Marketing strategies for JIP's

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EMJMD EMLE

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Marketing strategies for JIP's

Structure:

1. Introduction
2. Important campaign components
   - 2.1 Print, Education fairs
   - 2.2 National Agencies for Academic Exchange
   - 2.3 Mailing campaigns
   - 2.4 Personal recommendation
   - 2.5 Online and Social Media campaigns
     - Website
     - Commercial online search platforms
     - Google AdWords
     - Facebook/Blog
     - LinkedIn
3. Summary

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Marketing strategies for JIP's

1. Introduction

Goal of promoting study programmes:

- Attract eligible and highly qualified applicants
- ➤ Make the programme visible!

Campaigns should be designed for the target group(s):

- European students ('Programme countries')
- Non-European/international students ('Partner countries')
- Field of study (interdisciplinarity?)
- Available budget

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1. Introduction/contd.

Find a successful mix of campaign components:

- Print
- Education fairs
- National Agencies for Academic Exchange
- Mailing campaigns
- Website
- Online search portals/platforms
- Social media
- Personal recommendation

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Introduction/contd.

Development and maintenance of campaigns:

- Set up a first campaign mix (available budget, take competitors as reference, benchmarking)
- Find out how applicants did hear about you (e.g. online application sheet, all promotion components mentioned for the applicants to choose from)
- Finetuning of campaigns (how much of the budget to invest in every component, finetuning of promotion time, which component fits best for which target group)
- Successful campaigns need to be taken care of permanently during the application phase!
- Yearly evaluation of campaigns: Low- or Non-Performing components should be kicked out and replaced

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2017			EU	Non-EU	2016			EU	Non-EU	2015			EU	Non-EU
Answer	Count	%			Answer	Count	%			Answer	Count	%		
Friend or Alumni	155	26,14	42	113	Friend or Alumni	226	24,78	31	195	Google	181	23,82	36	145
Google	137	23,10	41	96	Google	217	23,79	30	187	Friend or Alumni	173	22,76	30	143
Professor	81	13,66	23	58	EU-Website	119	13,05	14	105	EU-Website	88	11,58	16	72
LLM-Guide.com	49	8,26	23	26	Professor	87	9,54	10	77	LLM-Guide.com	86	11,32	25	61
EU-Website	42	7,08	12	30	LLM-Guide.com	70	7,68	21	49	Professor	80	10,53	18	62
Facebook	40	6,75	10	30	Facebook	57	6,25	5	52	Facebook	47	6,18	5	42
Masterstudies	29	4,89	17	12	DAAD Guide	44	4,82	3	41	DAAD Guide	35	4,61	4	31
DAAD Guide	27	4,55	6	21	Masterstudies	38	4,17	11	27	Masterstudies	27	3,55	5	22
ELSA /ILSA	14	2,36	6	8	ELSA /ILSA	22	2,41	6	16	Poster or Brochure	17	2,24	2	15
Poster or Brochure	13	2,19	3	10	Poster or Brochure	20	2,19	1	19	ELSA /ILSA	12	1,58	2	10
(llmstudy.com)	6	1,01	2	4	llmstudy.com	9	0,99	2	7	llmstudy.com	9	1,18	4	5
					Der LL.M. / e-fellows.net	3	0,33	3	0	Der LL.M. / e-fellows.net	5	0,66	2	3
	593		185	408		912		137	775		760		149	611

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2. Important campaign components

2.1. Print (advertisement in newspapers, journals, etc.)**, Education fairs:**

- Too expensive
- Negative cost-benefit ratio

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2.2. National Agencies for Academic Exchange:

Example: DAAD

- Advertisement clearly focuses on international students interested to study in the agency's homeland

- <u>Not available in every country!</u>

- Usually multimedia-based (print, website, brochures, CD-ROM)
- Take over the expensive tasks:
    - Personal expert advice
    - Education fairs
- Operate information branches all over the world
- Reasonable price

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2.3   Mailing campaign:
- Posters
- Flyers/Brochures
- Posters and flyers are send to all partner universities
- PDF version of the flyer (attached to an information email/newsletter) send to a list of relevant recipients (mailing-list). **EU directive on data protection!**
- Important for all target groups
- Reasonable price

2.4   Personal recommendation:
- By professors (in lectures)
- By staff (during interaction with students)
- By alumni and current students
- By students associations (ELSA, ILSA, EMA)
- More detailed info/advice can be directly given
- Regarded as highly reliable
- Mostly free of charge

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2.5   Online and Social Media campaigns:

Prospective students (target group): Generation „M" (Mobile):

- Short attention span
- Emphasize on bite sized information
- Informal language
- Preponderance for visual information over written word

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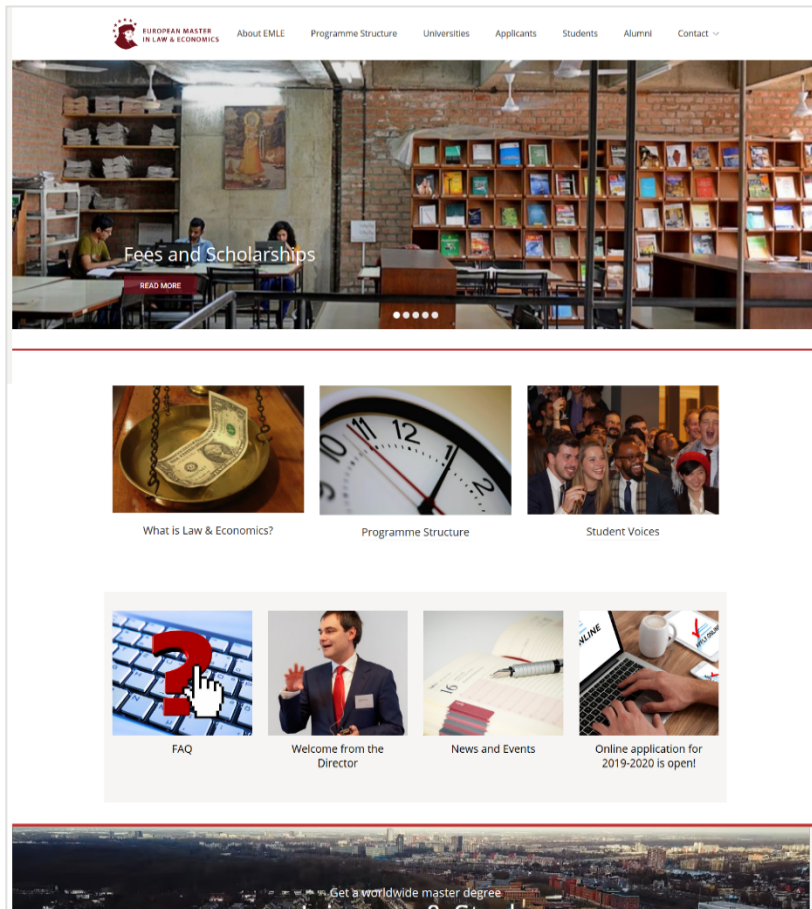
- **Website**

Design:
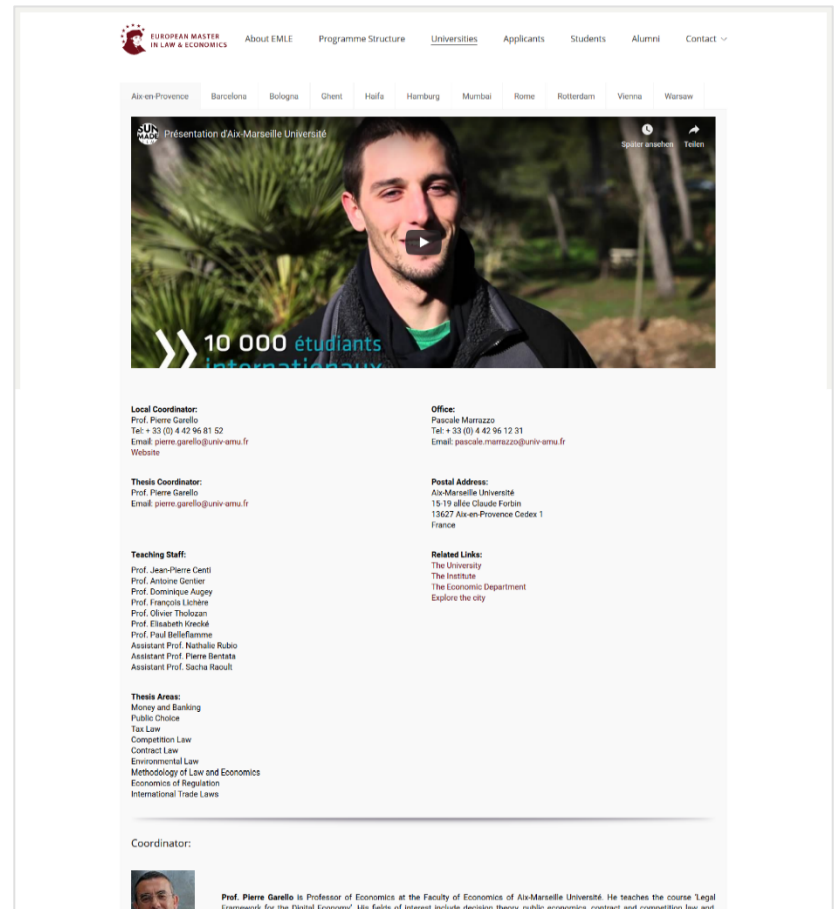
- EU directive on data protection: Transfer protocol https, privacy statement, etc.
- Content/Texts (keep it short and simple)
- Logical and clear structure (info should be found easily)
- Little redundancies (internal links)
- Visual information/interactive elements/video integration
- Responsive
- Modern and professional look (investment pays off!)

- ➢ It's not important what you as professors/coordinators like but what prospective students find attractive, appealing and convenient!

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www.emle.org

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- **Commercial online search platforms**

Some examples

Fee-based:
- Masterstudies.com
- Postgradsolutions.com
- StudyPortals.com
- LLMstudy.com
- LLM-guide.com

Free of charge:
- ILSA/ELSA (Law students associations: Graduates and Alumni)
- EMA

➢ Yearly check of advertising content to changes
➢ Considered as reliable

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- **Google AdWords**

  - Advertisement via Google/Google search engine (AdWords)
  - Users/Target group use Google to search for study programmes
  - Advertisement appears on the Google's result page
  - Users click on advertisement
  - Users apply

  - Advertisement works like an auction (highly competitive: the minimum investment is high compared to other components; "rich competitors")
  - Relatively expensive
  - Not taken seriously by a few groups
  - Advanced tool

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Screenshot Google search

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Example: EMLE AdWords campaign:

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■ **Important aspects of a Google AdWords campaign:**

- Perfect search ad
- Effective keyword list
- Definition of advertising period
- Investment plan: overall budget and budget per sub-periods (weeks, days, etc.)
- Performance check
- Adjustment of budget and period if necessary

Wrong choice of keywords and inappropriate advertising period can be ineffective and very costly!

Tutorial on: https://ads.google.com

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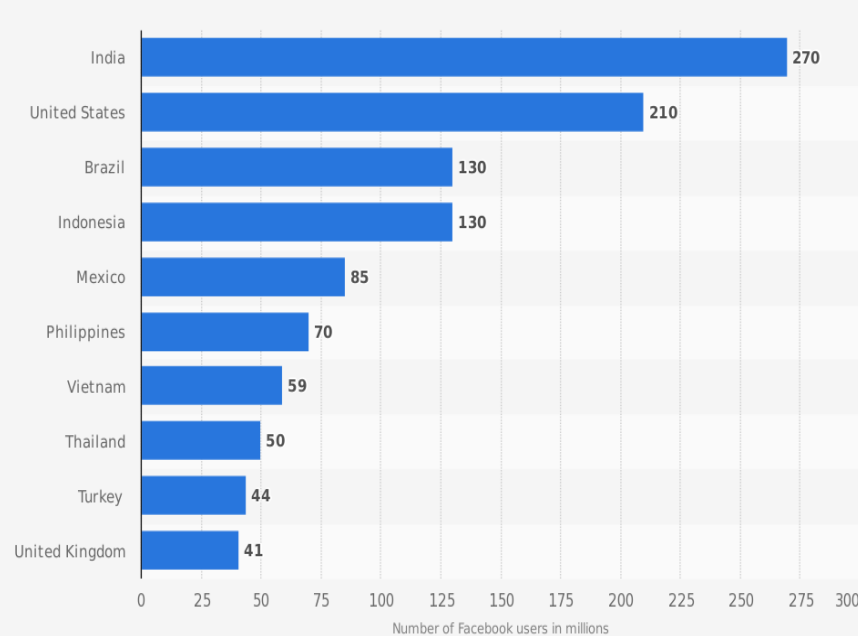
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- **Facebook:** Still one of the most popular social networks worldwide

Distribution worldwide

Number of Daily Users: 1.47 billion

Leading countries based on number of Facebook users as of July 2018 (in millions)

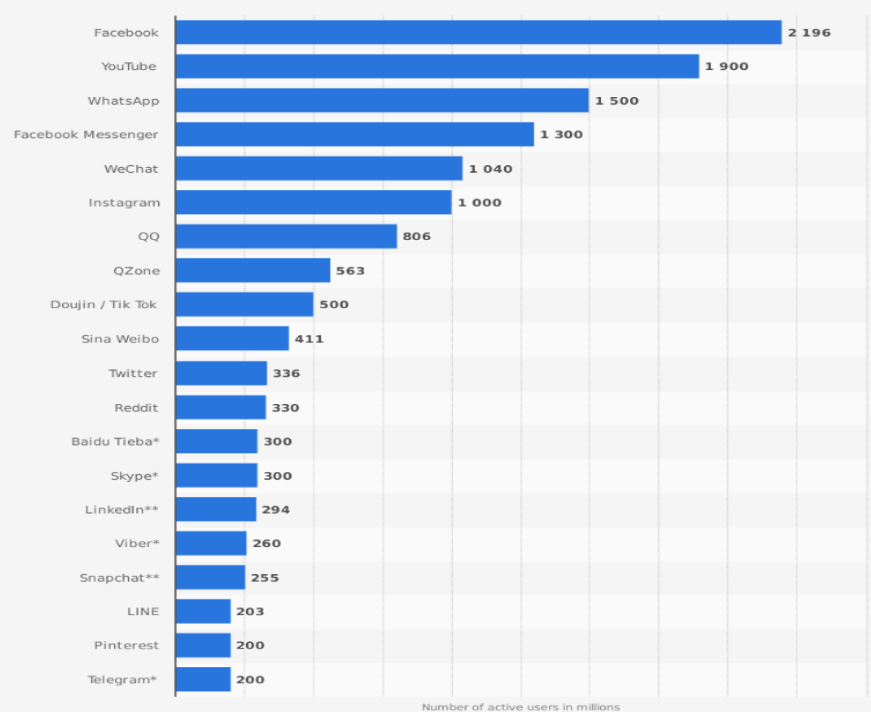| Country	Users
India	270
United States	210
Brazil	130
Indonesia	130
Mexico	85
Philippines	70
Vietnam	59
Thailand	50
Turkey	44
United Kingdom	41

Number of Facebook users in millions

Source
We Are Social
© Statista 2018

Additional Information:
Worldwide; We Are Social; July 2018

statista

Most popular social networks worldwide as of July 2018, ranked by number of active users (in millions)

Network	Active Users
Facebook	2 196
YouTube	1 900
WhatsApp	1 500
Facebook Messenger	1 300
WeChat	1 040
Instagram	1 000
QQ	806
QZone	563
Doujin / Tik Tok	500
Sina Weibo	411
Twitter	336
Reddit	330
Baidu Tieba*	300
Skype*	300
LinkedIn**	294
Viber*	260
Snapchat**	255
LINE	203
Pinterest	200
Telegram*	200

Number of active users in millions

Sources
We Are Social; Kepios; SimilarWeb; TechCrunch; Worldwide; We Are Social; SimilarWeb; TechCrunch; Apptopia;
Apptopia; Fortune; Fortune; Fortune; as of July 18, 2018; social networks and
© Statista 2018   messenger/chat app/voip included

statista

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- **Facebook page/Blog:**
  - Contact with current and former students as well as other interested persons
  - Reaction to the changing ways of communication
  - Keep traffic up!: provide news, deadlines, and interesting events (conferences, call for papers etc.)
  - Keep it public
  - Get current students involved (posts, comments and advice to questioners)

- **Facebook Alumni page**
  - Contact with former students
  - Keep alumni informed about application period (alumni = best ambassadors to promote your programme, personal recommendation)

- Both free of charge

- Both considered as reliable especially when students are involved

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- **Facebook page:**

  - Profile pic ⎱ **Think of**
  - Cover pic ⎰ **recognition!**
  - Link to website
  - Contact info
  - Programme description
  - Messages
  - Links, photos or videos (engaging content)
  - Special events or deadlines
  - Pin important post to the top of your page

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- **Facebook advertisement:**

  - Boosting Facebook page and placing advertisements (several times during the application period)
  - Effective and cost-saving
 - Not taken seriously by a few groups

  Choose:
  - Audience: location, demographics (age, gender and more), interests (field of study, degrees, programmes), connections (target group)
  - Text (short, clear and convincing)
  - Photo (consider copyrights!)
  - Start and end date
  - Total spending
  - Check performance (changes if necessary)
  - Tutorial and more information on: https://www.facebook.com/business/learn/facebook-ads-basics
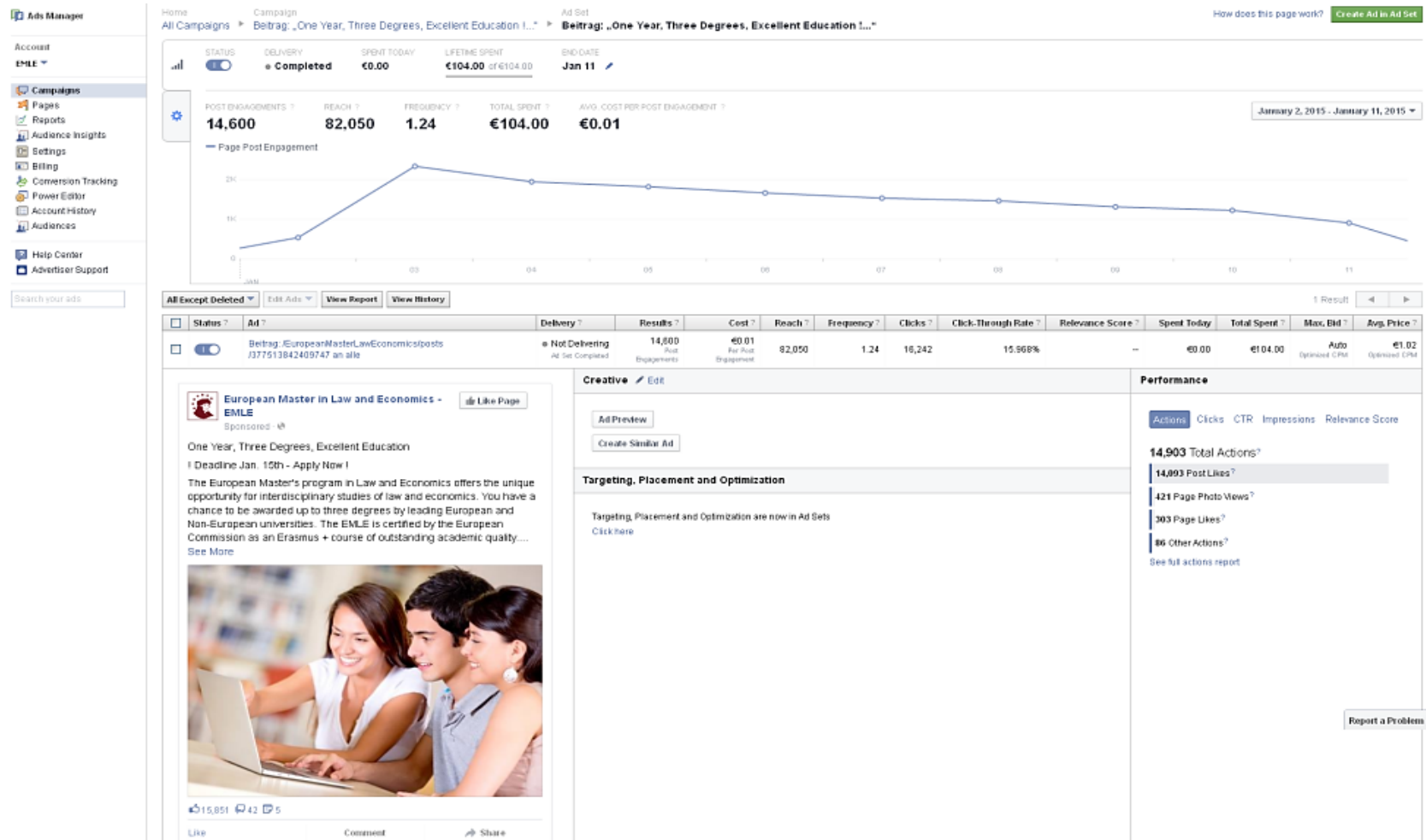
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- **Facebook advertisement:**

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- **LinkedIn:**

  - Mostly used by post-graduates
  - Bonding of alumni (programme's best ambassadors, personal recommendation)
  - Tracking alumni's professional career (statistics)
  - More adequate for alumni than student applicants
  - Free of charge

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3. **Summary: Development and maintenance of campaigns**

- ■ **Find out how applicants did get to know your programme (application form)**

- ■ **Find suitable mix of campaigns for your special target group(s) and budget**
  - Check current mix for relevance
  - Look for competitors and tools they use
  - Adjust mix accordingly
  - Marketing study programmes is a „trial and error" method

- ■ **Maintenance**
  - Take care of advertisements during the application period (fine-tuning: adjust investment depending on responsiveness, effectiveness, and (sub)target group; adjust promotion time). Daily check if necessary!
  - Evaluate advertisements once a year (feedback in applications)

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Thank you!

Questions?