

# Digital Engagement Marketing for International Recruitment: a Case Study

Yalda Ahmadi,  
International Communications Coordinator,  
International Marketing & Business Development



VANCOUVER ISLAND  
UNIVERSITY



Why this session?

# Background

- International marketing team
- Domestic University Relations

# About VIU?

- Video: [www.youtube.com/watch?v=aB6qF-P3byQ](http://www.youtube.com/watch?v=aB6qF-P3byQ)

# The Problem

- Once upon a time...



# Our Philosophy

- Engagement Marketing

# Engagement Marketing

- Emails
- Phone calls
- Social media
- In-person
- CRM

# Results

- Examples
- Stats



# Game time 😊

- Questions:
  - Why did you enroll to this workshop?
  - What pressing questions do you related to this workshop topic?
  - What current marketing projects are you working on?
  - How do you plan to use the knowledge from this workshop?

# Debrief

- What is the next step for you?



# Thanks!

- Questions?