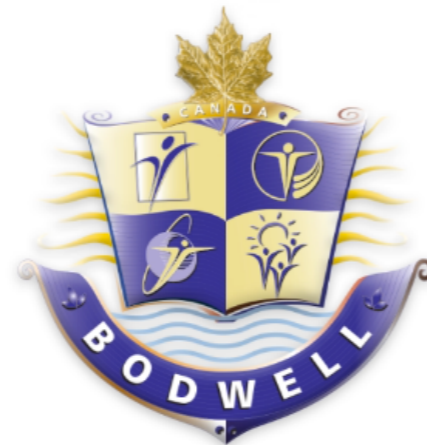


The Rise of Online Community Marketing in International Education

Andrew Jackson - IT Manager - Community & Marketing
Boris Remes - Assistant Director of Admissions

Bodwell High School, 955 Harbourside Drive, North Vancouver, BC
www.bodwell.edu



BODWELL
HIGH SCHOOL

VANCOUVER, CANADA 

What is Community Marketing?

Definition of Community?



com·mu·ni·ty

/kə'myoʊnədə/

noun

1. a group of people living in the same place or having a particular characteristic in common.
"Rhode Island's Japanese community"
synonyms: group, body, set, circle, clique, faction; [More](#)
2. a feeling of fellowship with others, as a result of sharing common attitudes, interests, and goals.
"the sense of community that organized religion can provide"

What is Community Marketing?

Definition of Marketing?



mar·ket·ing

/ˈmɑːrkətiŋ/

noun

the action or business of promoting and selling products or services, including market research and advertising.

What is Community Marketing?

Definition of Community Marketing?



Community marketing is a strategy to engage an audience in an active, non-intrusive prospect and customer conversation. Whereas **marketing** communication strategies such as advertising, promotion, PR, and sales all focus on attaining customers, **Community Marketing** focuses on the needs of existing customers.

International Education

Why is Community Marketing so relevant?



Stakeholders

1. Students
 1. Current
 2. Alumni
 3. Prospective
2. Parents
 1. Current
 2. Alumni
 3. Prospective
3. Staff
4. Agents
5. Neighbours & Local Community
6. Interested Parties



The Power of Online Marketing Channels

1. Website
2. Blogs
3. Email
4. Webinars
5. Social Media
6. Advertising



Online Marketing Strategies

1. Content Marketing
2. SEO - Search Engine Optimization
3. SEM - Search Engine Marketing
4. Referral and/or Affiliate Marketing
5. Email Marketing
6. SMM - Social Media
7. SMO - Social Media

-Consumer-driven
-Content-rich
-Solution-based

e.g. Online Community Marketing
such as blogging, social media, SEO



-Marketer-driven
-Disruptive
-Product-based
-Hard Sell

e.g. Traditional Marketing
such as print media, school fairs

"If you have more money than brains,
you should focus on outbound
marketing.

If you have more brains than money,
focus on inbound marketing."

Guy Kawasaki
(Best-Selling Author, Speaker, Venture
Capitalist)

Bodwell High School

- Introduction: Past, Present & Future



IT Manager - Community & Marketing

- Background
- Roles & Responsibilities
- Best Practices & Guidelines
- The Roadmap



Email Newsletters
Agents/Alumni/Parents/
Prospects/Staff/Students

BLOGS & PICTURE GALLERIES
Post Interesting News from Various
Departments with Multiple Authors

CATEGORIES
Academics/Arts/Boarding/
Events/Homestay/Sports/Students

BODWELL.EDU

CALL-TO-ACTIONS
1. Apply Online
2. Contact Us
3. Become a Fan
4. Subscribe to News

**Paid Ads - Industry Web-
sites & Google Adwords**

ADWORDS

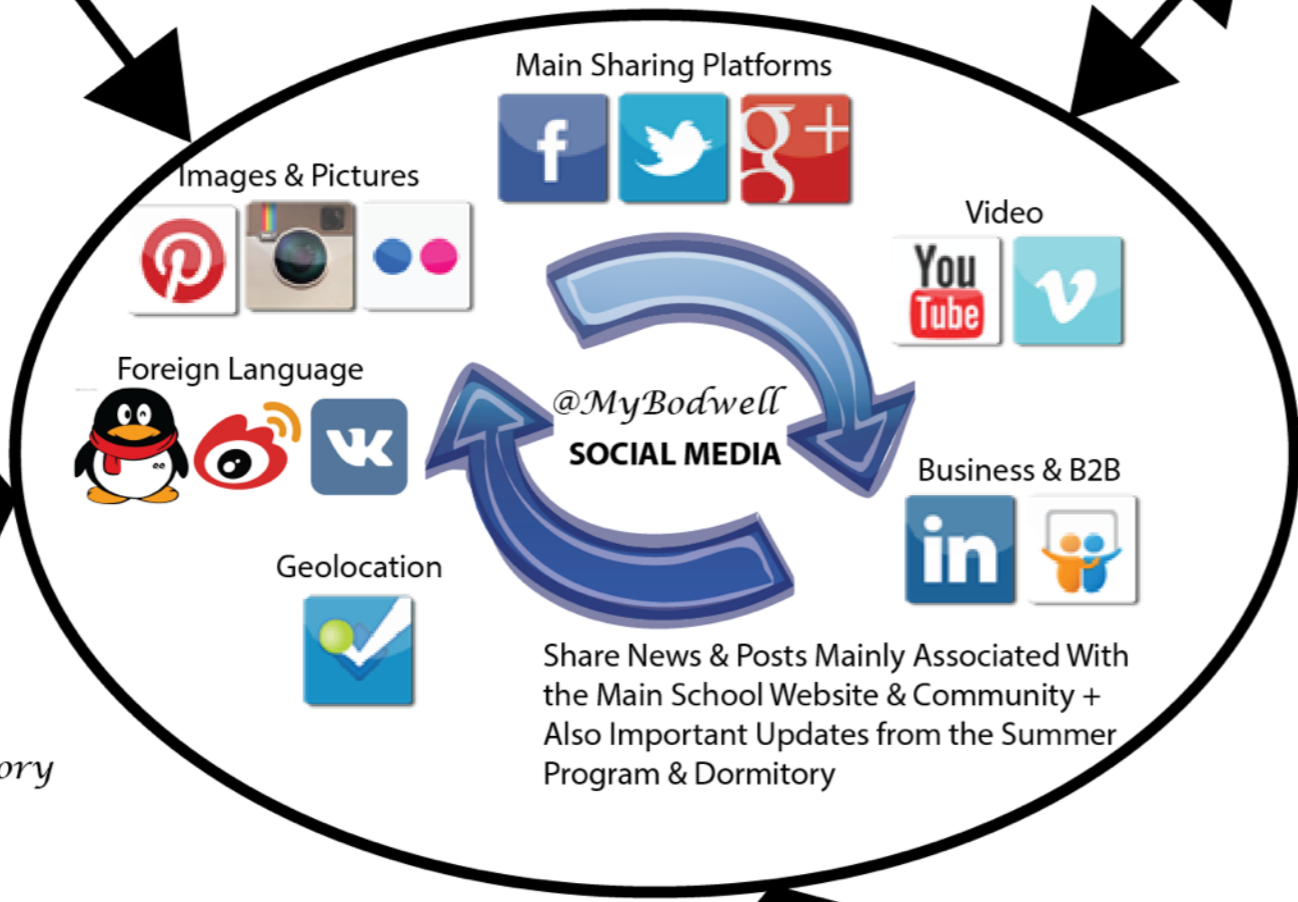
BOARDING SCHOOL REVIEW

EducationStars
Reviews of Schools ★★★★★

tps TOP PRIVATE SCHOOLS
Canada

TopBoarding.ca

**BOARDING.
BODWELL.
EDU**



**Online School &
Teacher Reviews**

School Associations

**Good for SEO,
SEM & Authority**

Microsites & Blogs
Encourage Staff & Students
to build Bodwell-related
special interest sites

Bodwell Online - Community & Marketing Infographic

Goal
Promote & Share Bodwell's School Community Online

Objectives

1. Get More Applications from Targeted Students/Parents
2. Get More Fans, Followers, Subscribers, Reviews
3. Get More Inquiries from Interested Parties

Strategies

1. Make the Bodwell Website the go-to-place for Important & Fun News
2. Share Content throughout Social Media & Attract Traffic to Website
3. Use Targeted Paid Ads to Extend Reach & Find New Prospects
4. Utilize the Creativity of Students & Staff to Create Visual Content

**SUMMER.
BODWELL.
EDU**

@MyBodwellSummer



For specific info & tips on
how to use social media,
sharing tools, best practices
for newsletters, Facebook,
Twitter, LinkedIn and more,
please contact Andrew at
andrew.jackson@bod-
well.edu

**Online Sharing &
Collaborative Tools**

Marketing Goals

1. Increase Online Applications
2. Increase Online Reviews
3. Increase Online Inquiries
4. Increase Size of Community (Fans, Followers, Emails)
5. Increase Community Engagement
6. Increase Traffic to Website
7. Increase Goal Conversions on Website

It All Starts Here....



[ABOUT](#) [ADMISSIONS](#) [PROGRAMS](#) [BOARDING](#) [SERVICES](#) [COMMUNITY](#)

LEARN English as a world language.

LEARN MORE ABOUT BODWELL.

If you are interested in learning more about the Bodwell educational experience and all that it has to offer, contact us and we will be happy to help.

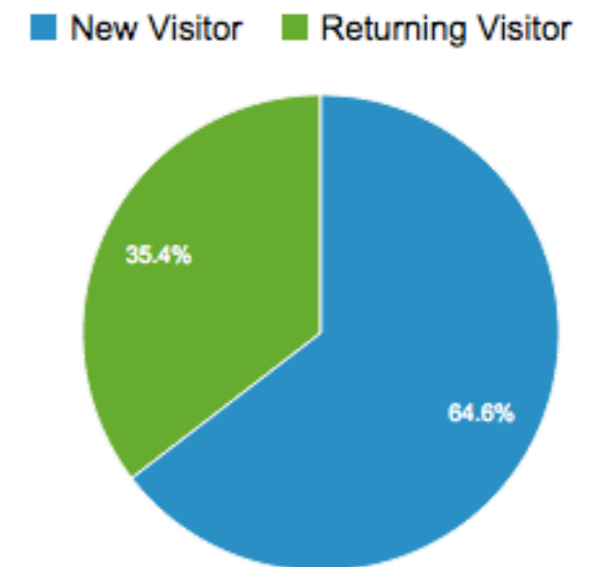
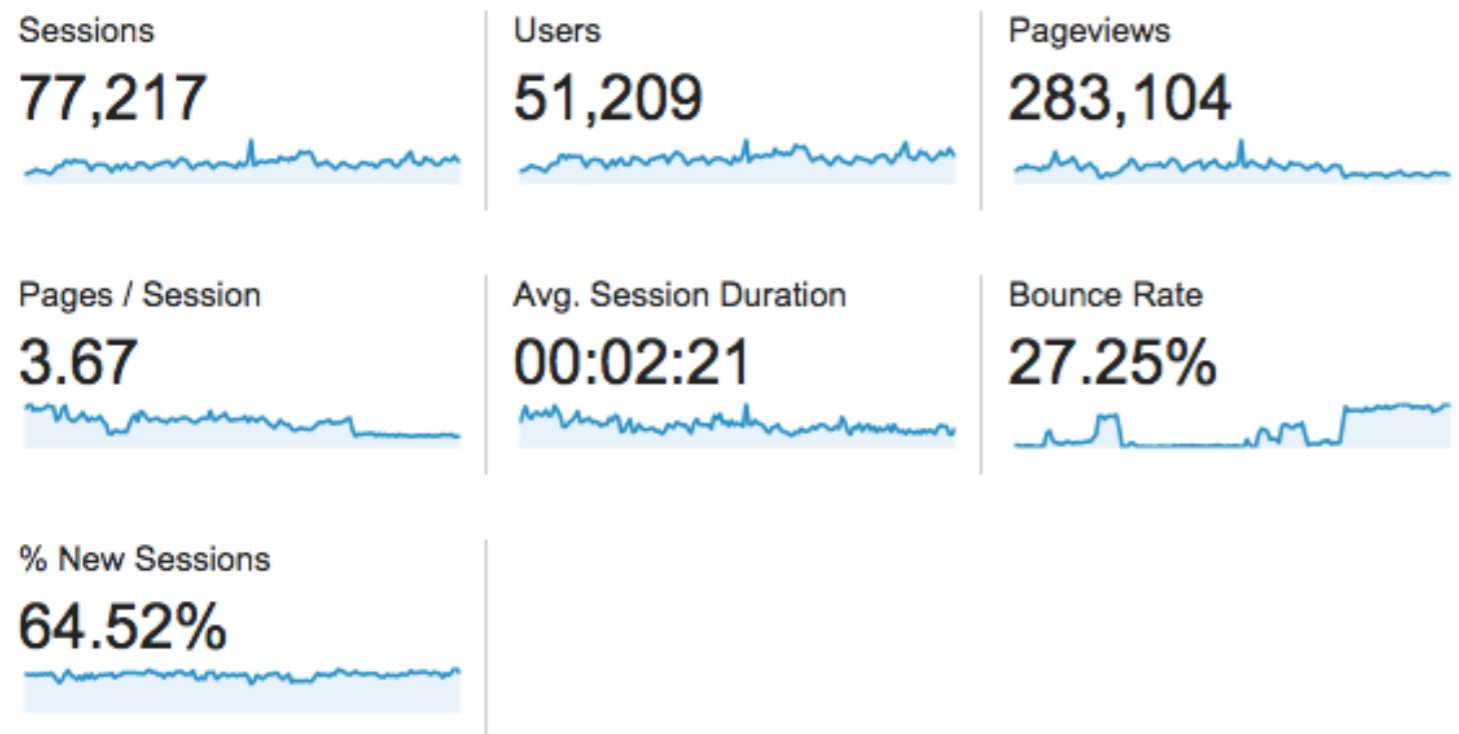
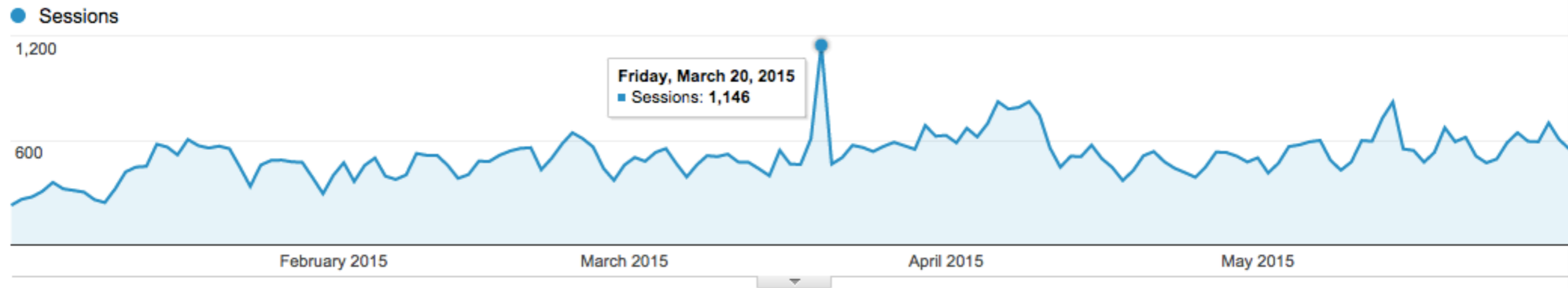
[Contact Us!](#)

Education for a changing world.

Since 1991, Bodwell has offered an engaging Grade 8 to 12 curriculum for boys and girls, at a beautiful waterfront campus in the city of North Vancouver. Our student body is comprised of students from over 40 countries. This diverse mix gives students an opportunity to learn from each other and become well-rounded, thoughtful, responsible, members of a global community.

[Learn more](#)

Website Traffic



Measure Goals

The screenshot shows the Google Analytics Admin interface for Bodwell High School. The top navigation bar includes 'Home', 'Reporting', 'Customization', and 'Admin'. The breadcrumb trail is 'Administration > View Goals'. The main header identifies the property as 'Bodwell High School / http://bodwell.edu/ / bodwell.edu/'.

On the left sidebar, the 'Goals' menu item is highlighted. Below it are 'View Settings', 'User Management', 'Content Grouping', 'Filters', 'Channel Settings', and 'Ecommerce Settings'. Under 'PERSONAL TOOLS & ASSETS', there is a 'Segments' option.

The main content area features a '+ NEW GOAL' button and an 'Import from Gallery' link. Below these is a table listing existing goals. Each row includes a checkbox, the goal name, and its ID.

<input type="checkbox"/>	Goal	Id
<input type="checkbox"/>	Apply Online	Goal ID 3 / Goal Set 1
<input type="checkbox"/>	Complete Online Sign Up	Goal ID 2 / Goal Set 1
<input type="checkbox"/>	Download (any)	Goal ID 9 / Goal Set 2
<input type="checkbox"/>	Download 2015 - 2016 Application Package	Goal ID 4 / Goal Set 1
<input type="checkbox"/>	Download APP Brochure	Goal ID 6 / Goal Set 2
<input type="checkbox"/>	Download Canadian Fees	Goal ID 7 / Goal Set 2
<input type="checkbox"/>	Download Fee Schedule	Goal ID 8 / Goal Set 2
<input type="checkbox"/>	Download International Fees	Goal ID 5 / Goal Set 1
<input type="checkbox"/>	Email Bodwell Admissions	Goal ID 11 / Goal Set 3
<input type="checkbox"/>	Phone Bodwell	Goal ID 10 / Goal Set 2

Goal: Apply Online

Default Channel Grouping	Sessions [?] ↓	% New Sessions [?]	New Users [?]	Bounce Rate [?]	Pages / Session [?]	Avg. Session Duration [?]	Apply Online (Goal 3 Conversion Rate) [?]	Apply Online (Goal 3 Completions) [?]
	77,217 % of Total: 100.00% (77,217)	64.56% Avg for View: 64.52% (0.07%)	49,855 % of Total: 100.07% (49,822)	27.25% Avg for View: 27.25% (0.00%)	3.67 Avg for View: 3.67 (0.00%)	00:02:21 Avg for View: 00:02:21 (0.00%)	3.19% Avg for View: 3.19% (0.00%)	2,460 % of Total: 100.00% (2,460)
1. Direct	26,451 (34.26%)	67.93%	17,968 (36.04%)	44.42%	2.92	00:01:48	2.39%	633 (25.73%)
2. Organic Search	22,860 (29.60%)	54.77%	12,520 (25.11%)	15.95%	4.79	00:03:21	4.32%	987 (40.12%)
3. Paid Search	8,179 (10.59%)	79.64%	6,514 (13.07%)	24.18%	3.33	00:02:07	6.64%	543 (22.07%)
4. Referral	6,092 (7.89%)	57.16%	3,482 (6.98%)	25.07%	4.63	00:03:24	3.17%	193 (7.85%)
5. (Other)	5,586 (7.23%)	89.47%	4,998 (10.03%)	13.53%	2.77	00:00:59	0.21%	12 (0.49%)
6. Social	4,553 (5.90%)	50.58%	2,303 (4.62%)	13.11%	3.29	00:01:45	0.83%	38 (1.54%)
7. Email	1,795 (2.32%)	34.37%	617 (1.24%)	11.36%	4.09	00:03:06	2.95%	53 (2.15%)
8. Display	1,701 (2.20%)	85.42%	1,453 (2.91%)	34.45%	1.80	00:00:11	0.06%	1 (0.04%)

Online Reviews

EducationStars
Reviews of Schools ★★★★★

Bodwell School Review - 99.47%

+ *Islamzhan Yunussov recommends Bodwell High School.*

Family experience - 98.42%

+ *Yulianna Shirokaya recommends Bodwell High School.*

Bodwell - 93.89%

+ *Deborah Agube recommends Bodwell High School.*

Excellent School - 93.33%

+ *Vladislav Peretyatko recommends Bodwell High School.*



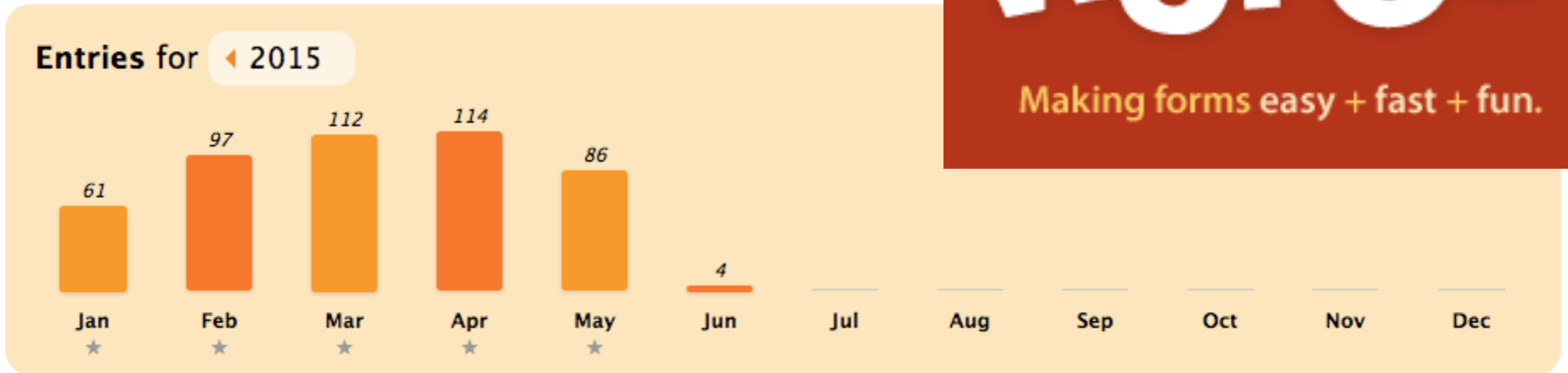
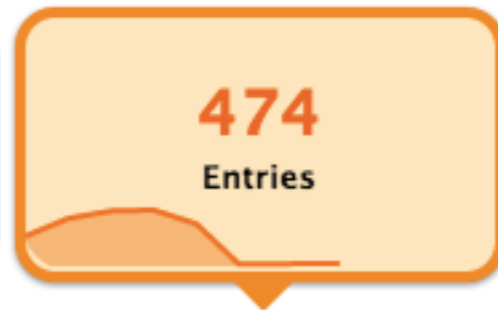
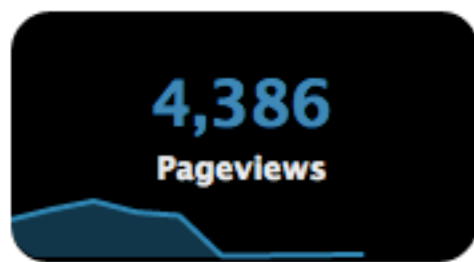
4.6 ★ 4.6 of 5 stars
193 reviews



Google ★★★★★
Reviews

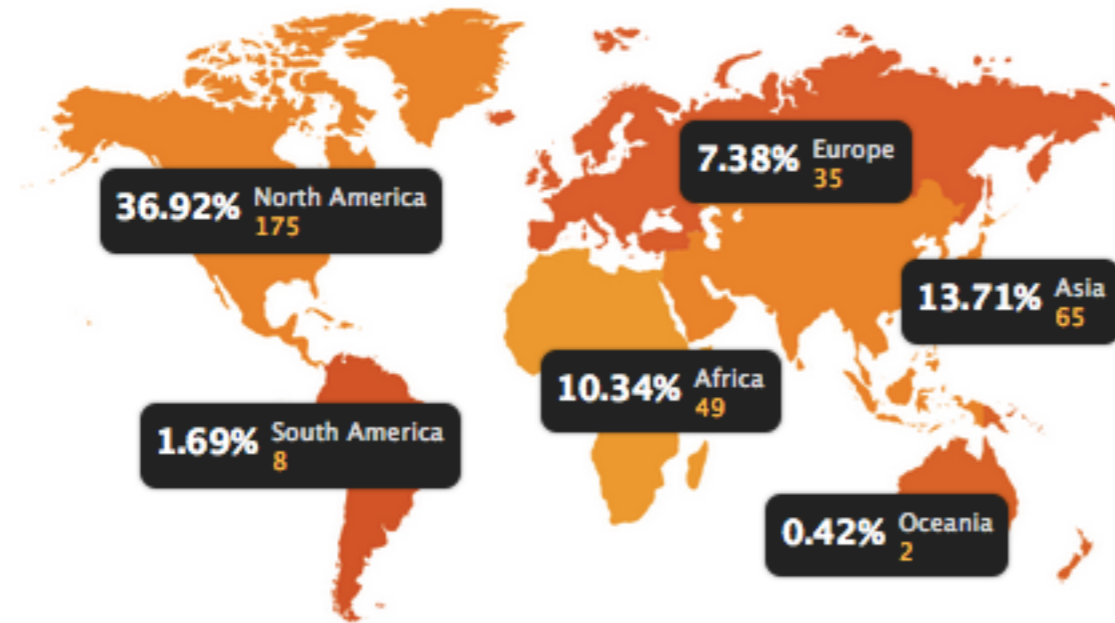
4.8 ★★★★★ 27 reviews

Online Inquiries



Online Inquiries

Entries by Region
2015



Top Countries

	Canada	18.35%	87
	Nigeria	11.60%	55
	Europe	10.76%	51
	United States	9.92%	47
	Mexico	7.59%	36
	Ghana	4.43%	21
	South Africa	2.95%	14
	Japan	2.74%	13
	India	2.53%	12
	Korea, Republic of	1.69%	8

Top Cities

	Vancouver	6.54%	31
	Lagos	5.27%	25
	Accra	3.38%	16
	North Vancouver	2.32%	11
	Richmond	1.48%	7
	Mexico	1.27%	6
	Ashburn	1.27%	6
	Ibadan	1.27%	6
	Central District	1.05%	5
	Seoul	1.05%	5

Successes



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Find news based on the category you want.

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2014-2015 Bodwell Sports Roundup – Volleyball

Bodwell's string of championships with the North Shore Athletic Association and the Greater Vancouver Independent School Athletic Association is a testament to the expertise of our coaches and the genuine...

[Read more](#)



Bodwell Student Life – Let's Discuss With Arthur – Part 1 – 'Mount Everest'

Hello! My name is Arthur Vartanyan. Today I want to change the topic and discuss about someone else's (more interesting) experience. In our class, we started a discussion about extreme...

[Read more](#)



Vancouver Art Gallery – Emily Carr 'Beyond the Trees' Field Trip

Last Thursday, one of the Art Foundations 11/12 classes went on a tour of the Beyond the Trees: Wallpapers in Dialogue with Emily Carr exhibit at the Vancouver Art Gallery....

[Read more](#)

CONTRIBUTORS



PAUL YUEN
Founder/President
Articles by Paul



STEPHEN GOOBIE
Director of Residence
Articles by Stephen



BORIS REMES
Asst Director of Admissions
Articles by Boris



ANDREW JACKSON
IT Manager - Community & Marketing
Articles by Andrew

Successes



Bodwell High School
High School

Contact Us Share Hootlet

Timeline About Reviews #BodwellBears Contest More

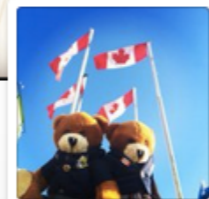
30k likes +24 this week

3,392 visits 0 this week

Status Photo / Video Offer, Event +

What have you been up to?

Log in



Follow

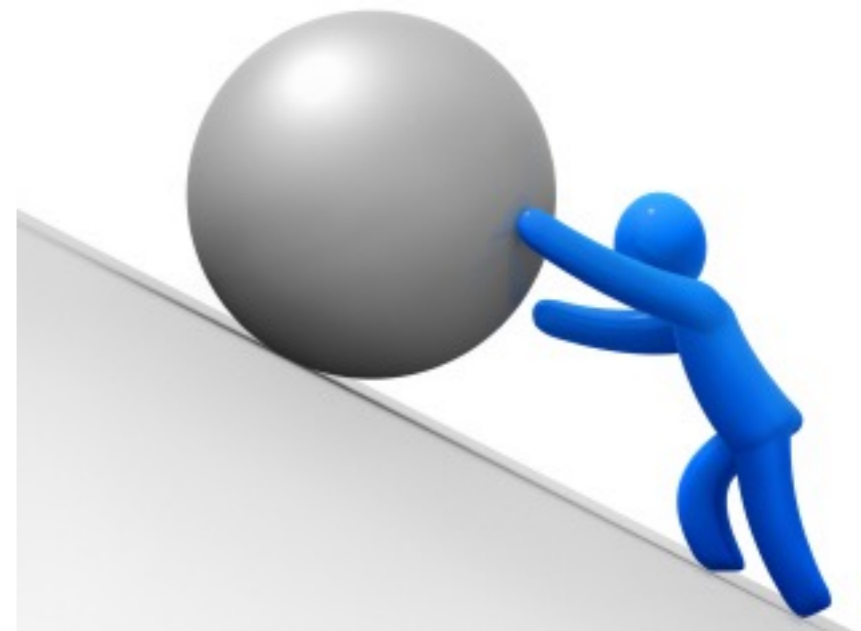
bodwellbears

Bodwell High School Bears Official IG for Bodwell's mascots who are studying at Canada's International Boarding School in Vancouver, Canada. Visit <http://www.bodwell.edu/bodwellbears>

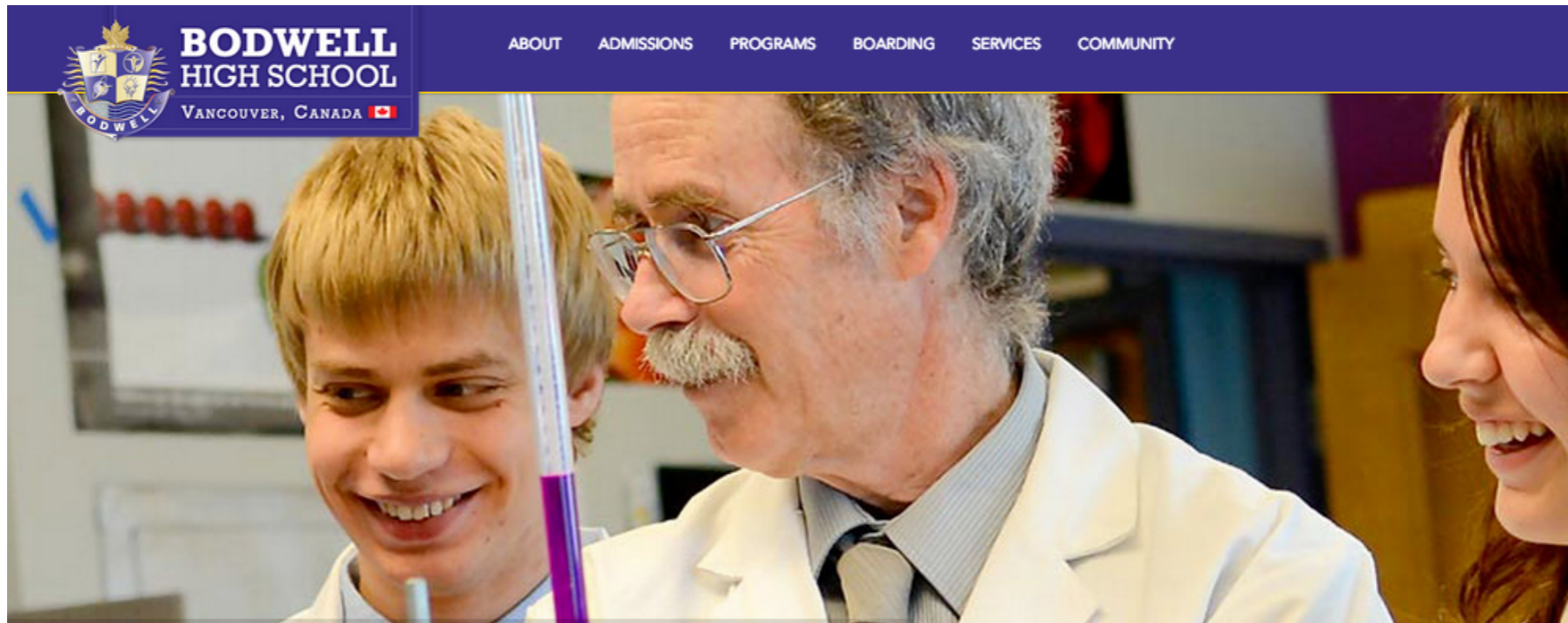
114 posts 9,320 followers 186 following

Bodwell Online Community Challenges

1. Measuring What Matters
2. Languages & Locations
3. Earned Media & Referrals
4. User Generated Content
5. Video Marketing
6. Knowing Your Limits



Landing Pages



BODWELL HIGH SCHOOL

Международная школа-пансион в Ванкувере, Канаде



Официальное Видео

Для знакомства со школой-пансионом в Канаде, просмотрите видео о Бодвелл.

Канадская частная школа Бодвелл расположена на побережье Тихого океана, в живописном уголке Ванкувера. Основанная в 1991 году, школа зарегистрирована и контролируется Министерством образования и является признанным лидером среди школ-пансионов в Канаде. Школа предлагает обучение в 8-12 классах, а также программы академической и языковой подготовки для иностранных студентов. В школе существует специальный отдел, который, работая с выпускниками индивидуально, ведёт подготовку к поступлению в университеты и оказывает помощь в выборе будущей профессии. Наши студенты успешно поступают в университеты Канады, США и других стран, многие из них получают стипендии.



Лучшая школа 2014 года!

Бодвелл признана школой года по версии образовательного журнала Study Travel Magazine и удостоена престижной награды STM Star Award.

АККРЕДИТАЦИИ



ОТЗЫВЫ СТУДЕНТОВ

HootSuite Campaigns

Share Your #BodwellBears Photo

Theme is ANYTHING GOES. Enter to win a Thomas Haas Gift Card by Monday June 1st!







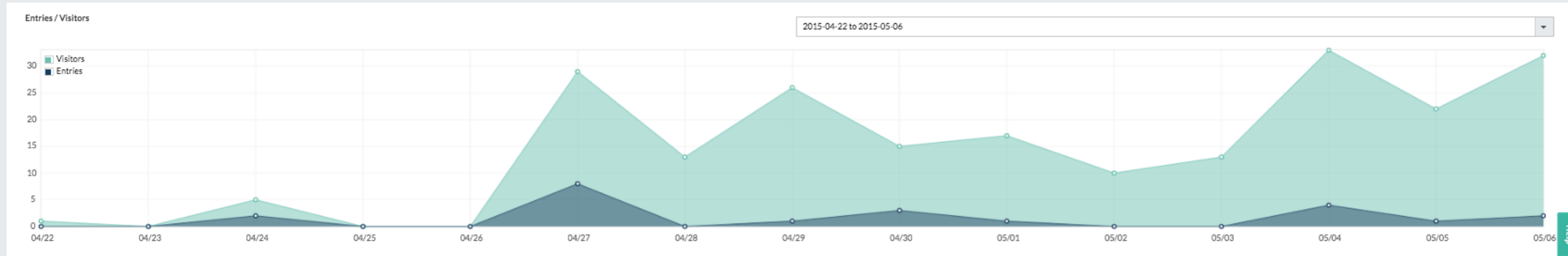
#BodwellBears Pics Upload Photo to Enter How to Enter & Prize Details Contest Rules

[View on Instagram](#)

All Entries

HootSuite Campaigns

 TOTAL VISITORS 512 YESTERDAY 20 LAST WEEK 67	 TOTAL PAGE VIEWS 820 YESTERDAY 23 LAST WEEK 84	 TOTAL ENTRIES 62 YESTERDAY 2 LAST WEEK 7	 TOTAL SHARES 121 VOTES 2 COMMENTS 1
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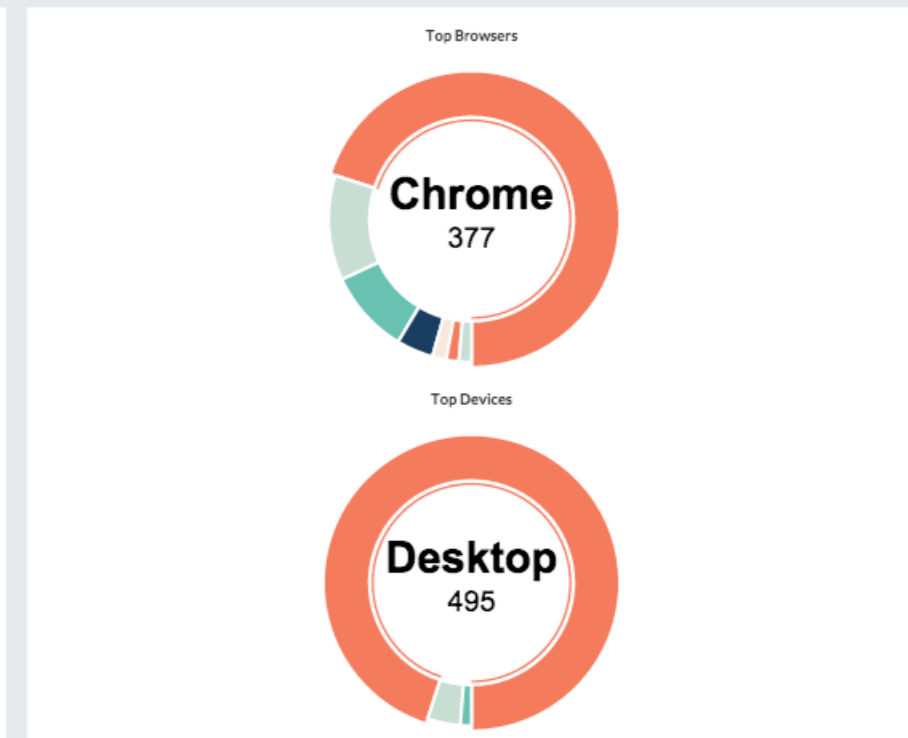


Top Cities

#	City	# of visits
1	North Vancouver	221
2	Vancouver	97
3	Novosibirsk	28
4	Kyiv	19
5	(not set)	16
6	Moscow	13
7	Richmond	8
8	Yokohama	7
9	Hanoi	6
10	Denizli	4
11	Saint Petersburg	4
12	Allahabad	3
13	Cherkasy	3
14	Kharkiv	3
15	Toronto	3

Top Countries

#	Country	# of visits
1	Canada	343
2	Russia	58
3	Ukraine	26
4	Japan	13
5	Mexico	11
6	Taiwan	11
7	Turkey	6
8	Vietnam	6
9	United States	5
10	Kazakhstan	4
11	Brazil	3
12	China	3
13	India	3
14	Azerbaijan	2
15	Fiji	2



Thank You & Please Connect

Bodwell

Boris

Andrew



bodwell.edu

MrVanDigital.com



@MyBodwell

@BorisRemes

@MrVanDigital

Other

facebook

Linked in.

Linked in.