



Session 2

University branding and advertising to support the recruitment of international students in the COVID-19 era

Thursday 8 October 2020

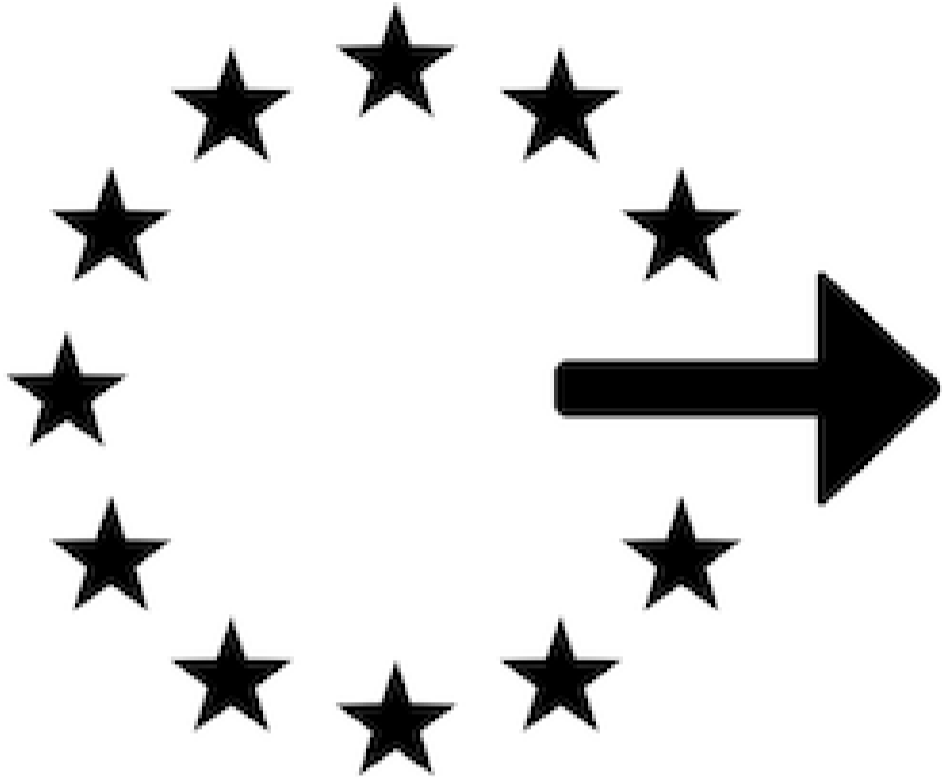
Brand-led marketing communications: full funnel engagement with prospective international students in uncertain times

David Smith, Head of Marketing
University of East London



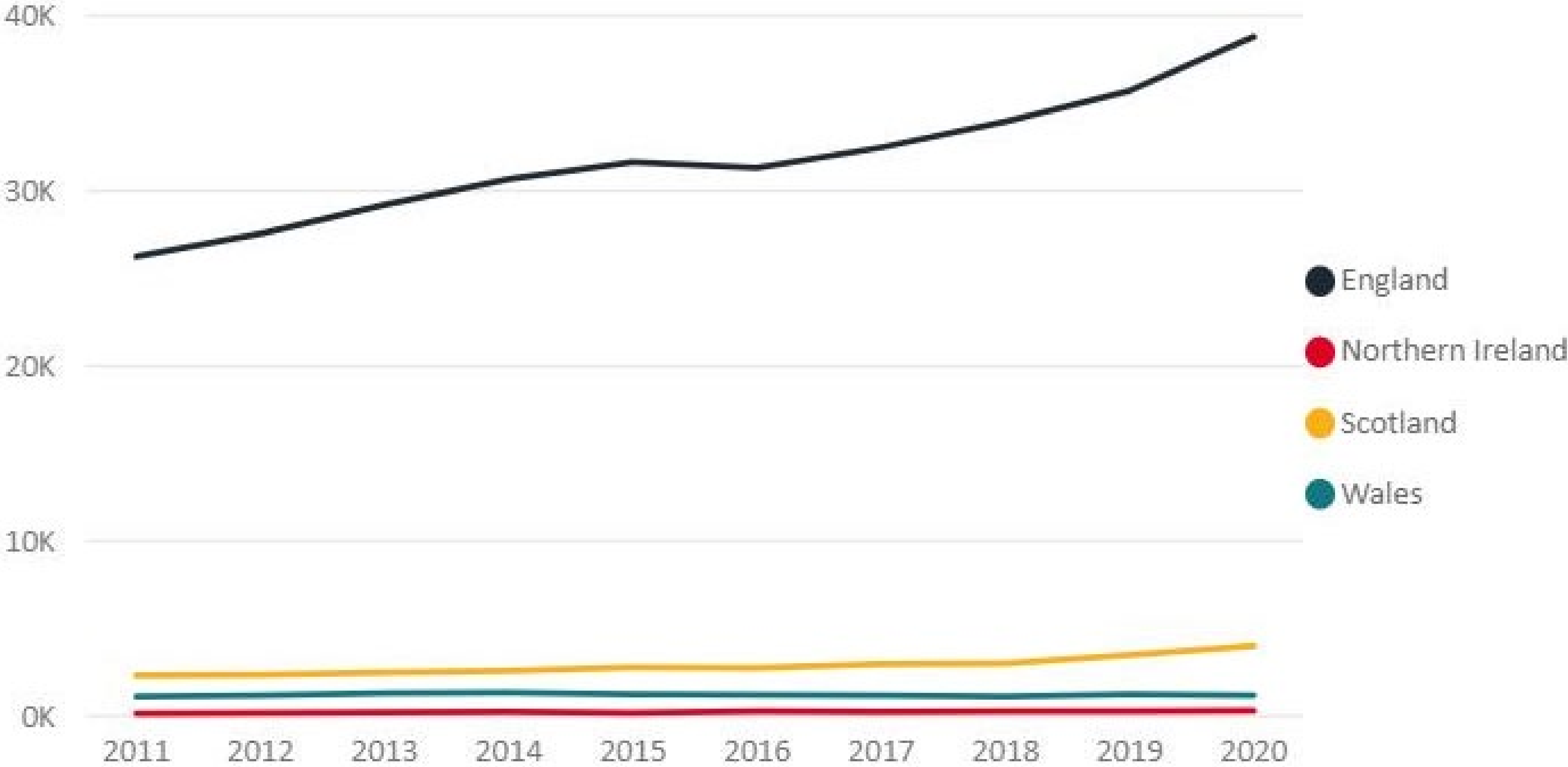
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Barriers to international student recruitment



International student recruitment in the UK

International students placed at UK providers



Source: UCAS 2020

The marketing funnel

Student journey



- Advertising campaigns
- International recruitment fairs (physical and virtual)
- Webinars
- Website
- Social media
- Public relations

- Lead capture
- Email follow-up

- Course page and website information
- Prospectuses
- Student case studies

- Open events (physical and virtual)

- Application
- Offer holder / applicant events
- Continued emails
- Peer-to-peer engagement

- Start of term communications
- Enrolment and induction

Brand-led marketing communications

- Consistency of message
- Value proposition
- Point of differentiation
- Authenticity



Marrying of messaging

Brand

Practical

- Course information
- Application process
- Facilities
- Clubs and societies
- Academic staff

Essential information on owned channels

Inspirational

- Case studies
- Impact stories
- Student testimonials
- Graduate outcomes
- Accolades and achievements

Rich media content across a range of channels

Authentic

- Peer-to-peer engagement
- User-generated content
- Influencer marketing
- Thought leadership
- Content marketing

User reviews mainly on social channels



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Segmentation

University Vision, Mission, Values and core messaging pillars

Awareness

- Advertising campaigns
- International recruitment fairs (physical and virtual)
- Webinars
- Website
- Social media
- Public relations

Interest

- Lead capture
- Email follow-up

Consideration

- Course page and website information
- Prospectuses
- Student case studies

Intent

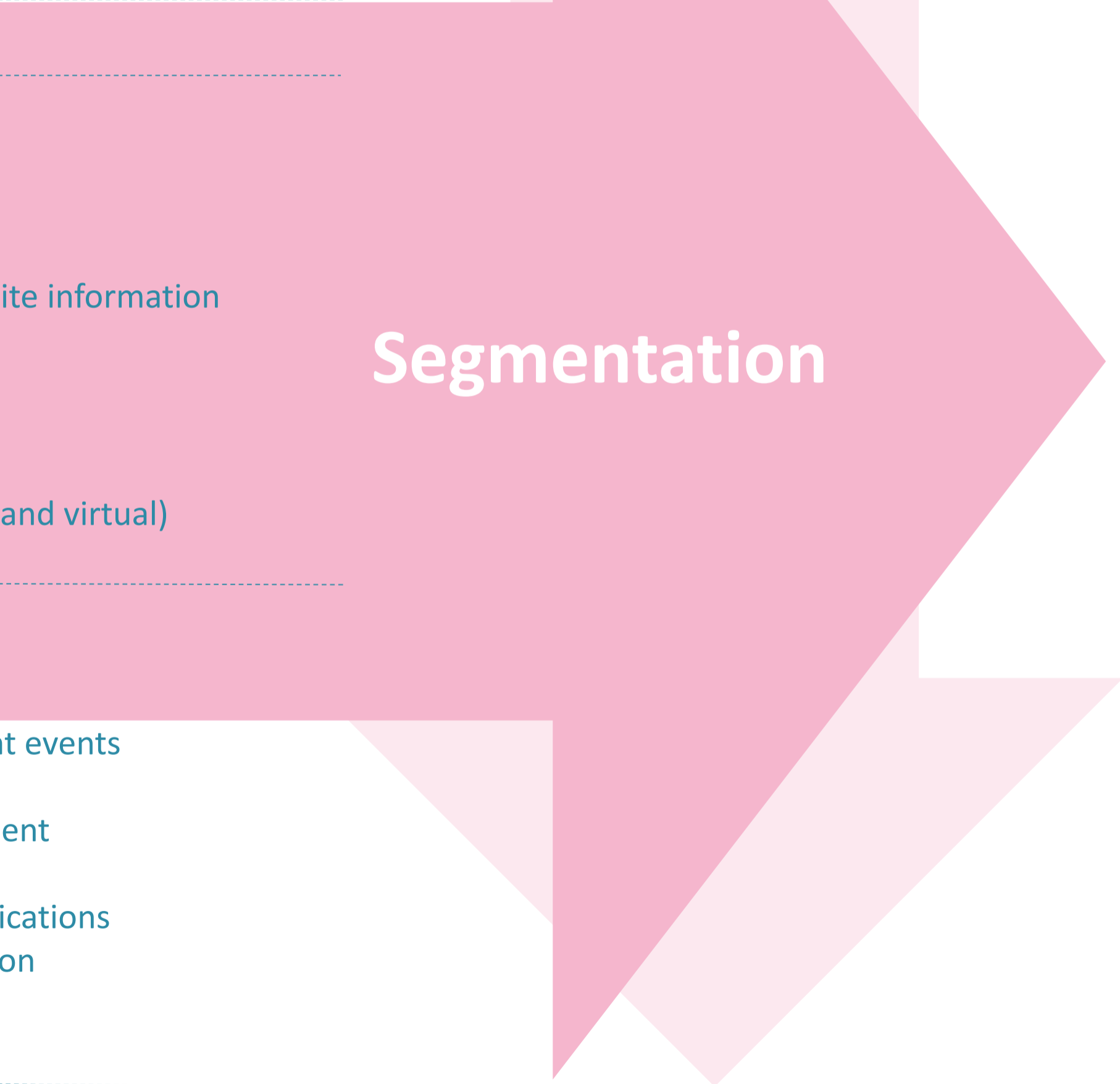
- Open events (physical and virtual)

Evaluation

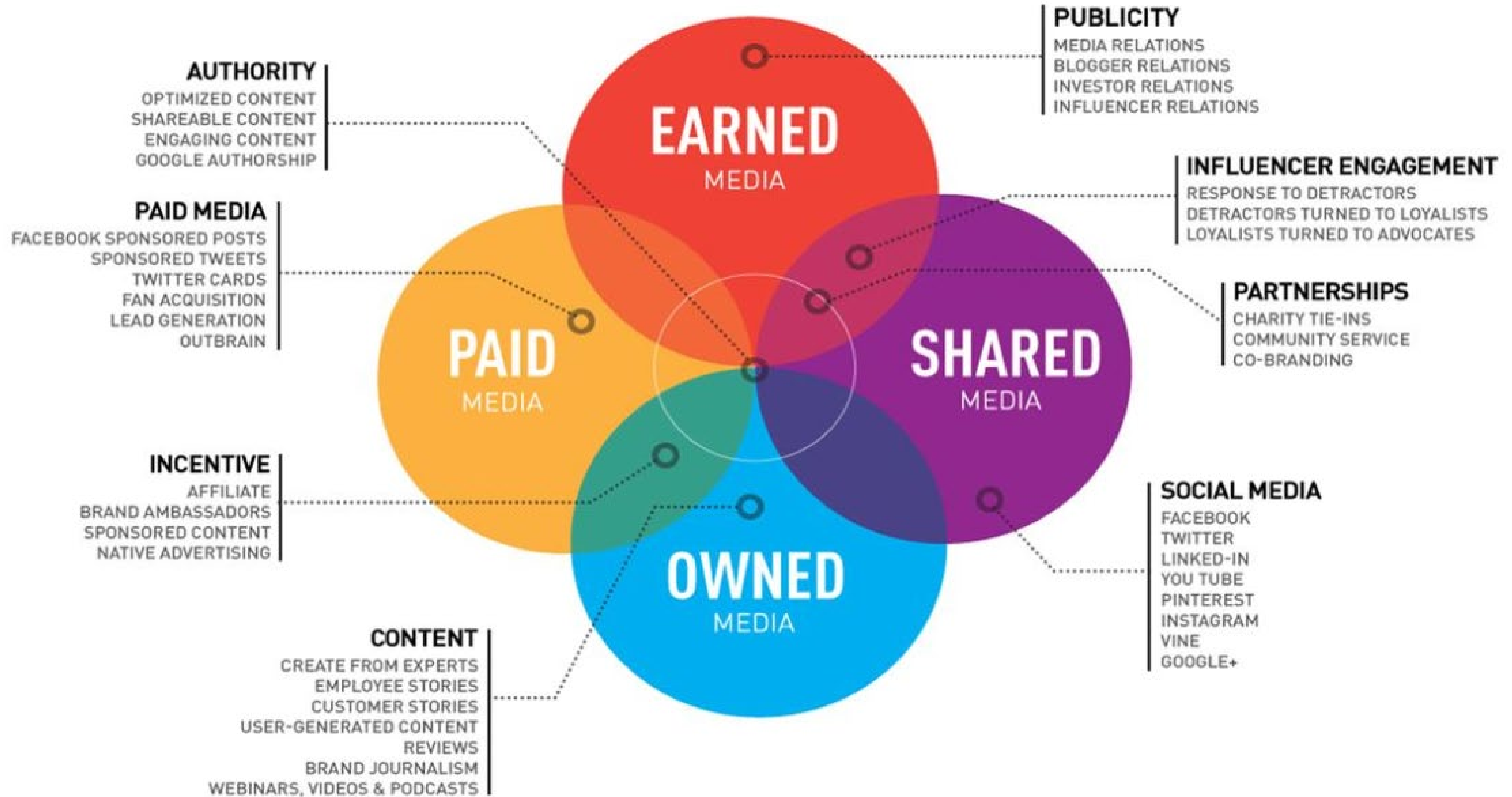
- Application
- Offer holder / applicant events
- Continued emails
- Peer-to-peer engagement

Purchase

- Start of term communications
- Enrolment and induction



Channel selection



Seamless student journey

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Bianca
MSc in International Business Management

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Oct 7, 2020

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Content engagement



“Content is King”

Bill Gates, 1996



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International student recruitment

- Significant challenges in the external environment
- Opportunity in growing demand
- Importance of brand and consistency of messaging across the student journey
- Messaging integration
- Segmented approach
- Informative, inspiring and authentic content

