

PRESENTATION

Multi-channel marketing strategies for international education

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INTRODUCTION

How do I market to Millennials?

How do I build strong relationships with my agents?

How do I share my students' experience?

Do they use Facebook in China?

What social media platforms should I use?

How do I make my content authentic?

Am I using technology effectively?

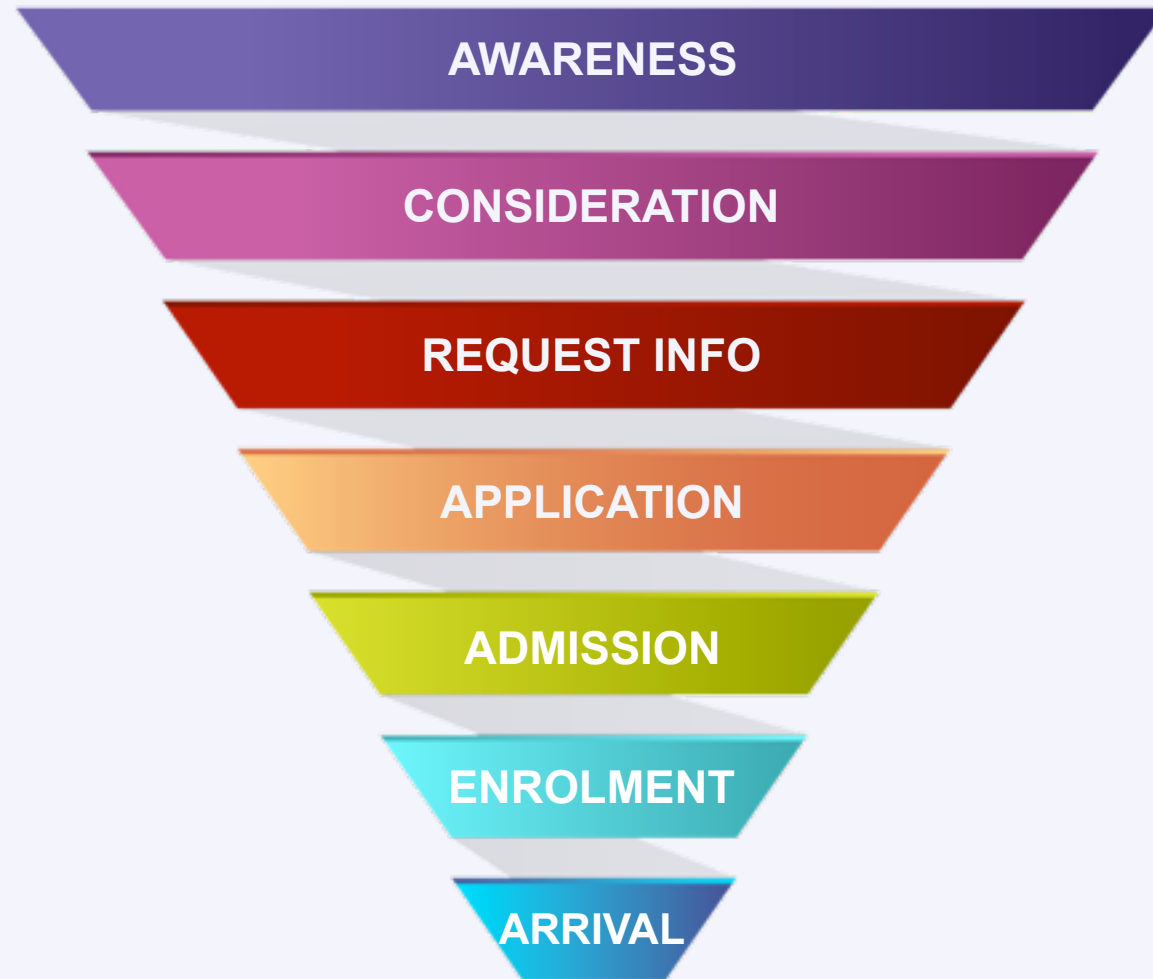


Multi-channel marketing

1. Internet / web and social media
2. Education agents
3. Government organisations
4. Institutional cooperations
5. Alumni
6. Advertising
7. Fairs and exhibitions

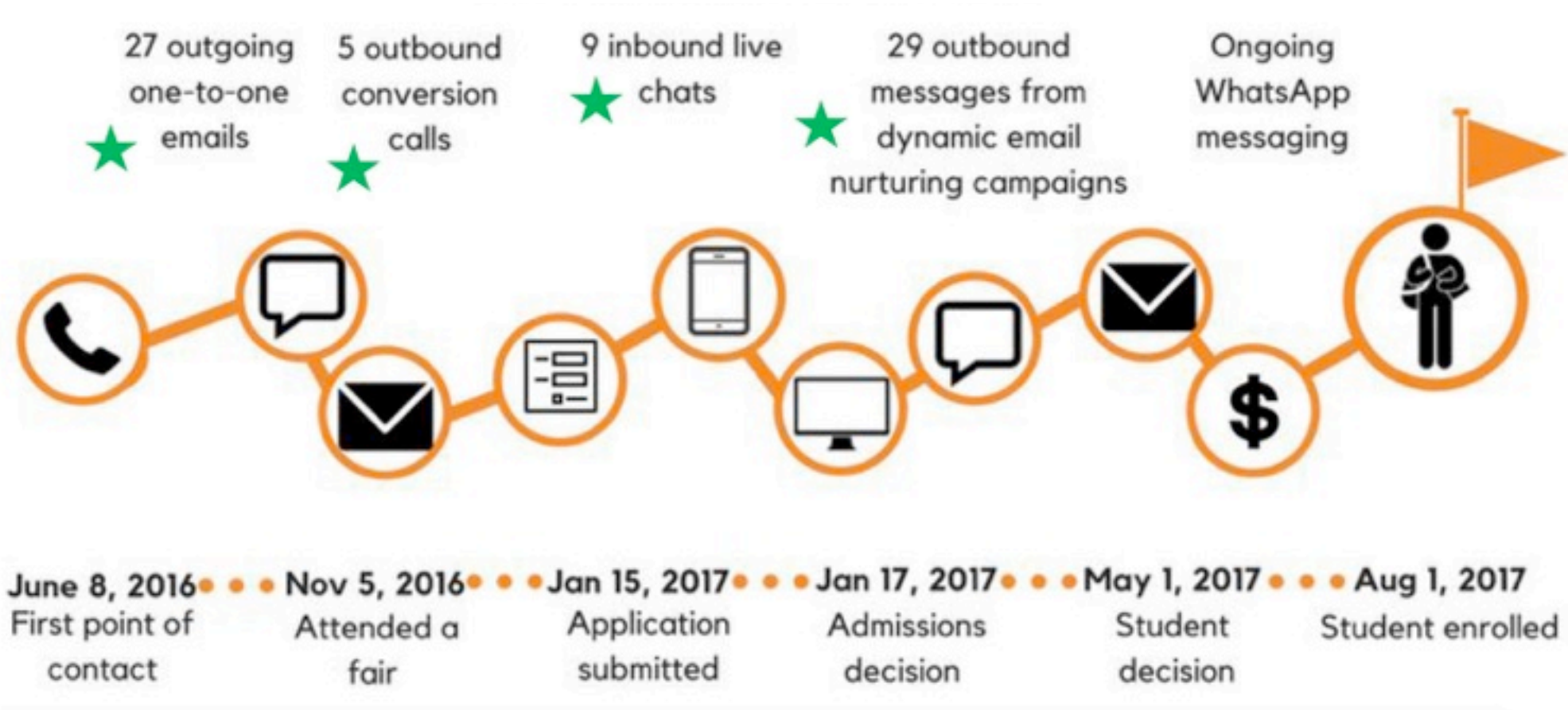


The recruitment funnel 2.0



INTRODUCTION

Indian student journey for Fall 2017



Value your clients' time

AWARENESS



ARRIVAL

Millennial traits



70%

self-identify as impatient



71%

most important for a brand to value the customer's time



52%

will abandon online purchases if can't find a quick answer

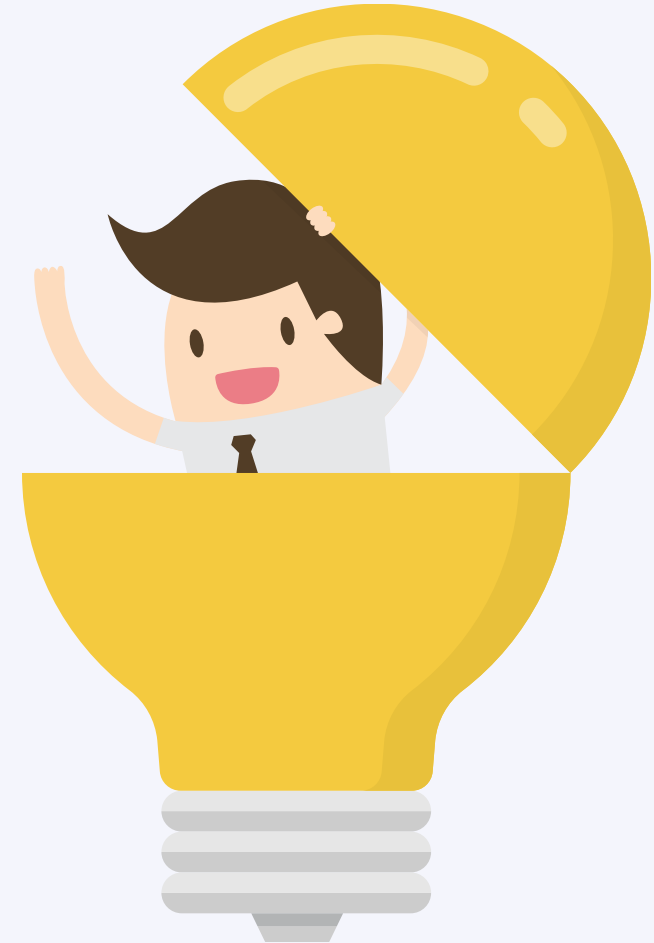
Tips for marketing to Millennials

- Focus on content
- Provide visual and interactive content
- Optimize for multiple devices
- Be transparent
- Show reviews
- Engage with them
- Choose the right channels



Reaching students

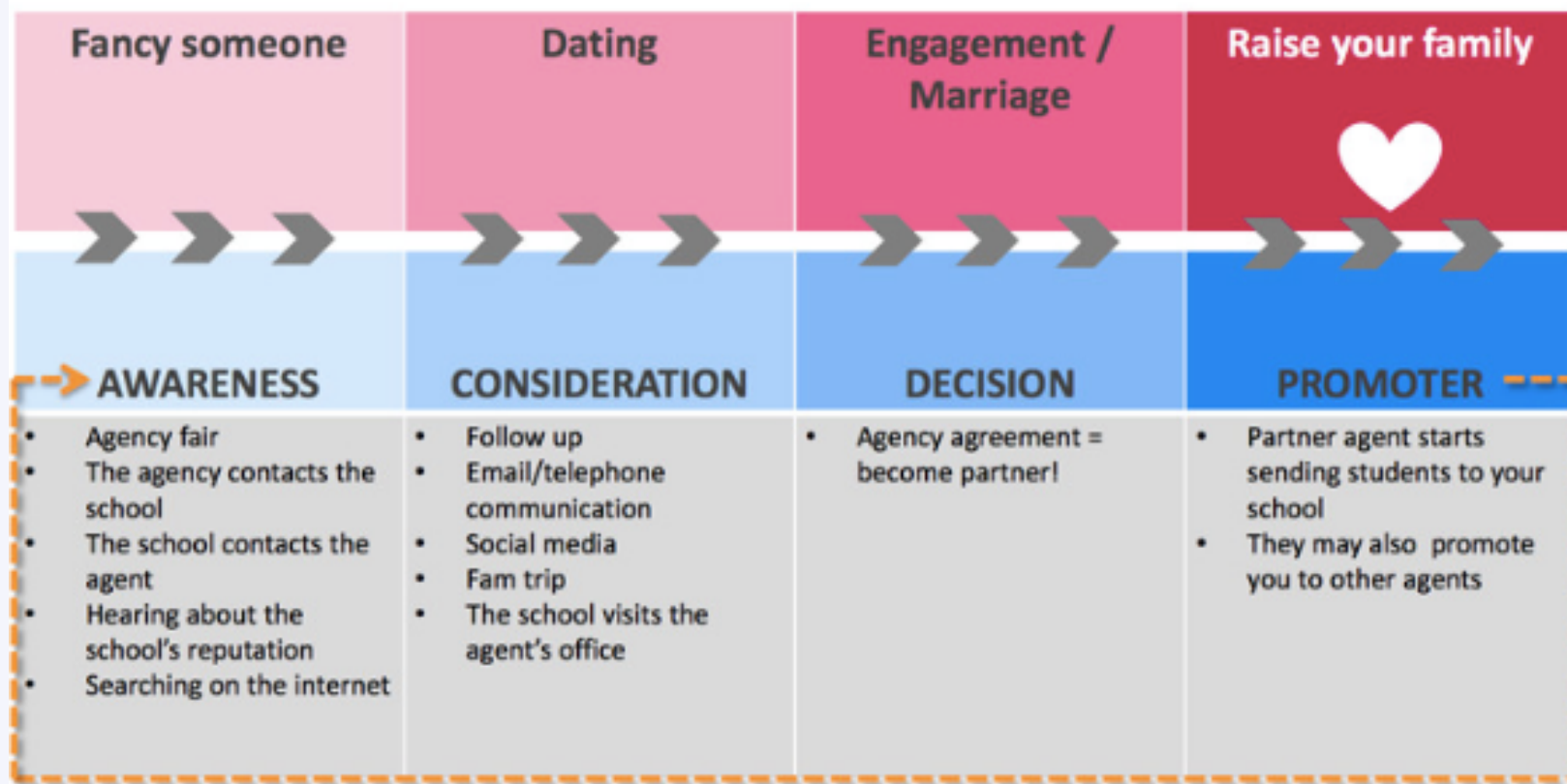
- Be bold
- Think like the student you want to enrol
- Share their experience
- Keep up with the latest channels and networks
- Target the right kind of student



Main concerns



The dating analogy



Agents - your remote team



Agent management structure - Tier 1

Definition: top-performing agents whose relationships are prioritized and carefully nurtured.

Institution goal: to maintain and nurture these high performing relationships. All agent facing staff should be aware to prioritize these relationships.

Standards:

- a) Contribute to recruitment targets – quality and quantity
- b) Contribute to diversity targets
- c) Have high application conversion rates...

Institution activity:

- a) Visit at least once a year
- b) Provide regular agent training and updates
- c) Implement a communication channel and 24-48 response time between agent and school...

Agent management structure - Tier 2

Definition: an agent who is actively or seeking to actively promote the institution and has placed students at the institution within the past year.

Institution goal: to nurture these relationships and help them reach Tier 1 status.

Standards:

- a) Have sent successful applications in the previous year
- b) Have demonstrated ability to successfully obtain study permits...

Institution activity:

- a) Visit agent once a year
- b) Provide regular updates and training...

Agent management structure - Tier 3

Definition: an agent who is in institutions database and might or might not have sent students previously. Is not currently promoting the institution in an active manner.

Institution goal: to ensure that ongoing marketing and branding activates build awareness with agency.

Standards:

a) Operate in a region that aligns with institution's recruitment targets...

Institution activity:

a) Provide regular updates via newsletter...

How do you evaluate your agents?

1. Application conversion rate
2. Number of applications
3. Visa acceptance rate*
4. Diversity value
5. Professionalism
6. Alignment with your brand
7. ICEF Agent Training graduates



*Visa acceptance rates vary greatly by country. Each country must be evaluated in relation to industry norms.

Components

- Email marketing
- Internal and external communications
- Paid search engine marketing (SEM)
- Search engine optimization (SEO)
- Social Media
- Website



Email marketing: mobile



8 in 10

email users will access their email over mobile device



75%

of Gmail users access their account via mobile



30%

of subscribers change their email address annually

Video marketing



80%

increase in conversion by a video on a landing page



73%

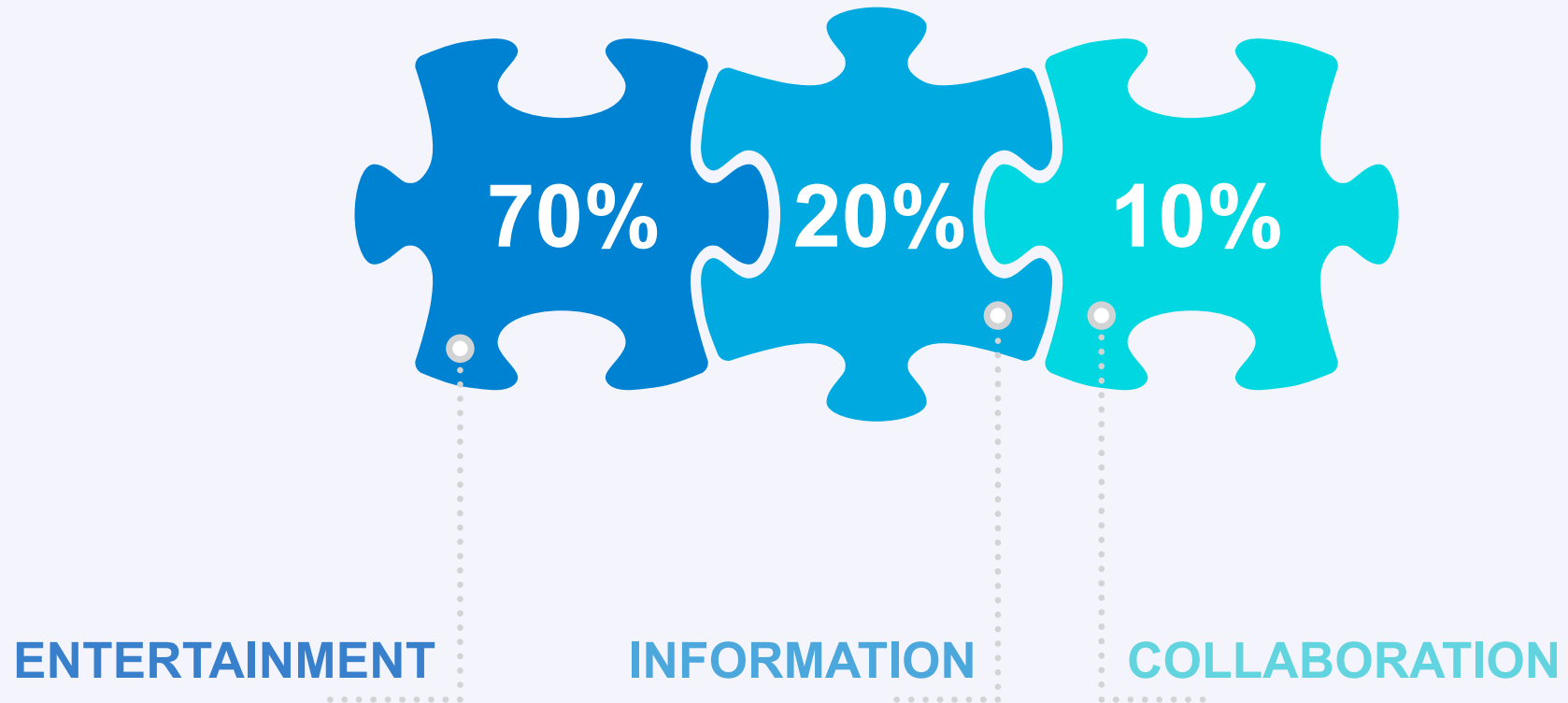
increase in click-to-open rate by interactive email content



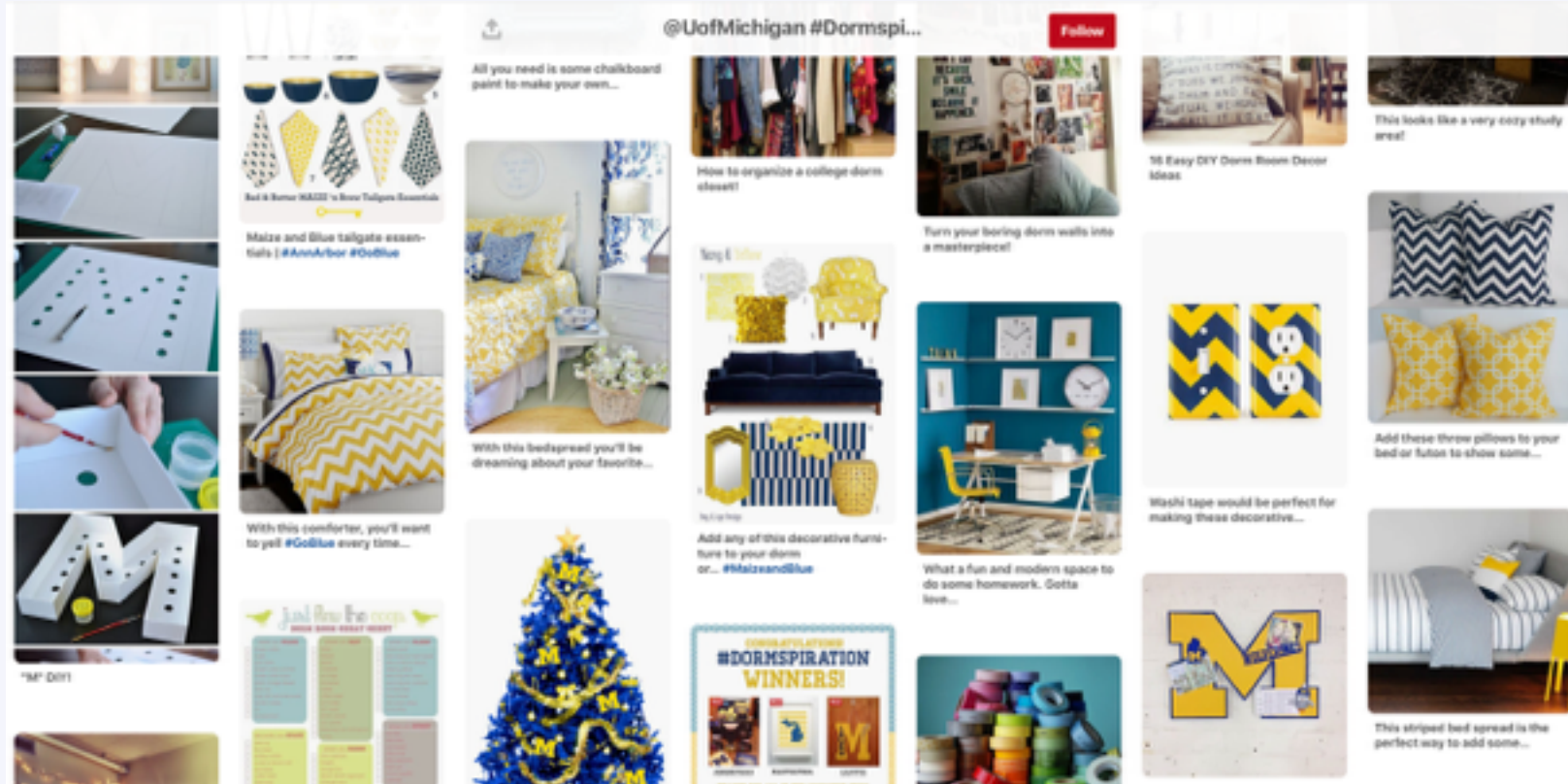
300%

increase in click rates by adding videos to your email

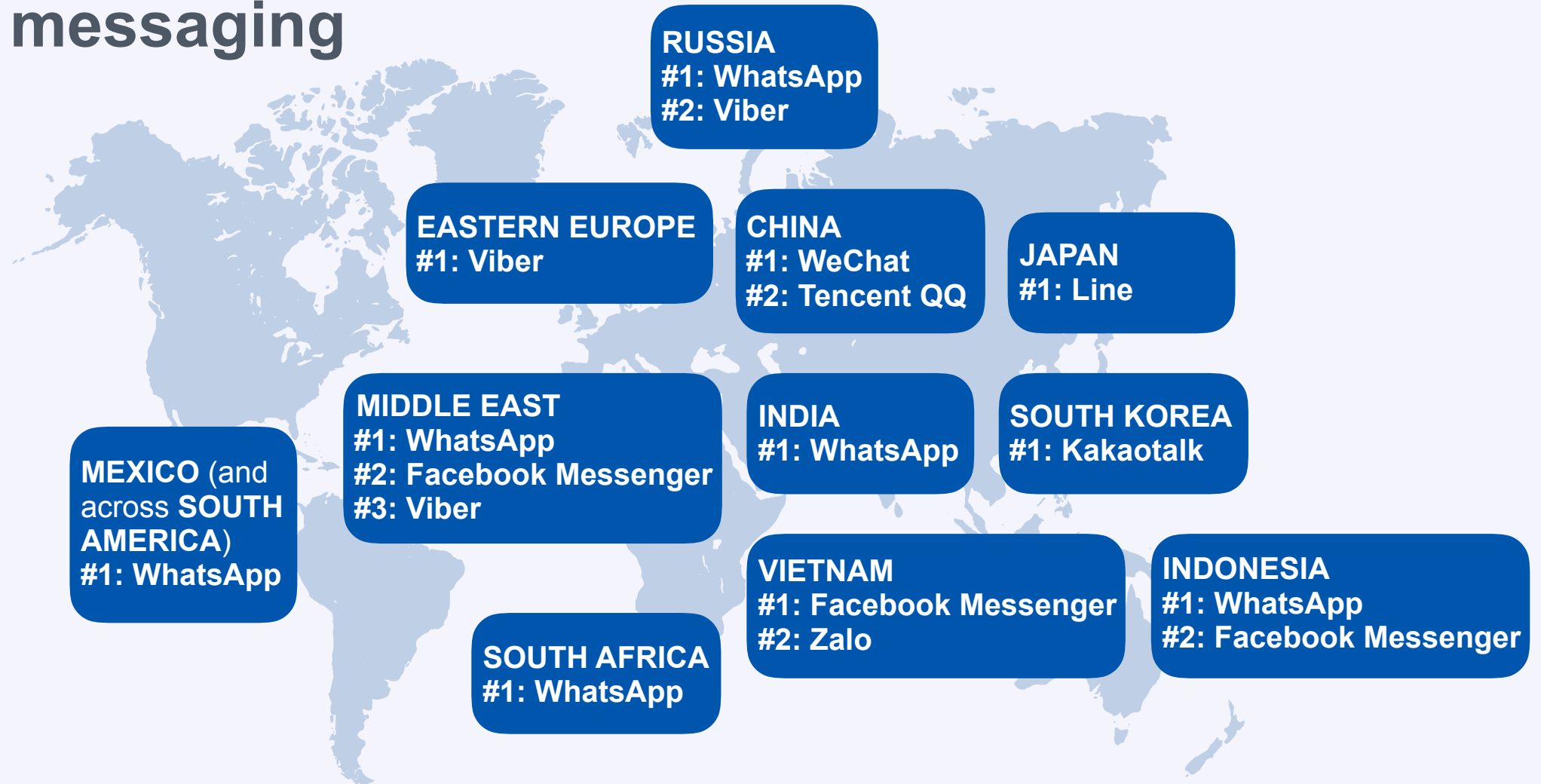
Social media



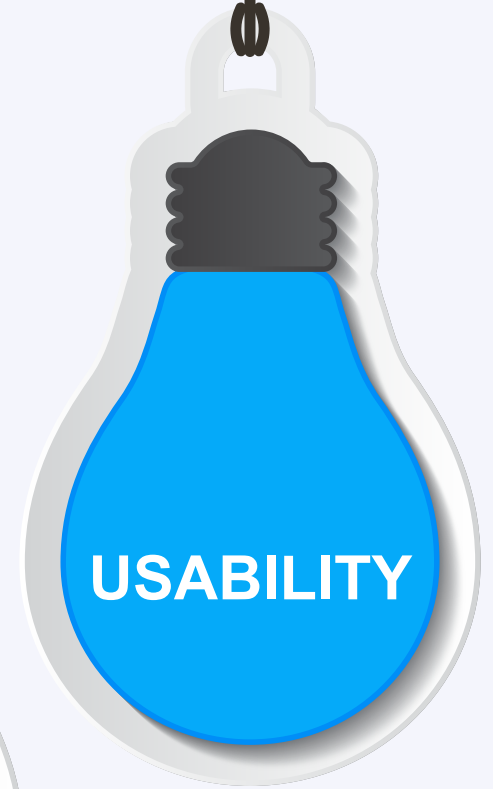
Case study: University of Michigan



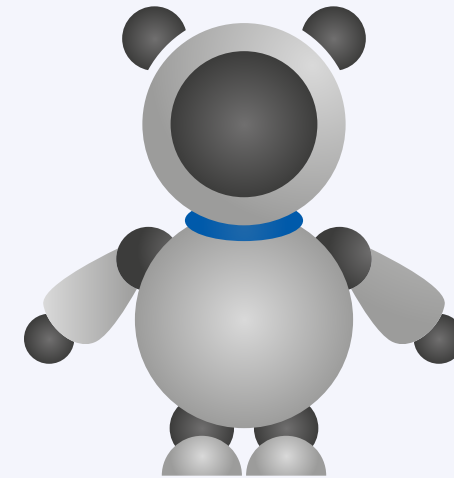
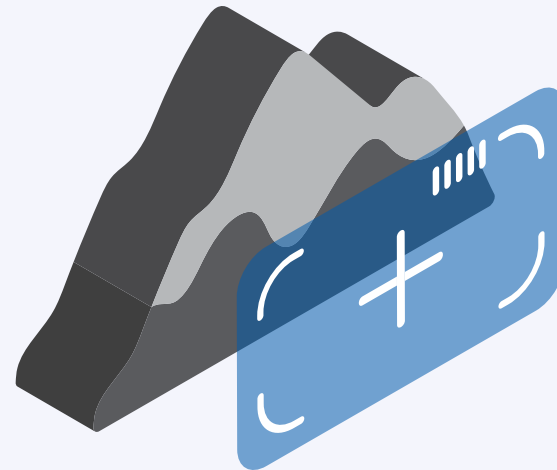
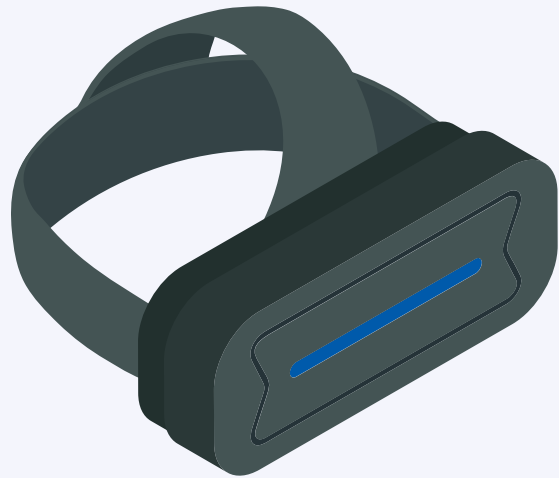
Instant messaging



Your website



Virtual reality, artificial intelligence, augmented reality



Your alumni network

- Branding
- Reputation
- Recruitment
- Employability
- Public diplomacy
- Financial resources



2017 Global alumni management (USA)

Key findings: Institutions are not alone in wanting their global alumni relations efforts to do more.

- 65% reported having no dedicated staff time devoted to international alumni management
- Over 50% reported that their institution's international alumni management program was not well-organized, well-resourced, well-planned, or consistent

Reinforcing the decision

- Airport welcome
- Orientation program
- Campus app
- Buddy system
- Ongoing support
- Apps for safety



EXPERIENCE

Sharing student's experience



CONTACT

Thank you!



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ICEF

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