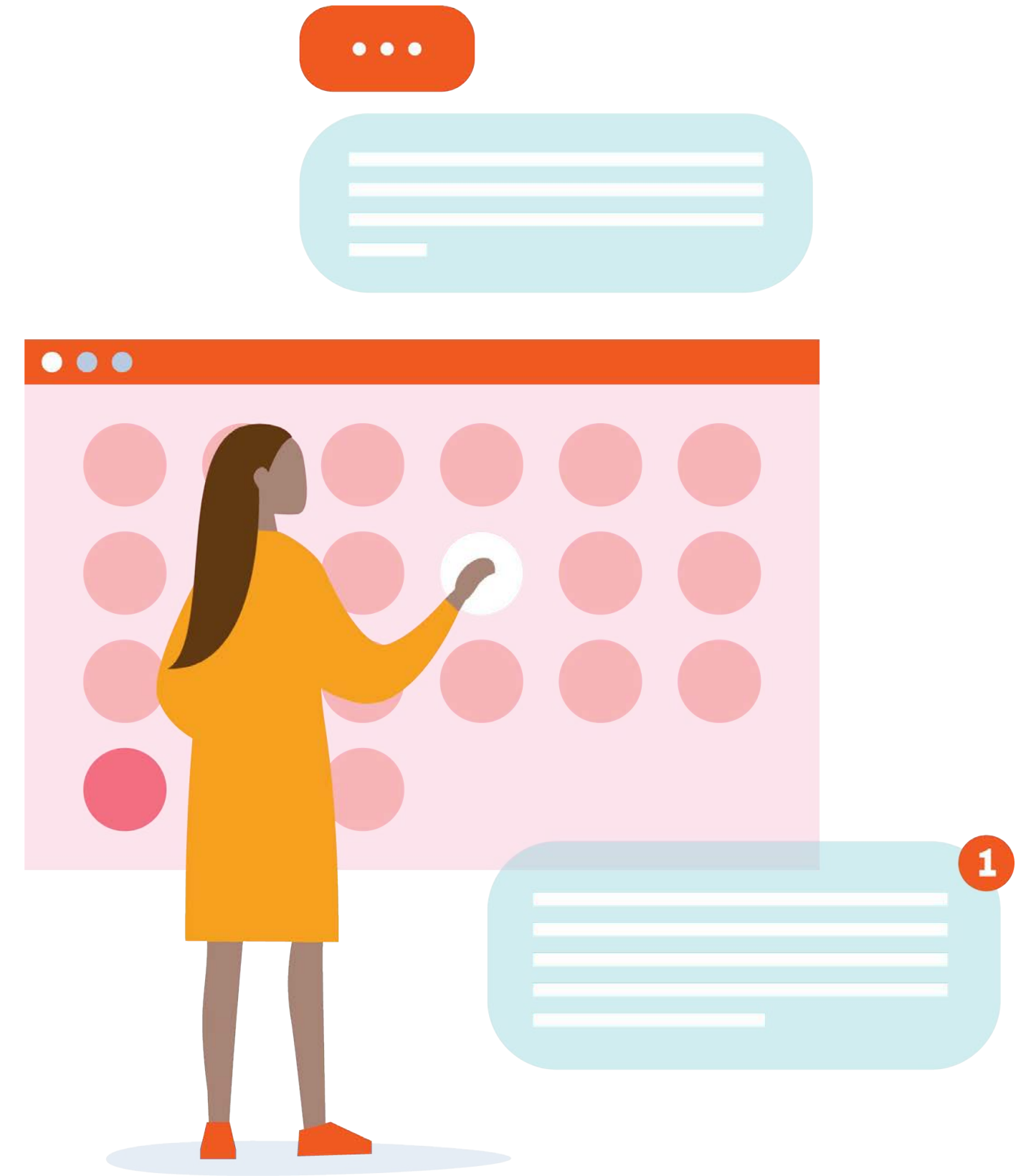
- Non-English-speaking students
- Undergraduates
- High schoolers for High School Completion
- Graduates
- Short-term program seekers



#3 Develop Your Message and Creatives

Having a focused message will help you create higher quality content that will resonate with your target audience.

In order to keep your digital marketing from boring your Gen Z audience, include visually stimulating graphics, images, and video where you can. As social networks treat content with images more prominently, visuals are more responsible than ever for the success of your campaign.



#4 Distribute Your Marketing Campaign

Take a look at the current media channels you use to promote your school. Which performs the best? Which allows you to pay for advertisements? Which have the best engagement? Most importantly, where are your students hanging out?

**Which platform?
The most popular
with Gen Z are:**

- Instagram
- YouTube
- Snapchat
- TikTok
- WeChat
- Weibo
- Twitter



#5 Measure and Optimize your campaign

When it comes to measuring digital marketing success, there are seemingly endless digital marketing metrics. Below is a compilation of the most important ones you'll need to consider.

- Reach
- Link Clicks
- Website Traffic
- Inquiries
- Social Media Followers
- Conversion rate
- All of the above

The screenshot shows a Facebook post from 'Study in the USA - International' published by Mildred Stephens on May 21 in Tacoma. The post text promotes Tacoma Community College (TCC) and lists two program benefits: an Associate Degree for university transfer (2+2) and an English language program (EAP). Below the text is a video player with a play button and a title 'Don't Overpay for U.S Higher Education' with a duration of 34:14. The video content includes a table of tuition and fees for U Oregon (\$37,000) and Tacoma Community College (\$9,600). The post has a 'Learn More' button and a URL: [HTTPS://WWW.STUDYUSA.COM/EN/SCHOOLS/P/WA002/TA...](https://www.studyusa.com/en/schools/p/wa002/ta...)

Performance for Your Post

117,987 People Reached		
30,300 3-Second Video Views		
698 Reactions, Comments & Shares <i>i</i>		
523 Like	511 On Post	12 On Shares
70 Love	70 On Post	0 On Shares
7 Haha	7 On Post	0 On Shares
2 Wow	2 On Post	0 On Shares
78 Comments	72 On Post	6 On Shares
50 Shares	42 On Post	8 On Shares
2,240 Post Clicks		
382 Clicks to Play <i>i</i>	1,057 Link Clicks	801 Other Clicks <i>i</i>
NEGATIVE FEEDBACK		
1 Hide Post	3 Hide All Posts	
0 Report as Spam	0 Unlike Page	



5 Strategies to Boost Enrollment Numbers

1. Provide accessible information
2. Use testimonials from your current and past students
3. Be innovative with social media marketing
4. Be transparent and tell your story
5. Be consistent

Digital Marketing Return on Investment Evaluation

An effective ROI measurement of international recruitment efforts is based on two categories:

SOFT ROI

- Reach
- Brand Awareness
- Brand Loyalty
- Presence in a website
- Student Engagement
- Social Media followers, shares, likes, mentions

HARD ROI

- Increase number of inquiries
- Increase number of leads
- Activity: Website page views, applicant enrollees, etc.
- Email subscribers

What a Successful Facebook Ad Looks Like

Study in the USA
August 17 · 🌐

Santa Rosa Junior College (SRJC) is dedicated to making the college dream accessible to as many students as possible. SRJC is a wise choice for students serious about receiving an excellent education in a friendly, and safe environment.

STUDYUSA.COM
Study at Santa Rosa Junior College
Santa Rosa Junior College (SRJC) is dedicated to maki... [Learn More](#)

Performance for Your Post

136,286 People Reached

114 Reactions, Comments & Shares

112 Like	112 On Post	0 On Shares
2 Love	2 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares

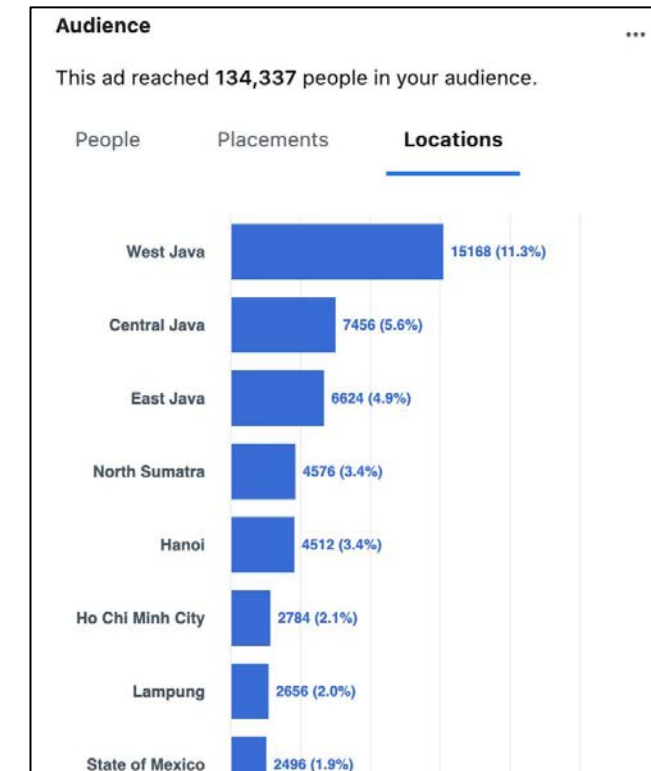
852 Post Clicks

0 Photo Views	552 Link Clicks	300 Other Clicks
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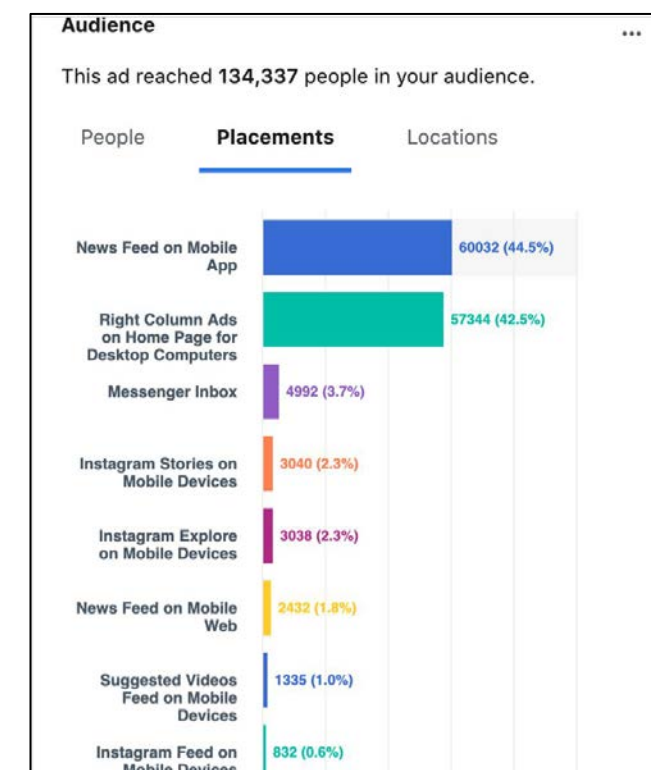
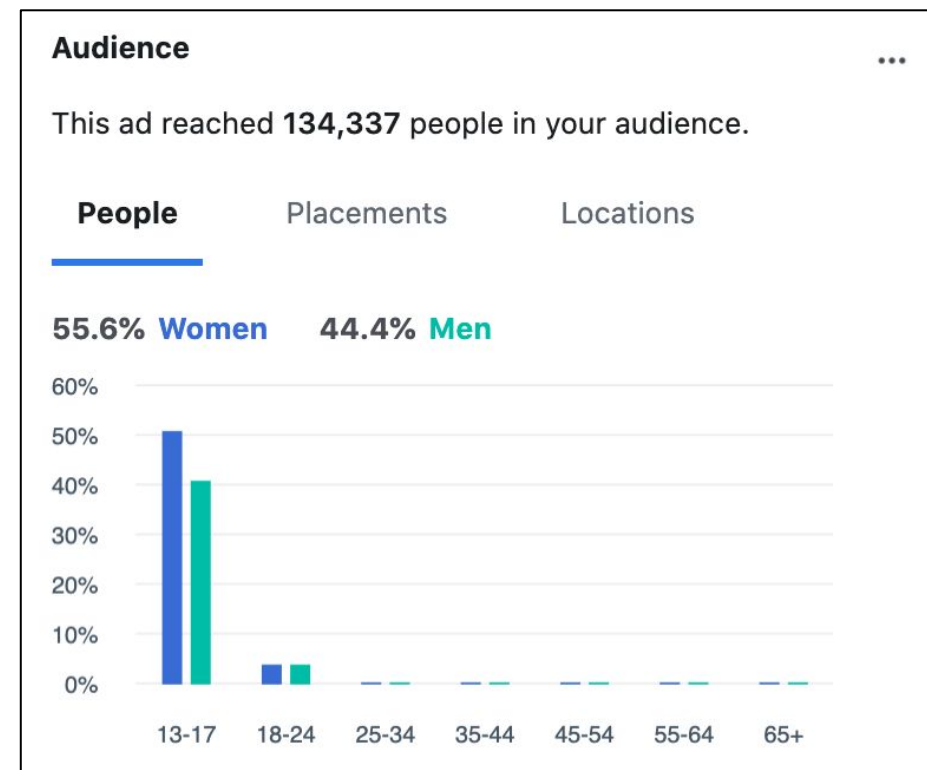
NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts



NOTE on Paid Ads: Anything more than 10K People Reached is considered successful.



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.

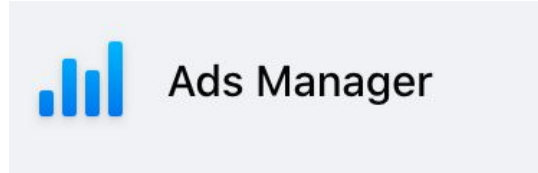
LINK CLICKS

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

Getting Started: Facebook Ad

1

Create an account on Ads Manager



2

Choose the objective

Create New Campaign Use Existing Campaign

Choose a Campaign Objective

Awareness

- Brand awareness
- Reach

Consideration

- Traffic
- Engagement
- App installs
- Video views
- Lead generation
- Messages

Conversion

- Conversions
- Catalog sales
- Store traffic

Cancel Continue

3

Plan the budget

Campaign Budget

Daily Budget \$50.00 USD

Actual amount spent daily may vary.

4

Choose the audience

Audience

Create New Audience Use Saved Audience

Custom Audiences

Search existing audiences

Exclude

Locations

People living in or recently in this location

- South Korea
- Vietnam
- Brazil

5

Choose the type of ad

Format

Choose how you'd like to structure your ad.

- Single Image or Video
- Carousel

6

Write the message

Primary Text

1 of 5

Would you like to become a university student in the U.S. without TOEFL or IELTS? Southern Arkansas University's ESL program will help you improve your English and get admitted to one of our undergraduate or graduate programs. Southern Arkansas University is an accredited public university offering more than 80 degrees in science and engineering, business, liberal and performing arts, and education that are ranked nationally for quality and affordability.

Add Options

Add a website URL

Headline - Optional

1 of 5

Apply to Southern Arkansas University without TOEFL or IELTS

7

Choose the CTA

Call to Action

Apply Now

8

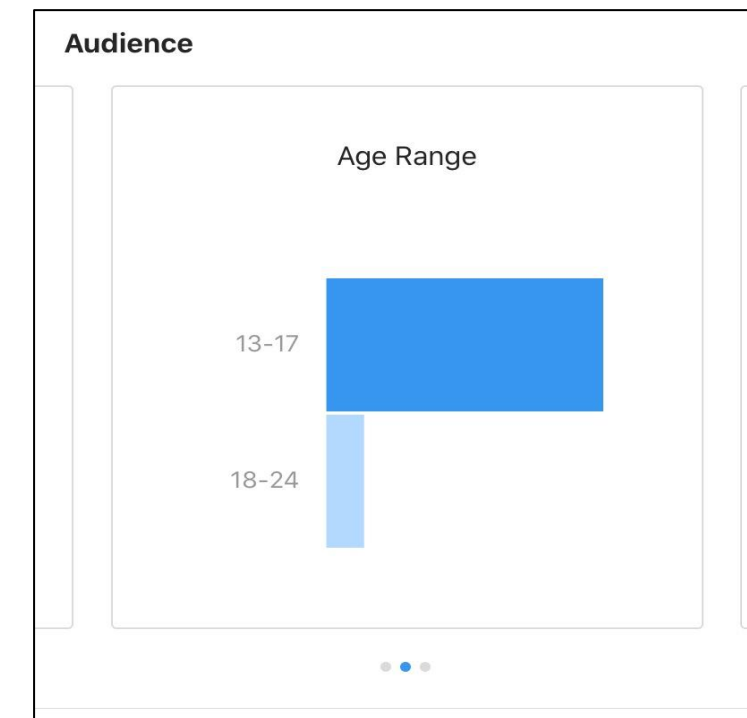
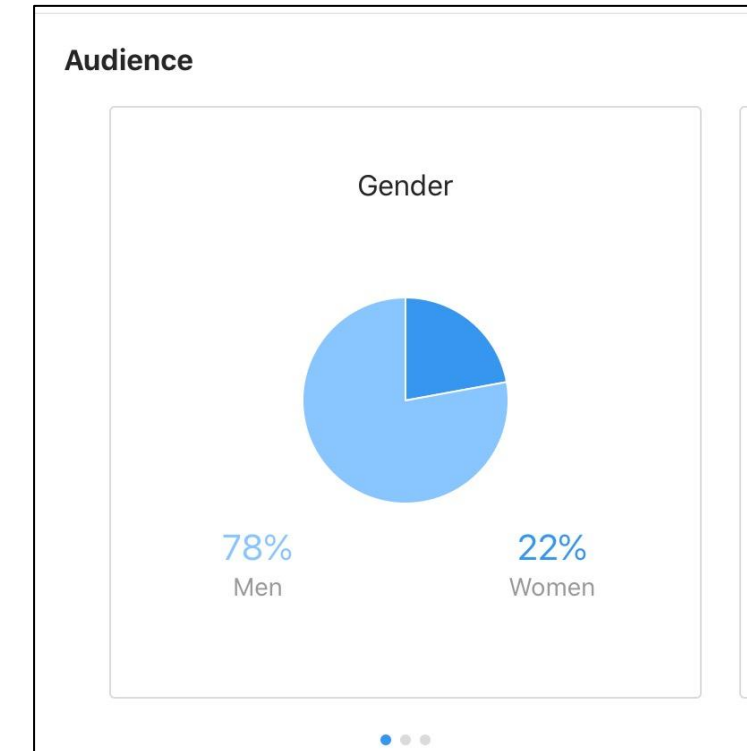
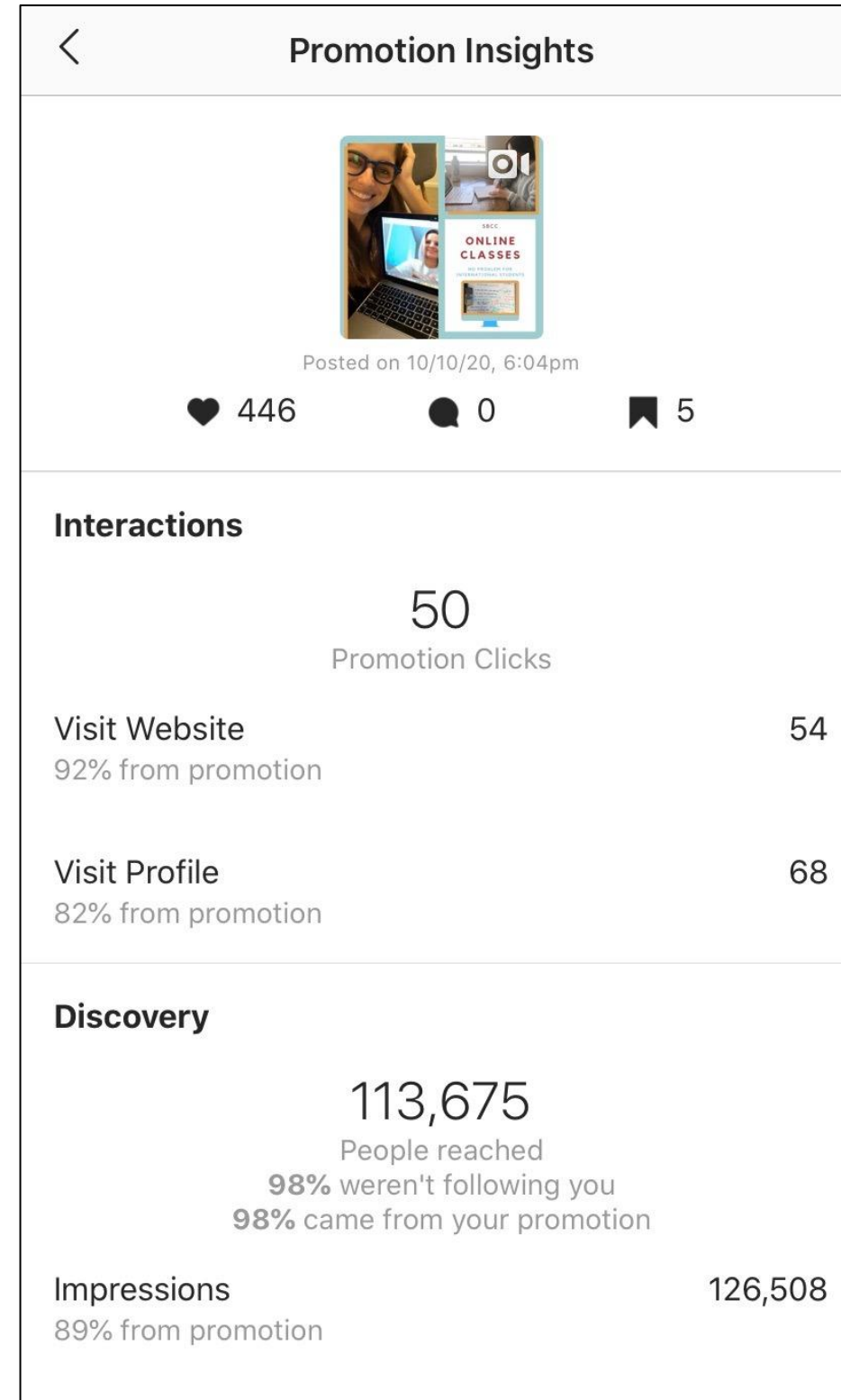
Analyze the stats and optimize ads

Insights See All

Yesterday : Oct 19 - Oct 19

People Reached	170,620
	▲1%
Post Engagements	7,023
	▲79%

What a Successful Instagram Ad Looks Like



LIKES, COMMENTS
This is the number of how many likes and comments

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

PEOPLE REACHED
This number refers to how many prospective students your post.

What a Successful TikTok Post Looks Like



uf  FLORIDA · 5-21 Following

   **original sound - FLORIDA**

 72.7K  783 Share to     

 **FleauBo**
First clap was on beat 🙌🙌
5-21

▶ 489.4K



uf  FLORIDA · 8-18 Following

All hail, Florida, hail. #gogators

 **original sound - FLORIDA**

 1957  56 Share to     

 **KingJacoby** 🙌
I will be in this college one day, believe it 🙌
8-18
View more replies (4) ▾

▶ 11.9K



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 shares.

What a Successful WeChat Looks Like



- 4,034 people read the article
- 78 of them Liked it
- It brought 50 followers.



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

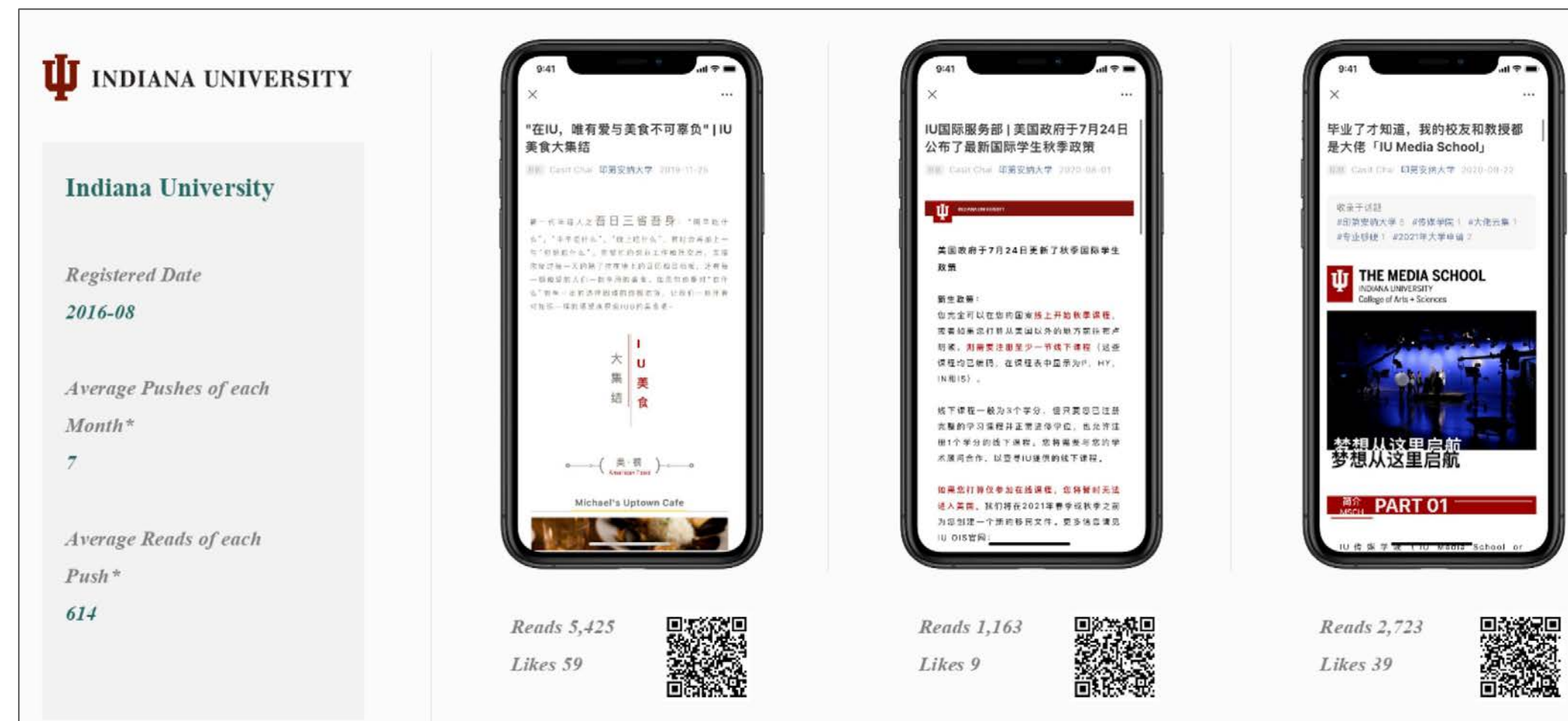
This is the number of clicks on links within the post that led the prospective students to your website.

Source: (<https://www.businessofapps.com/data/wechat-statistics/#1>)



STRATEGIES: WeChat

1. Set up your Official WeChat account
2. Create a WeChat content based on success stories of your current/alum and groups where alumni/current can advise prospective students
3. Take a look closer at each stage of student's journey
4. WeChat is not only used by prospective students, but also by their parents.
5. Incorporate your QR code across all marketing material to grow your brand following.
6. Track your analytics



WeChat: over 1 billion users per month

What a Successful Weibo Post Looks Like



As of Q4 2019, Weibo has more than **516 million monthly active users** (compared to Twitter's 300 million), making it only the second largest social media platform in China



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.

What a Successful Snapchat Looks Like

Drake University had two geofilters tied to a journalism conference. When the attendees opened their Snapchat accounts, they could choose to embed their snaps within two geofilters running in the building that was hosting the conference. One said, “We ❤️ Journalism” while the other carried the caption “Picture yourself here” — both with accompanying school logos. The filters ran for a total of seven hours and were viewed more than a 1,000 times each.



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.



STRATEGIES: Snapchat

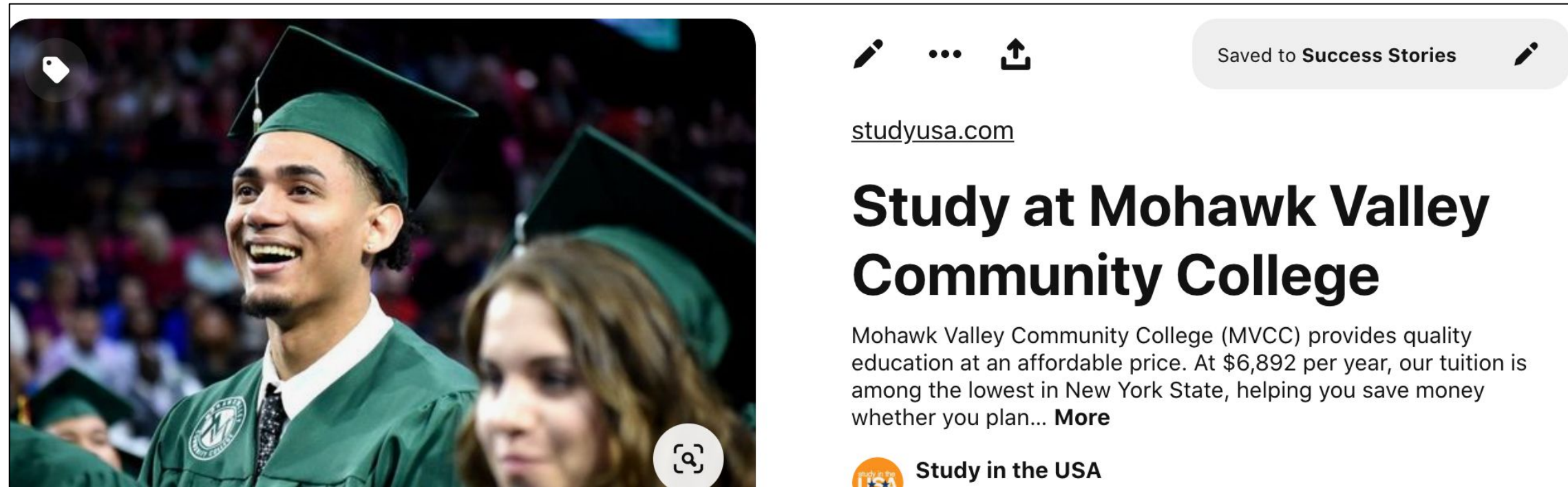
1. Create an account for your institution
2. Plan your content — it can be a series of photographs/graphics and sometimes videos that help tell a complete story.
3. Take advantage of custom Geofilters
4. Let students, alumni, faculty take over
5. Use Snap ads



Here are just a few examples of content that can work well:

1. Show a glimpses of campus life, and also to advertise upcoming events that are happening on campus this week
2. Give a full-scale tour of a dorm room.
3. Showcase aspects of your campus that are unique to your institution.
4. Offer real-time Q&A opportunities with students, alumni, faculty, and staff.

What a Successful Pinterest Post Looks Like



Mohawk Valley Community College (MVCC) provides quality education at an aff...
See your Pin



Total

Popularity of this Pin across Pinterest

2.3k

Impressions

The number of times your Pin was on screen

25

Closeups

Taps for a closer look

50

Saves

Saves to a board

109

Link clicks

Clicks on your Pin



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.

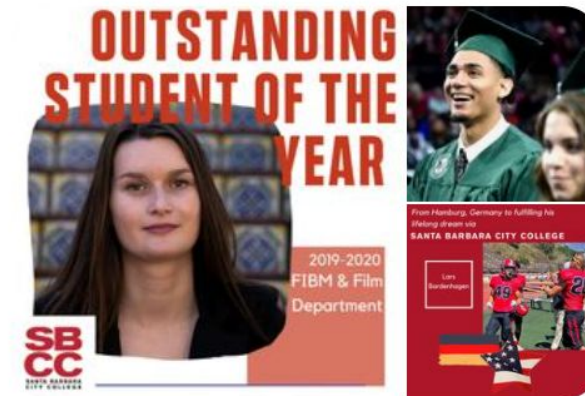
SAVES

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

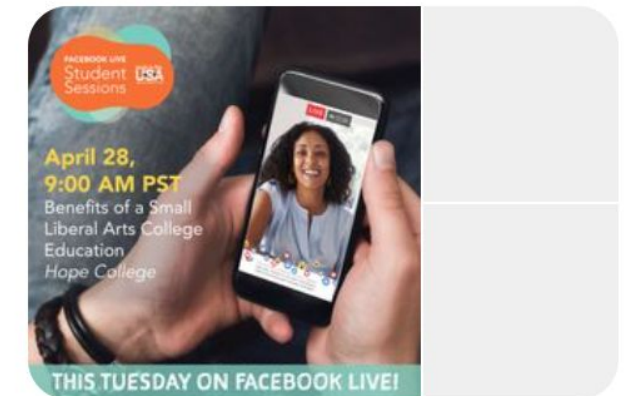


STRATEGIES: Pinterest

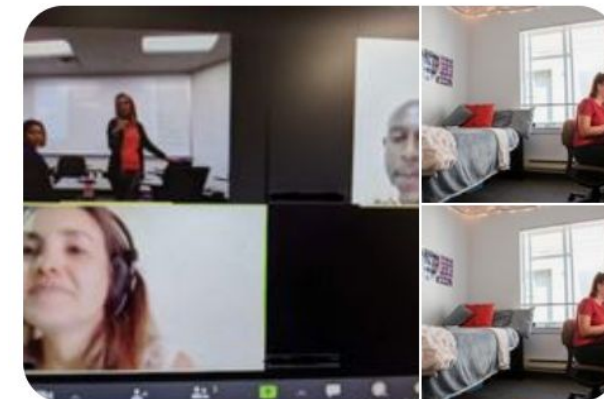
1. Plan your content
2. Create your boards and pins
3. Pin, Like, and comment
4. Promote your school
5. Measure analytics



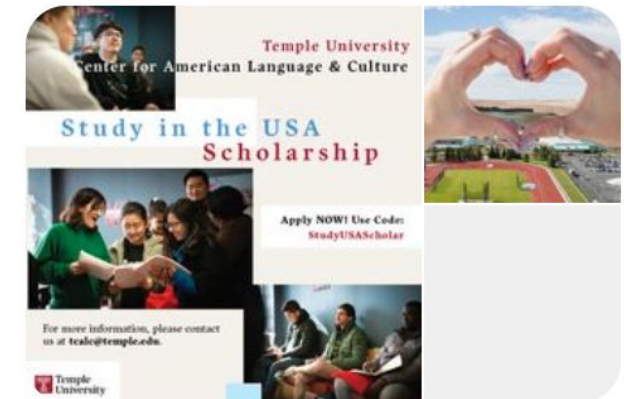
Success Stories



Student Sessions



Online Classes



Scholarship Opportu...



Student Bloggers



Contest

What a Successful YouTube Post Looks Like



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.



STRATEGIES: YouTube

1. Plan your content
2. Include a keyword on the title of the video
3. Tag each video with appropriate keywords
4. Add a call to action
5. Upload the video and track the analytics



Here are just a few examples of content that can work well:

1. Student, graduate, or staff testimonials
2. Videos highlighting particular programs
3. Guided campus tours
4. Live video events
5. Q&A sessions
6. Videos demonstrating your school's leadership in a particular area

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.



Getting Started: Email Marketing

1. Choose an email marketing provider
2. Gather contacts from your website and add it to your email marketing provider
3. Set up your welcome email
4. Fun part! Choose a template
5. Write and segment the message
6. Preview and test
7. Schedule/send email and use Timewarp
8. Track your results and optimize



**Learning English Builds Confidence.
Where You Learn It Matters**

For more than 50 years, [Georgetown's English Language Center](#) has been helping students connect with the world through programs that enhance language proficiency and intercultural understanding.

Whether you're interested in improving your academic or professional English, increasing your readiness for graduate-level coursework, or teaching English as a foreign language, Georgetown has a program for you.



1789

GEORGETOWN UNIVERSITY
English Language Center



5 Email Metrics to Track

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

What a Successful Email Campaign Looks Like

Southern Arkansas University

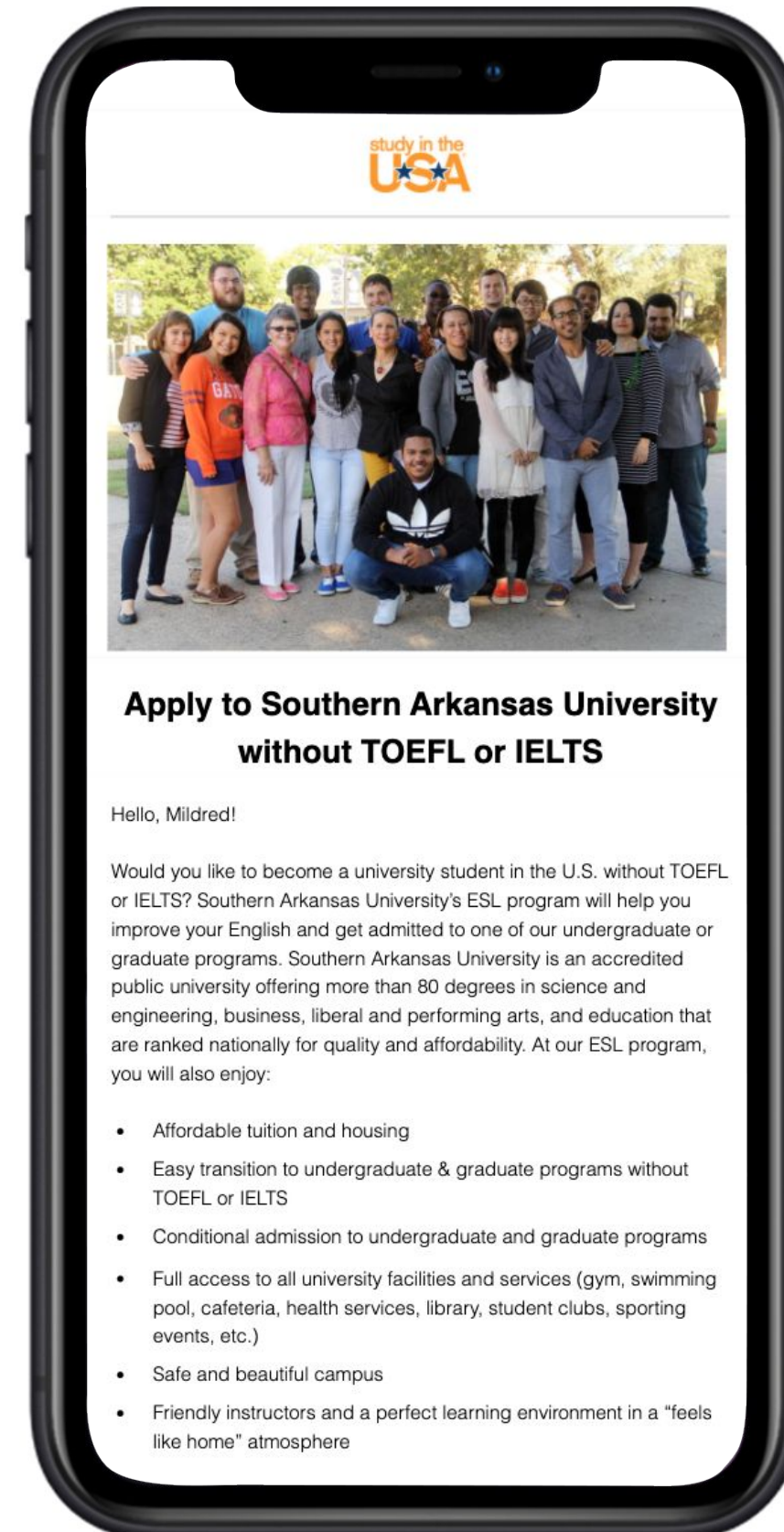
Total
Opens
9,668

Total
Clicks
511

Total
Send
18,519

Bounce
14

Unsubscribe
5



The Student Journey

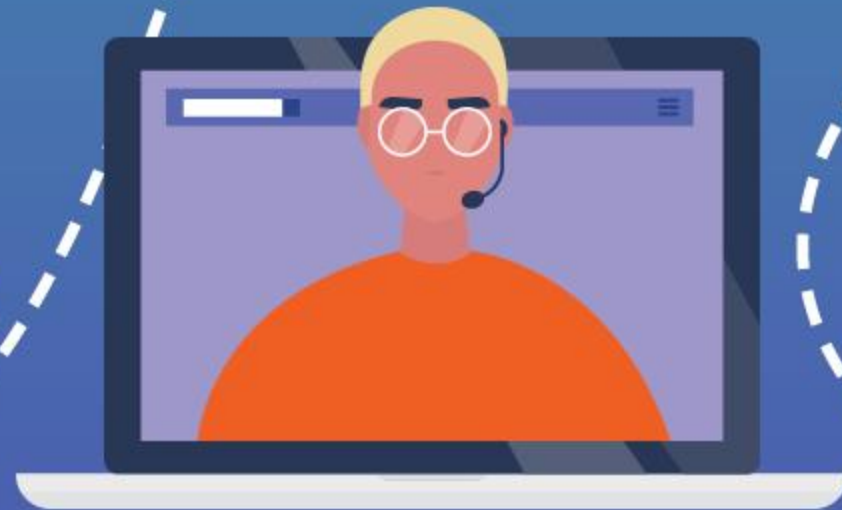
1



Discovery

2

Evaluation



3

Application



4

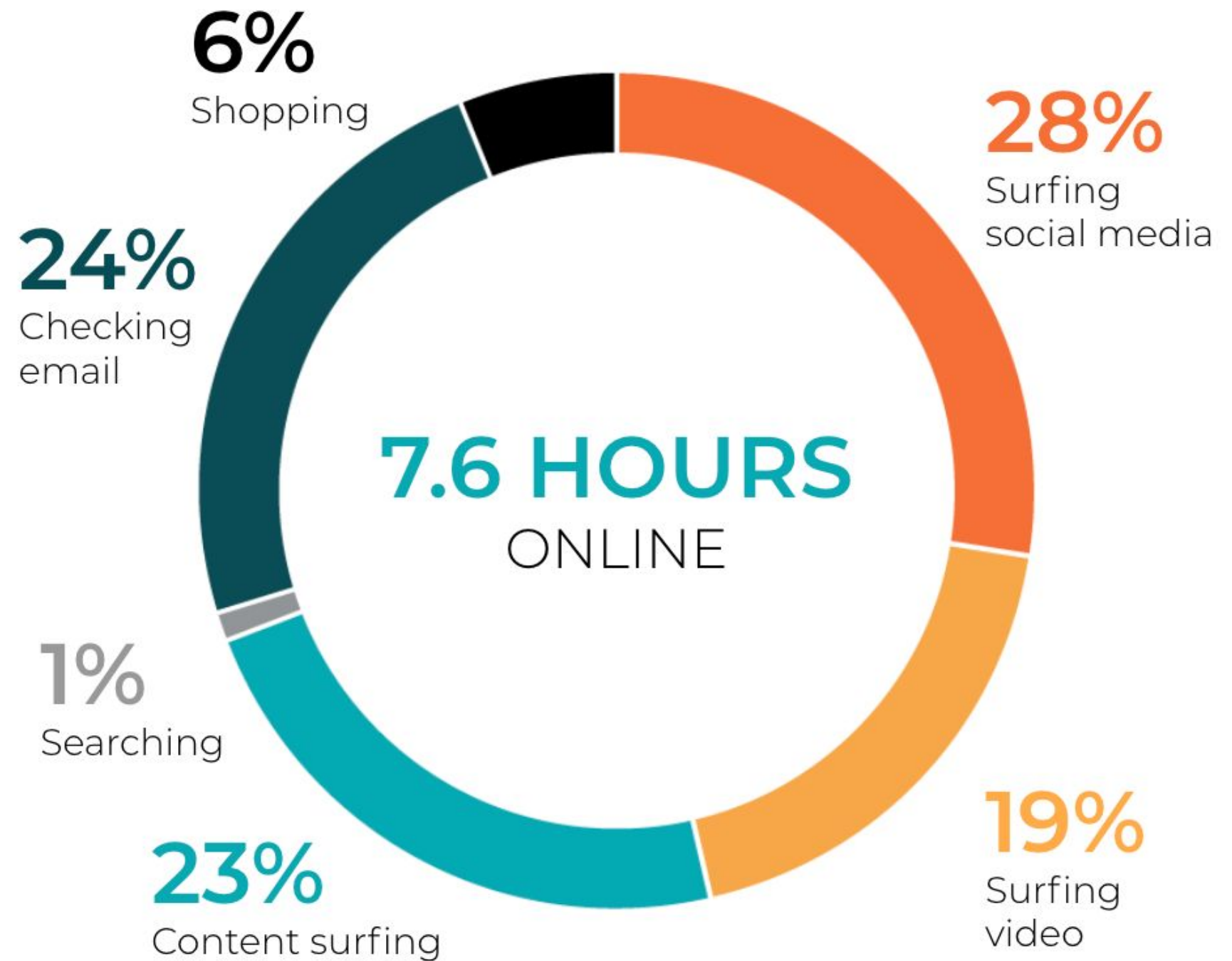
Enrollment



Engage Your Audience

Reaching out to students on the internet means that you must engage them in what they're doing online. Focus on the top three reasons they're there: to learn, to have fun, and to socialize.

You need to be at all three points.



So Many Channels, So Little Time

In today's world, nurturing prospective students towards enrollment can be a taxing process. Potential applicants expect diligent follow-up at a number of different stages through a variety of channels, and with more inquiries to deal with than ever before, it can be difficult for schools to keep up.



Responding to Inquiries

One of the biggest challenges in higher education marketing is response times. Most **students expect a response the same day** they fill out a form or ask a question.

That can be a tough expectation to meet.

We have found that **it takes at least 3-7 points of contact to engage a student and at least 9 points of contact before application.**



So What Exactly is Marketing Automation?

Marketing automation is a **software platform** that streamlines, automates, and measures marketing tasks and workflows.



Study in the USA Tracks and Analyzes Each Visitor to the Site

The screenshot displays a CRM interface for 'Study in the USA'. The top navigation bar includes 'Sales', 'Marketing', 'Contacts', 'Perfect Audience', and 'Team Calling'. The main header shows 'Study in the USA' and user information 'Anna Castillo' with a 'Qualified Lead' status. The contact profile for 'koura cly Coulibaly' is shown, with a 'Video Call' button and a note 'Added 10 months ago'. The 'Life of the Lead' tab is active, showing a timeline of events. A specific event, 'Viewed Media', is highlighted, dated 'October 6, 2020 1:39 AM PDT'. The event details include the link 'https://www.studyusa.com/en/schools/p/ma124/regis-college' and a screenshot of the Regis College website. The website screenshot shows the 'Regis College' page with a 'CONTACT THIS PROGRAM' button and a form to request more information.

Study in the USA Tracks and Analyzes Each Visitor to the Site

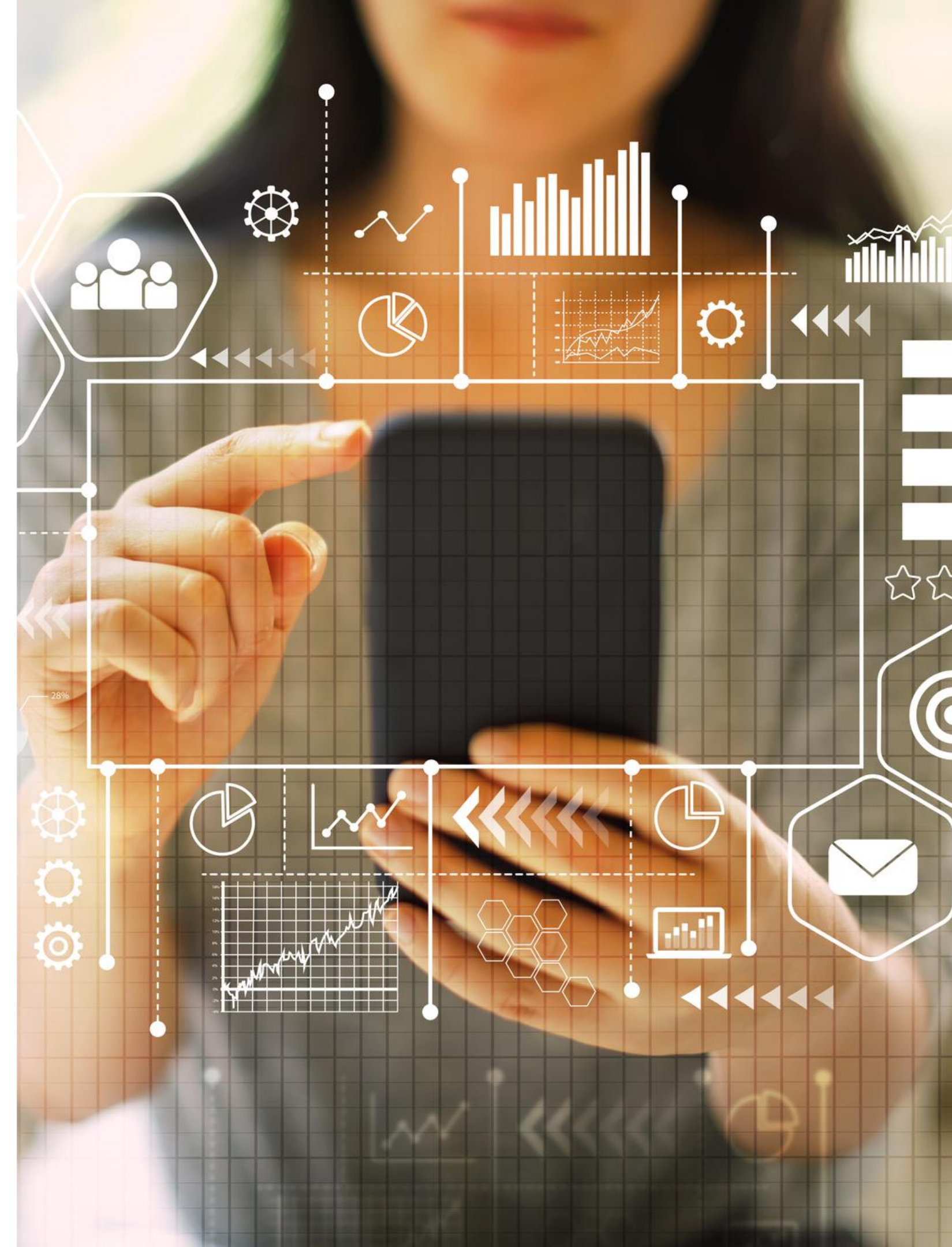
Track #	URL	Duration
4	/es/schools/p/ky014/university-of-kentucky	2 minutes
5	/es/school-search?term=University+of+kentucky	16 secs
6	/es/school-search?term=Ndsu	6 secs
7	/es/schools/p/nd001/north-dakota-state-university	16 minutes
8	/es/school-search	5 minutes
9	/es/school-search	37 secs
10	/es/school-search?changedField=degreeLevelId*reeLevelId=1&fieldOfStudyId=&stateProvince=	21 secs
11	/es/school-search?changedField=degreeLevelId*reeLevelId=1&fieldOfStudyId=356&stateProvince=	12 secs
12	/es/schools/p/mo012/northwest-missouri-state-university	1 minute
13	/es/school-search?changedField=degreeLevelId*reeLevelId=1&fieldOfStudyId=356&stateProvince=	22 secs
14	/es/schools/p/ny095/genesee-community-college	9 secs
15	/es/school-search?changedField=degreeLevelId*reeLevelId=1&fieldOfStudyId=356&stateProvince=	16 secs
16	/es/schools/p/nc047/warren-wilson-college	14 secs
17	/es/school-search?changedField=degreeLevelId*reeLevelId=1&fieldOfStudyId=356&stateProvince=	15 secs
18	/es/school-search?changedField=degreeLevelId*reeLevelId=1&fieldOfStudyId=356&stateProvince=&page=2&per-page=10	27 secs
19	/es/schools/p/fl128/florida-international-university-global-first-year	16 secs
20	/es/school-search?changedField=degreeLevelId*reeLevelId=1&fieldOfStudyId=356&stateProvince=&page=2&per-page=10	1 minute
21	/es/schools/p/sc027/charleston-southern-university	11 secs
22	/es/school-search?changedField=degreeLevelId*reeLevelId=1&fieldOfStudyId=356&stateProvince=&page=2&per-page=10	16 secs
23	/es/schools/p/sd004/university-of-south-dakota	26 secs
24	/es/school-search?changedField=degreeLevelId*reeLevelId=1&fieldOfStudyId=356&stateProvince=&page=2&per-page=10	33 secs
25	/es/schools/p/ca025/california-state-university-chico-aiqi-american-language-and-culture-immersion	6 secs
26	/es/school-search?changedField=degreeLevelId*reeLevelId=1&fieldOfStudyId=356&stateProvince=&page=2&per-page=10	46 secs
27	/es/user/saved-schools	21 secs
28	/es/user/saved-schools	7 secs
29	/es/school-search?changedField=degreeLevelId*reeLevelId=1&fieldOfStudyId=356&stateProvince=&page=2&per-page=10	6 secs
30	/es/schools/p/sc027/charleston-southern-university	13 secs

Setting Up Workflows

By being aware of how your students interact with your campaign, you can set up workflows.

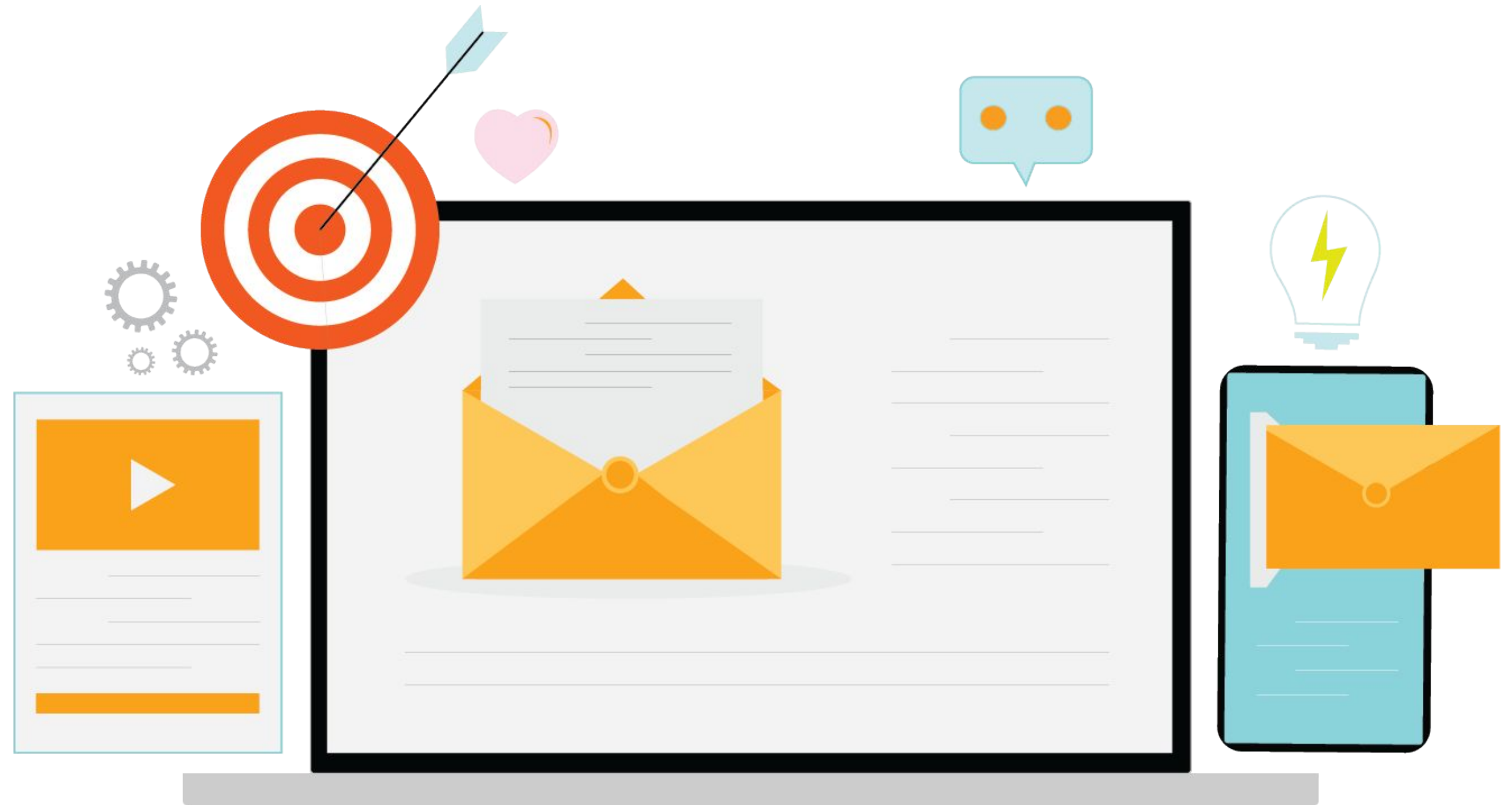
What workflows are we talking about?

- Email marketing
- Landing page creation
- Cross-channel marketing campaigns
- Lead generation
- Segmentation
- Lead nurturing and scoring
- Retention
- Measuring ROI



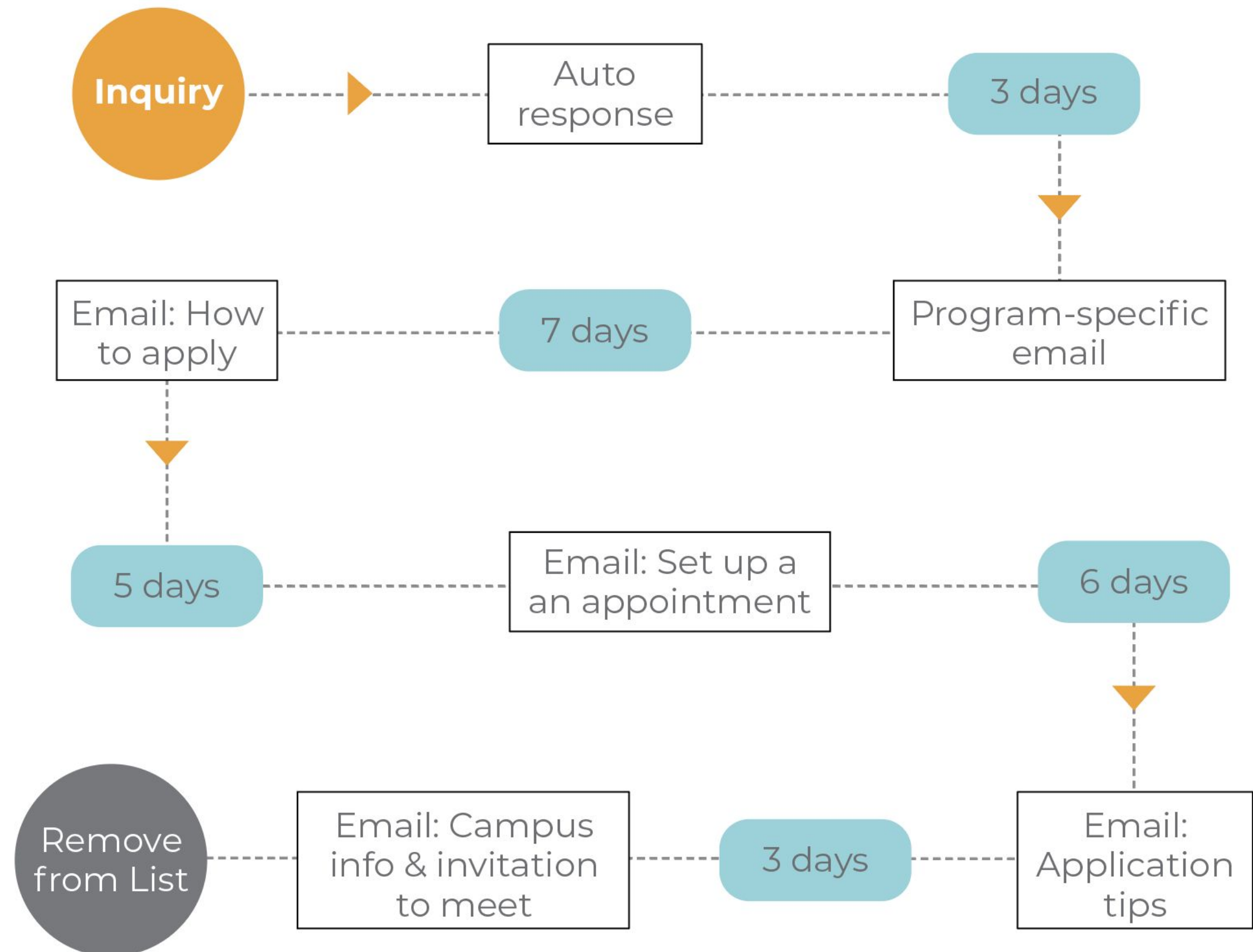
Workflow Example

Your school can integrate automate marketing events which can be triggered at different stages throughout the student's journey.



Email Lead Nurturing Workflow

This email lead nurturing workflow cycles through nine messages. The sequence begins with an autoresponder, to a general inquiry before touching on different subjects in each mail that might be of interest to potential applicants, such as the campus facilities, financing, and application tips.



Keep It Personal

You also need a human touch.

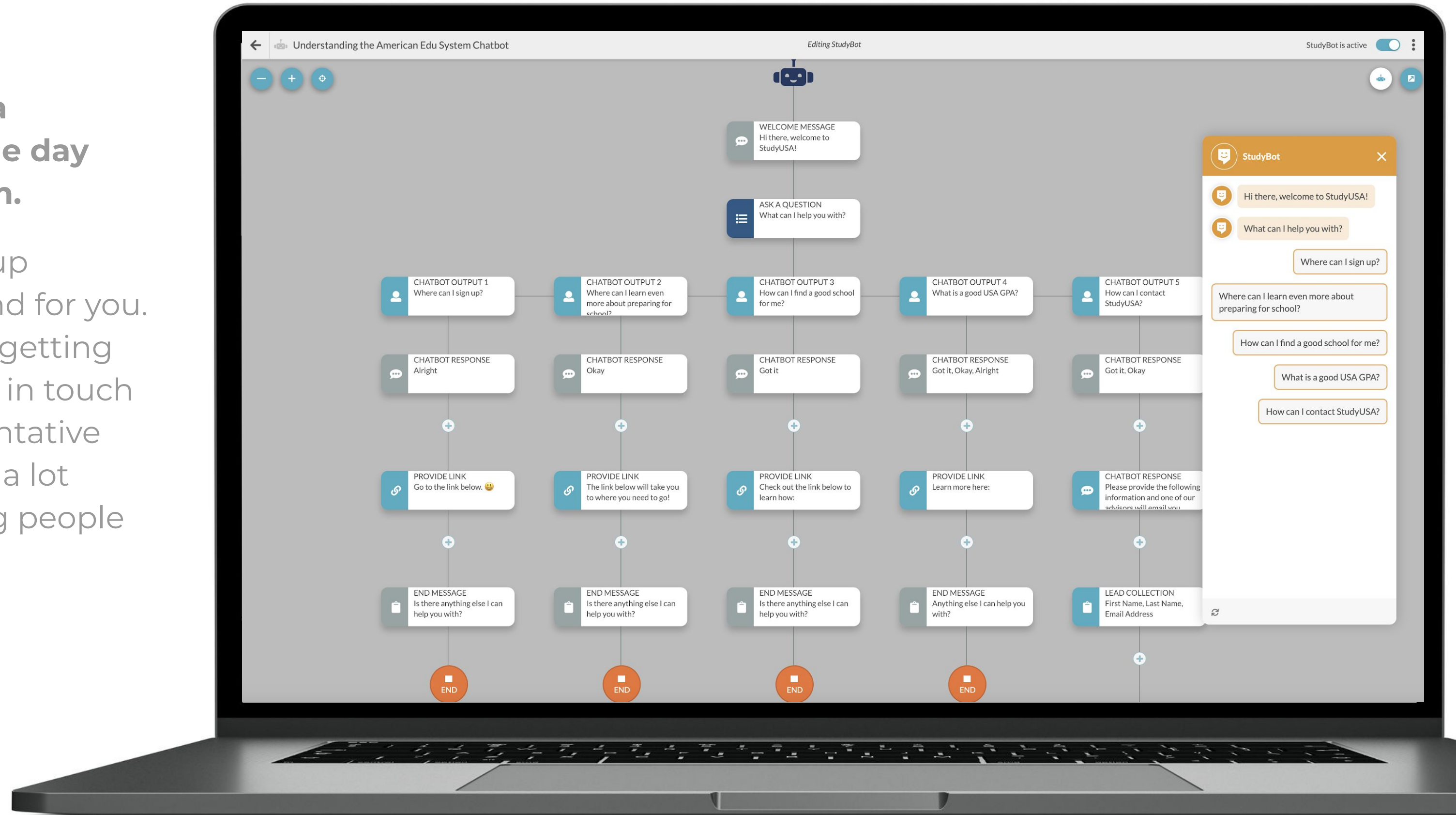
While email nurturing can be very effective, keep in mind that it is best when paired with regular contact attempts through other channels, like phone, SMS, and instant messaging.



Set Up Chatbots

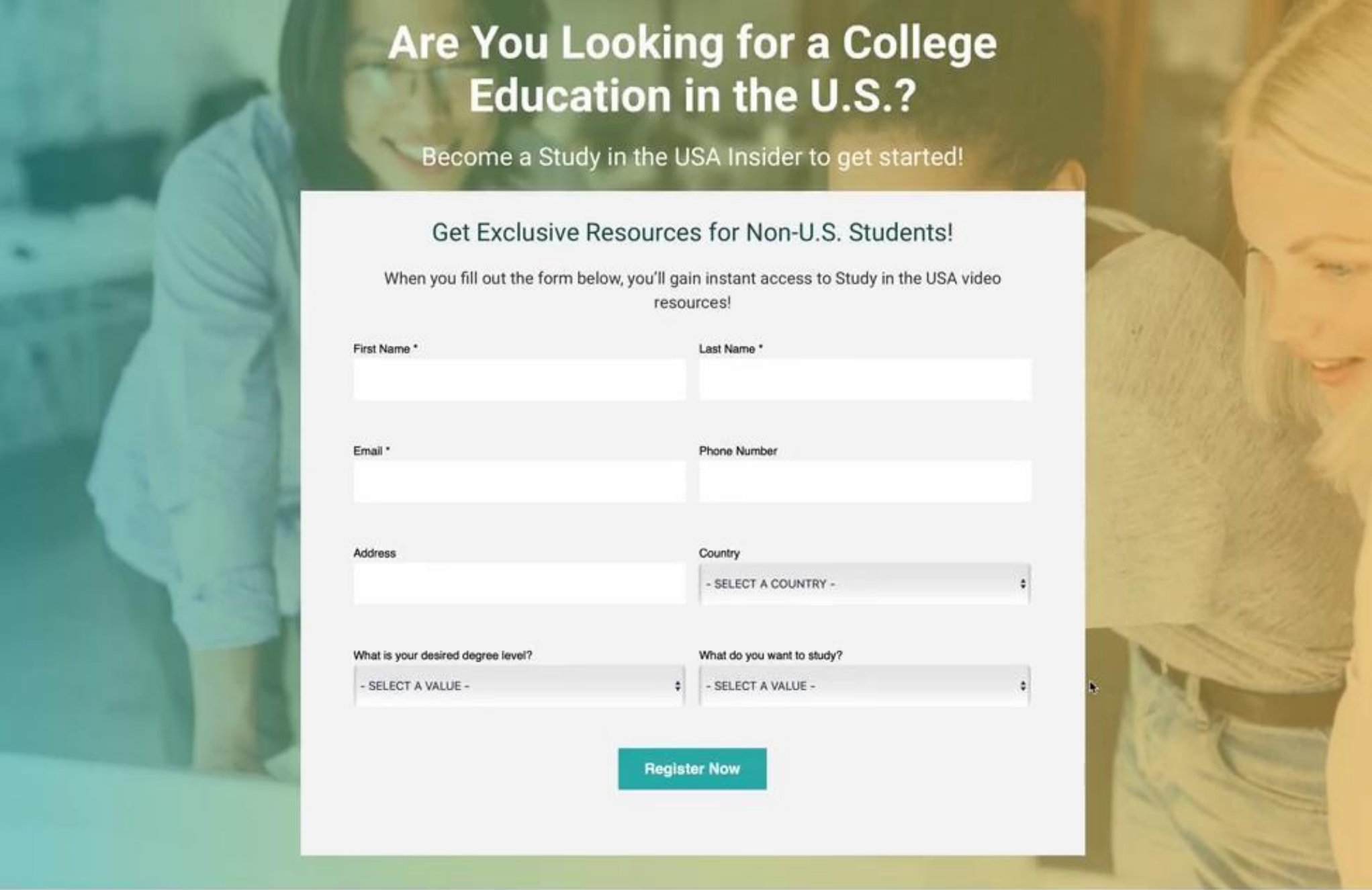
Students expect a response the same day they fill out a form.

The solution? Set up chatbots to respond for you. It's not as good as getting potential students in touch with a live representative right away, but it's a lot better than leaving people hanging without a response.



Real-World Example

On our site many of the students enter on an article page to find information. Sometimes they leave — but **a chatbot can help answer questions for them and capture their information** to add them to a nurturing campaign.



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Benefits of Marketing Automation in Student Recruitment

Reduces workload

Repetitive emails are automatically answered, 24 hours a day.

Frees up time

You can offer personalized services to really engaged students. You can provide attention where it will have the greatest impact!

Improves lead response time

No need to worry about keeping up about communications across multiple time zones or catching up on an overloaded email inbox.

Transforms general inquiries into engaged student leads

The communication occurs in real-time, capturing student interest and collecting vital information at the same time.

Make a Plan



The Plan

- Know your student
- Start early, be consistent and sustained
- Use a variety of channels
- Track and analyze
- Don't forget human interaction

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