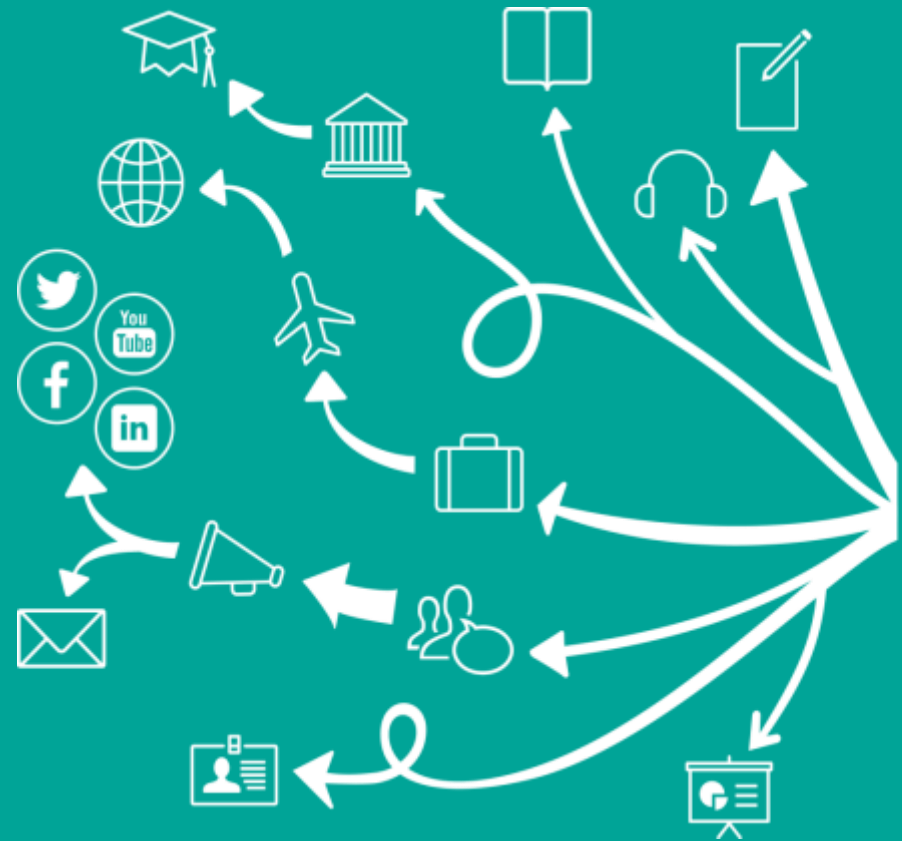

Digital Marketing: selling to the next generation

EnglishUK
AGM2016

Michael Carrier



Digital Marketing

Digital marketing utilizes multiple channels such as content marketing, influencer marketing, SEO, social media and online advertising to help brands connect with customers.

Essence

What is it & why do we need it?

- Essence
- Context
- Strategy
- Web
- Search
- Social
- Metrics
- Planning



Essence of Digital Marketing

“Digital marketing starts with really rich content that people actually care about – including killer images.

Then it’s delivering that content when and where your customers want it, in hopes they like it and tell all their friends and followers.

And make sure they can see it on a device that they use everyday, especially the one attached to their hip.

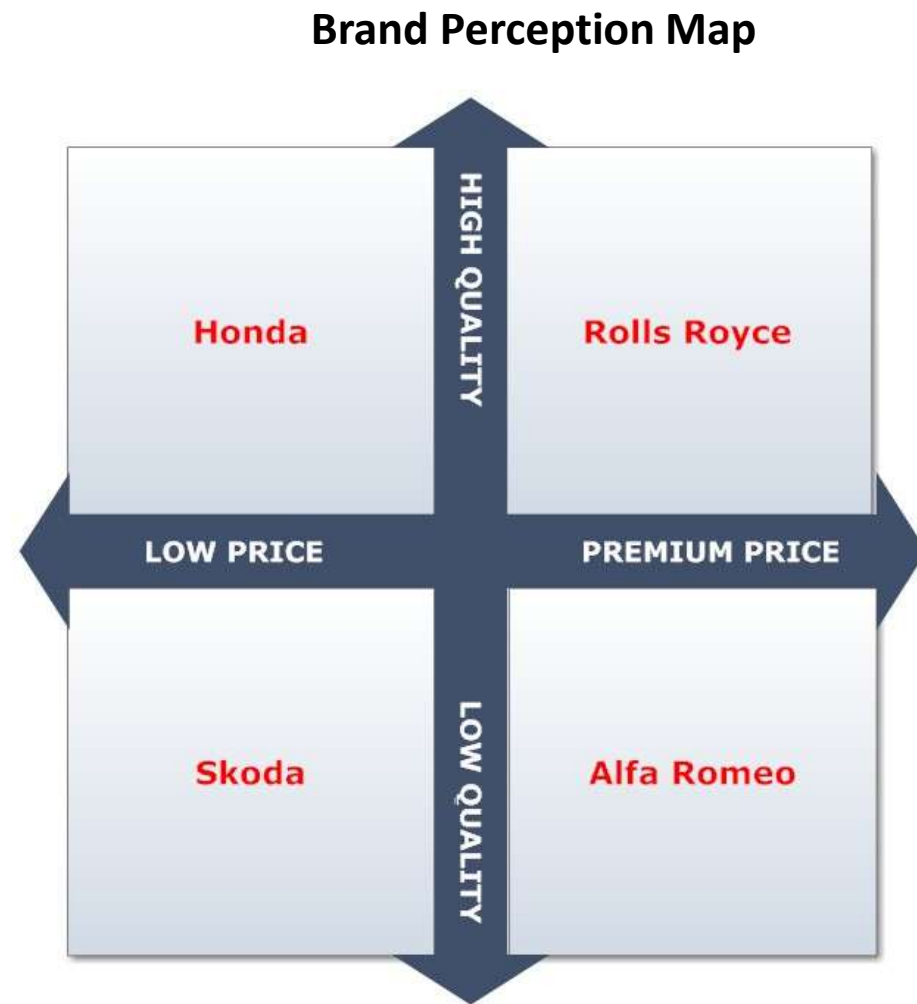
But above all, **don’t overwhelm people with your sales pitch.**

Keep it simple and teach them something so they consider you a valuable resource, not just a company pushing product.”

Laurie Englert, Vice President, Marketing at Chief Manufacturing

Challenging times...

- Economic downturn(s)
- Exchange rates
- Visa restrictions
- High cost of UK
- Competitor countries
- Reducing market share
- West to East wealth shift
- Generational shifts
- Expectation shifts
- Changing customers & needs

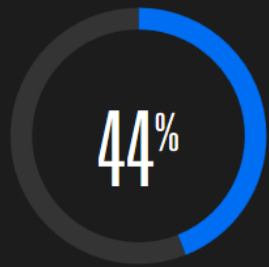


SOCIAL AND CONNECTED

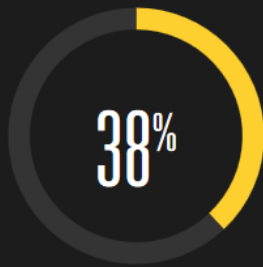
The online world - and social media in particular - have given the Millennials a platform to reach the world.



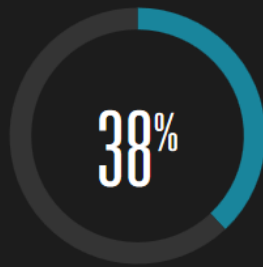
Millennials



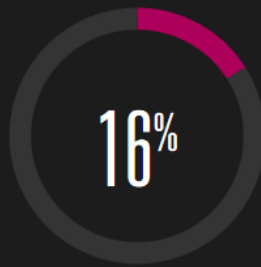
Text Messaging



Social Media



Instant Messaging



Blogging

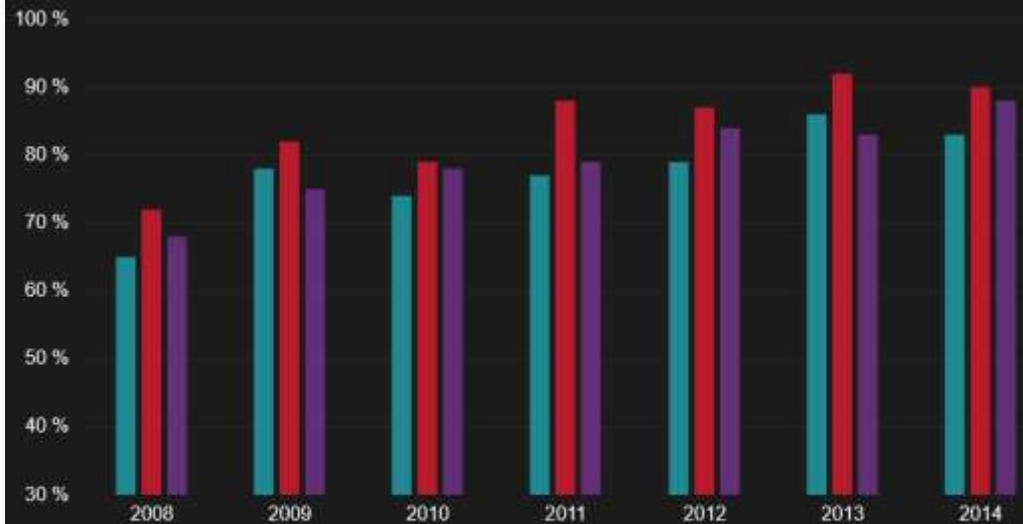
"After searching online, how do you communicate with others about a service, product, or a brand?"

CLICKING TO BUY

Source:

Unsurprisingly, the generation that lives online, buys online.

Millennials want to be able to buy products & services online...



Purchased something on the internet the last 12 months, UK

16-24 25-34 35-44

Source: Office for National Statistics, United Kingdom

I am inspired by a desire to:	Brands can leverage this motivator by helping customers:
Stand out from the crowd	Project a unique social identity; be seen as special
Have confidence in the future	Perceive the future as better than the past; have a positive mental picture of what's to come
Enjoy a sense of well-being	Feel that life measures up to expectations and that balance has been achieved; seek a stress-free state without conflicts or threats
Feel a sense of freedom	Act independently, without obligations or restrictions
Feel a sense of thrill	Experience visceral, overwhelming pleasure and excitement; participate in exciting, fun events
Feel a sense of belonging	Have an affiliation with people they relate to or aspire to be like; feel part of a group
Protect the environment	Sustain the belief that the environment is sacred; take action to improve their surroundings
Be the person I want to be	Fulfill a desire for ongoing self-improvement; live up to their ideal self-image
Feel secure	Believe that what they have today will be there tomorrow; pursue goals and dreams without worry
Succeed in life	Feel that they lead meaningful lives; find worth that goes beyond financial or socioeconomic measures

Emotional connections to brands



Reflection

Vocabulary Quiz

Give yourself 1 point for each term you can explain:

- SEO
- NPS
- PPC
- UX
- UAT
- CTR

Strategy

What will we do to
achieve our vision?



Digital Marketing Strategy

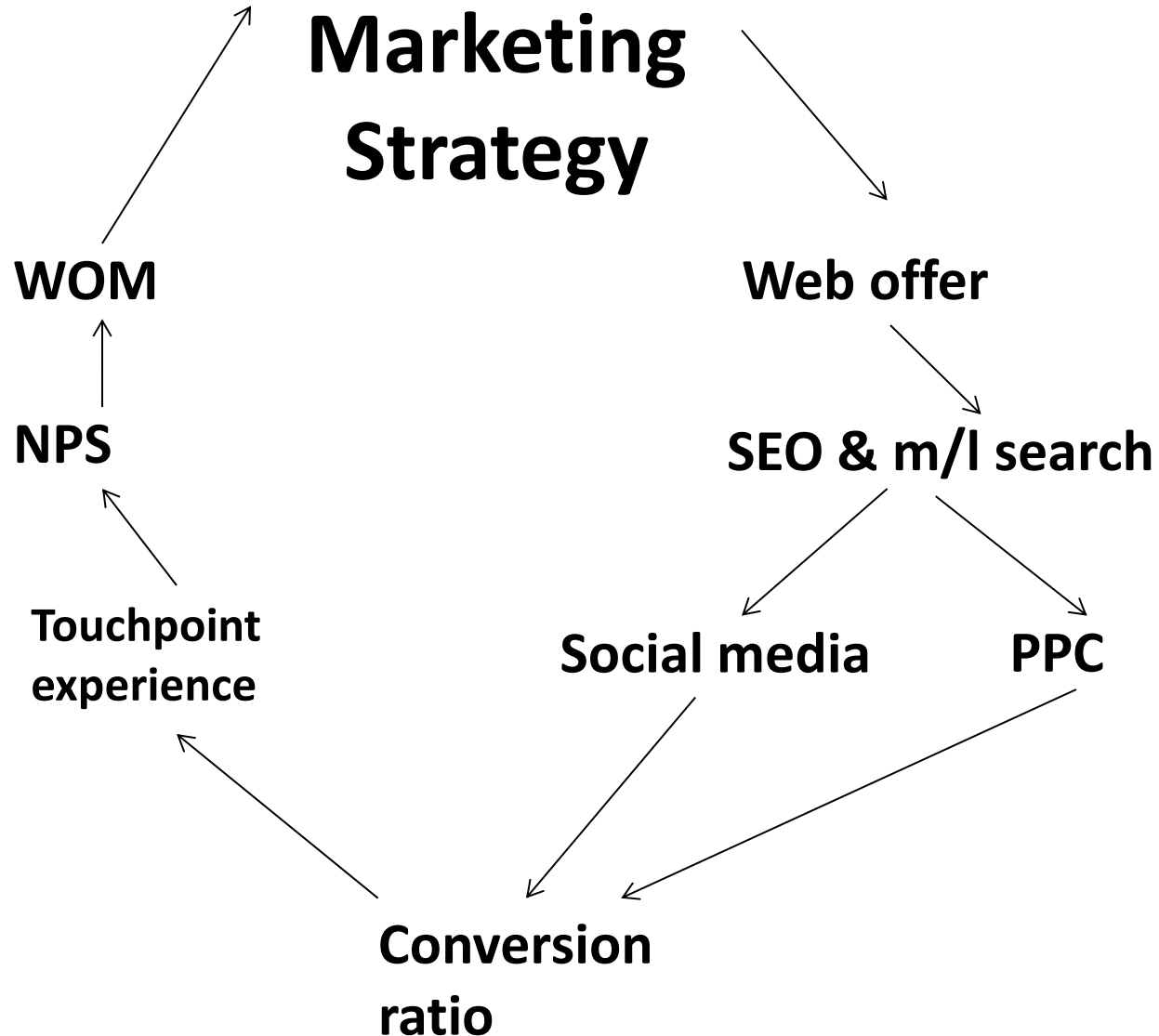
What Digital Marketing Can Do For Your Business

A well-crafted strategically implemented content and email marketing strategy can help you to grow your business by:

- Increasing the number of leads in your sales funnel
- Building trust between you and current customers
- Maintaining a relationship with current customers and up/cross selling
- Increasing your customer awareness
- Automating and customising marketing messages depending on customer behaviour

<http://socialmediatoday.com>

Digital Marketing Strategy



Website

What's your story?



What's on your website?

- Information
- Reassurance
- Encouragement
- Excitement
- Social connections



But do you have:

- Instant online sales chat?
- Personal Skype video call?
- Facetime advice call?
- SMS advice number?
- Instant diagnostic test(s)?
- Video testimonials?
- Social feeds?
- Downloadables?
- Learning bites?



IH Level	IH Description	CEF Level
1	Beginner	A1
2	Elementary	A2 - Waystage
3	Pre-intermediate	A2 - Waystage

Site design

- Responsive design (test sample schools)
- UX expertise in design
- UAT service
- Stickyness quotient
- Reason to return – R2R
- Content links to Facebook apps
- Customer journey mapping
- Personas & segments

School case studies.....

School	Resp.	Fbk	Tw	Insta	G+1	YouT	Blog	Video	Acc vid
Famous	n	160k	2k	no	no	no	y	hidden	n
Internl	y	-	-	-	-	-	y	-	n
Small	n	18k	no	no	y	n	y	n	n
Buzzy	y	50k	6k	6k	y	3k	y	n	n

Often missing:

- Non-sales content: eg learning bites, quizzes, culture
- Accommodation videos
- Student testimonial videos (or even texts)
- Stickiness – few reasons to return (R2R)

Reflection

Your Digital Score:
give yourself
1 point for
each 'Yes' answer

Digital marketing score

Does your site have Responsive Design?

Are there links to Facebook, Twitter, Instagram, YouTube on the site?

Does your Facebook page have more than 10k fans?

Do you have more than 5k Twitter followers?

Is your Facebook or Twitter feed visible on the landing page?

Do you have a Google+ network?

Do you have Google Analytics installed and regularly checked?

Is there a Blog on your site?

Do you have videos of the school on the landing page?

Do you have videos of student testimonials on the site?

Do you have videos of accommodation on the site?

Do you calculate Net Promoter Score for alumni?

Search & SEO

How do they find you?

Google

Bing

Yahoo

Multilingual search



The Filter Effect

For background, read:

The Filter Bubble, Eli Pariser

Double check search engine results from different locations & users:

Google search #1 →

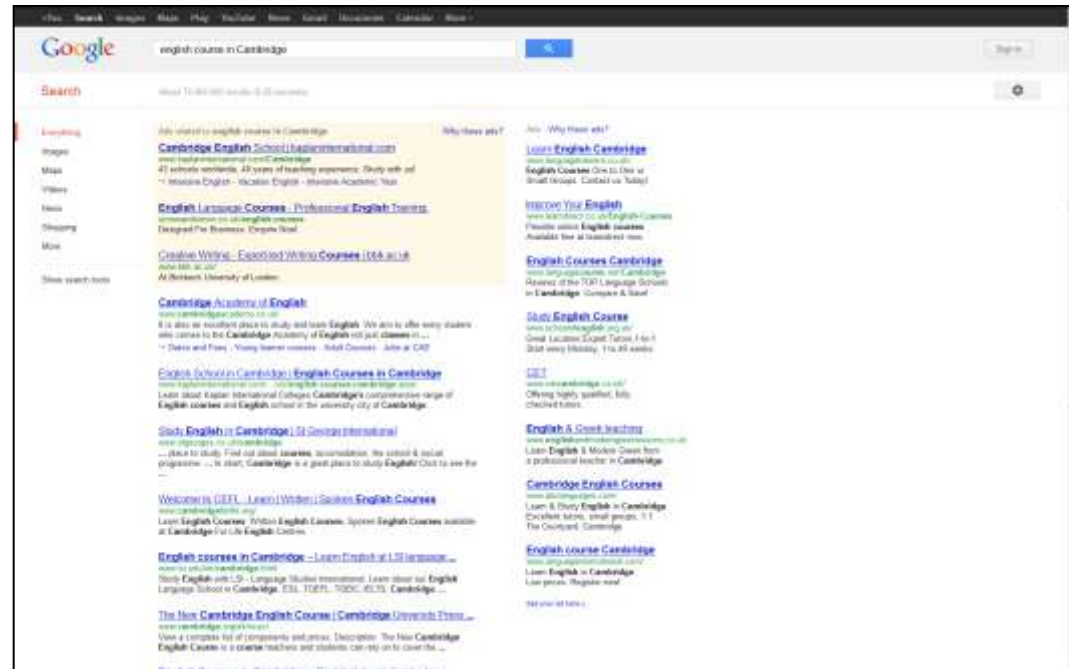
Google search #2:

Added –

- www.esl-languages.com
- www.studiocambridge.co.uk
- www.cam.ac.uk

Missed –

- www.ecenglish.com
- www.cambridgeforlife.org



Yahoo added:

- The English in Britain web site
- www.languageinternational.com

Bing Local added:

- Eurocentres, Regent Cambridge, Cambridge Academy, via Bing Local listings

Cambridge English

SEO components

ON-THE-PAGE FACTORS

These elements are in the direct control of the publisher

CONTENT

Cq	QUALITY	Are pages well written & have substantial quality content?
Cr	RESEARCH	Have you researched the keywords people may use to find your content?
Cw	WORDS	Do pages use words & phrases you hope they'll be found for?
Cf	FRESH	Are pages fresh & about "hot" topics?
Cv	VERTICAL	Do you have image, local, news, video or other vertical content?
Ca	ANSWERS	Is your content turned into direct answers within search results?
Vt	THIN	Is content "thin" or "shallow" & lacking substance?

ARCHITECTURE

Ac	CRAWL	Can search engines easily "crawl" pages on site?
Ad	DUPLICATE	Does site manage duplicate content issues well?
Am	MOBILE	Does your site work well for mobile devices & make use of app indexing?
As	SPEED	Does site load quickly?
Au	URLS	Do URLs contain meaningful keywords to page topics?
Ah	HTTPS	Does site use HTTPS to provide secure connection for visitors?
Vc	CLOAKING	Do you show search engines different pages than humans?

HTML

Ht	TITLES	Do HTML title tags contain keywords relevant to page topics?
Hd	DESCRIPTION	Do meta description tags describe what pages are about?
Hs	STRUCTURE	Do pages use structured data to enhance listings?
Hh	HEADERS	Do headlines & subheads use header tags with relevant keywords?
Vs	STUFFING	Do you excessively use words you want pages to be found for?
Vh	HIDDEN	Do colors or design "hide" words you want pages to be found for?

THE PERIODIC TABLE OF SEO SUCCESS FACTORS

Search engine optimization -- SEO -- seems like alchemy to the uninitiated. But there's a science to it. Below are some important "ranking factors" and best practices that can lead to success with both search engines and searchers.

ON-THE-PAGE SEO

OFF-THE-PAGE SEO

CONTENT	ARCHITECTURE	HTML	TRUST	LINKS	PERSONAL	SOCIAL
Cq ⁺³ Quality	Ac ⁻³ Crawl	Ht ⁻³ Titles	Ta ⁺³ Authority	Lq ⁺³ Quality	Pc ⁺³ Country	Sr ⁺² Reputation
Cr ⁺³ Research	Ad ⁺² Duplicate	Hd ⁺² Description	Te ⁺² Engage	Lt ⁺² Text	Pl ⁺³ Locality	Ss ⁺¹ Shares
Cw ⁺² Words	Am ⁺² Mobile	Hs ⁺² Structure	Th ⁺² History	Ln ⁺¹ Numbers	Ph ⁺³ History	
Cf ⁺² Fresh	As ⁺¹ Speed	Hh ⁺¹ Headers	Ti ⁺¹ Identity	Vp ⁻³ Paid	Ps ⁺² Social	
Cv ⁺² Vertical	Au ⁺¹ URLs	Vs ⁻² Stuffing	Vd ⁻³ Privacy	VI ⁻³ Spam		
Ca ⁺¹ Answers	Ah ⁺¹ HTTPS	Vh ⁻¹ Hidden	Va ⁻¹ Ads			
Vt ⁻² Thin	Vc ⁻³ Cloaking					

FACTORS WORK TOGETHER

All factors on the table are important, but those marked 3 carry more weight than 1 or 2. No single factor guarantees top rankings or success, but having several favorable ones increases the odds. Negative "violation" factors shown in red harm your chances.

OFF-THE-PAGE FACTORS

Elements influenced by readers, visitors & other publishers

TRUST

Ta	AUTHORITY	Do links, shares & other factors make site a trusted authority?
Te	ENGAGE	Do visitors spend time reading or "bounce" away quickly?
Th	HISTORY	Has site or its domain been around a long time, operating in same way?
Ti	IDENTITY	Does site use means to verify its identity & that of authors?
Vd	PRIVACY	Has site been flagged for hosting pirated content?
Va	ADS	Is your content ad-heavy, especially "above-the-fold"?

LINKS

Lq	QUALITY	Are links from trusted, quality or respected web sites?
Lt	TEXT	Do links pointing at pages use words you hope they'll be found for?
Ln	NUMBER	Do many links point at your web pages?
Vp	PAID	Have you purchased links in hopes of better rankings?
VI	SPAM	Have you created links by spamming blogs, forums or other places?

PERSONAL

Pc	COUNTRY	What country is someone located in?
Pl	LOCALITY	What city or local area is someone located in?
Ph	HISTORY	Has someone regularly visited your site or socially favored it?
Ps	SOCIAL	Has someone or their friends socially favored the site?

SOCIAL

Sr	REPUTATION	Do those respected on social networks share your content?
Ss	SHARES	Do many share your content on social networks?

Multilingual SEO

Regional Search Engines:

Germany:

Web.de - <http://web.de>

Altavista-

<http://www.altavista.de>

France:

Ecila - <http://www.ecila.fr>

Voila France -

<http://www.voila.fr>

Italy:

Virgilio - <http://www.virgilio.it>

Arianna - <http://www.arianna.it>

Russia:

Rambler -

<http://www.rambler.ru>

Yandex - <http://www.yandex.ru>

Spain:

Olé - <http://www.ole.com>



- **Website localization**
- **Translation**
- **Keyword optimisation**
- **Link building for PageRank**

Multilingual SEO:

- Is your website constructed with multiple languages?
- Does your website automatically detect the source IP and deliver the appropriate language?
- Are your keywords optimized English keywords or are they non-English as well?
- Are your keywords translated or re-created by local experts?
- Do you have domain names with the target country suffix (e.g. .de for Germany; .fr for France)?
- Do you use foreign webhosting providers for foreign domains?
- Submit your site to over 600 Search Engines, eg
 - <http://www.mseo.com/>
 - <http://www.submit-away.com>

The Free stuff vs the Paid stuff

Free:

- Direct Search
- Website
- Social media reach
- Content sharing
- Influencer reach

Paid:

- Display ads on portals
- Adwords
- Adwords extensions – social, sitelinks etc
- PPC, CPC, CPA, PPA
- Social ads

Ad - Why this ad?

Example **Pizza** Store - Fresh and Hot
www.example.com
Get Your Favorite Pizzas! Only At Your **Pizza** Store

<u>Order Online Now</u> Pizza , Breadsticks, and More! Free 2 liter soda with online order	<u>Store Locator</u> Find Location Nearest You \$10 For Any Pizza !
<u>Deals In Your Area</u> Free Breadsticks with Large Pizza Order Online Now. Free Delivery!	<u>Returning Customer? Order Here</u> Fresh Ingredients, Great Taste Easy Ordering For Returning Customers

Social Media Marketing Strategies



Social media basics

Goals:

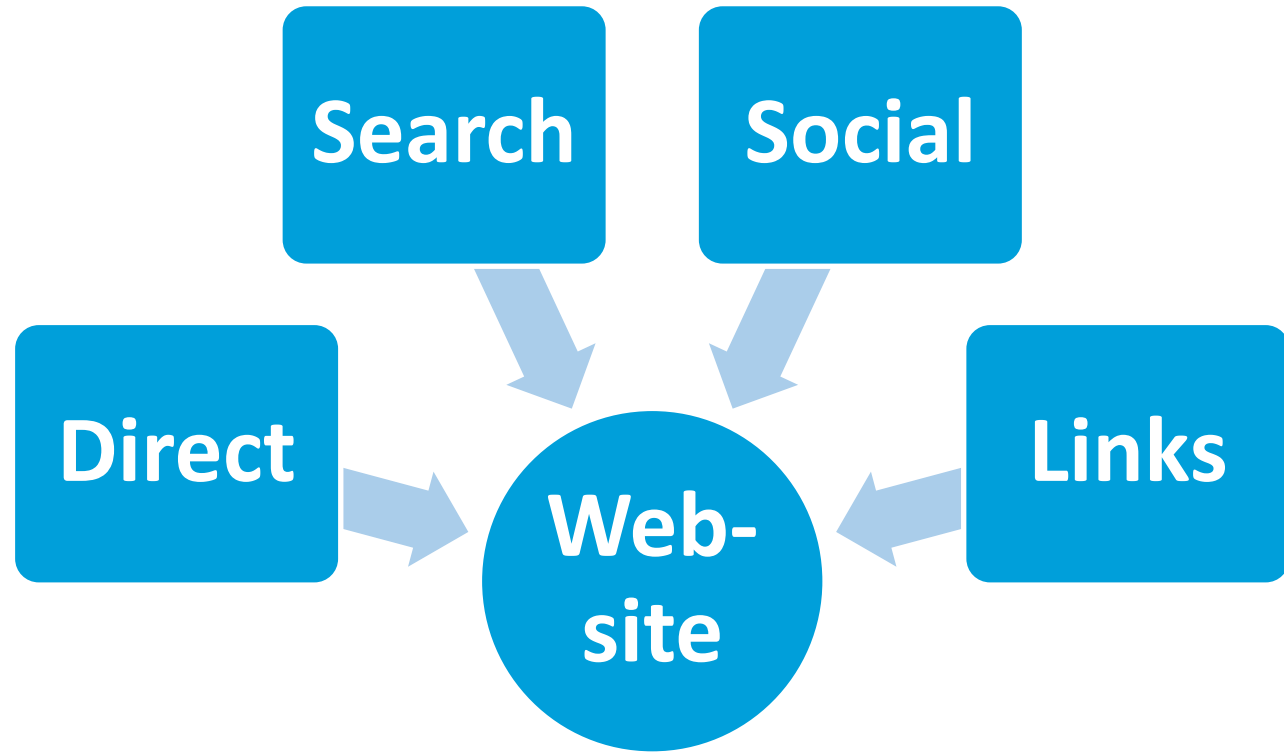
- Get website referrals from social media
- Build network of followers
- Increase SEO success rankings
- Increase leads and inquiries
- Increase enrolment conversions

Content:

- News
- Testimonials
- Learning Bites
- Quizzes
- Images
- Product info
- Links

Referral journey

- Referral sources
- Referral targets
- Track Acquisition data



Social media strategy = social strategy

“Don’t just sell stuff – help people connect”

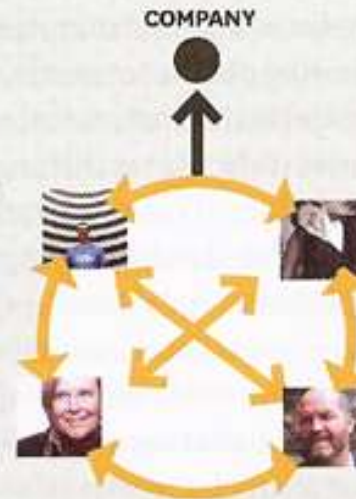
DIGITAL STRATEGIES

broadcast commercial messages and seek customer feedback in order to facilitate marketing and sell goods and services.



SOCIAL STRATEGIES

help people improve existing relationships or build new ones if they do free work on the company's behalf.



Social media marketing rules

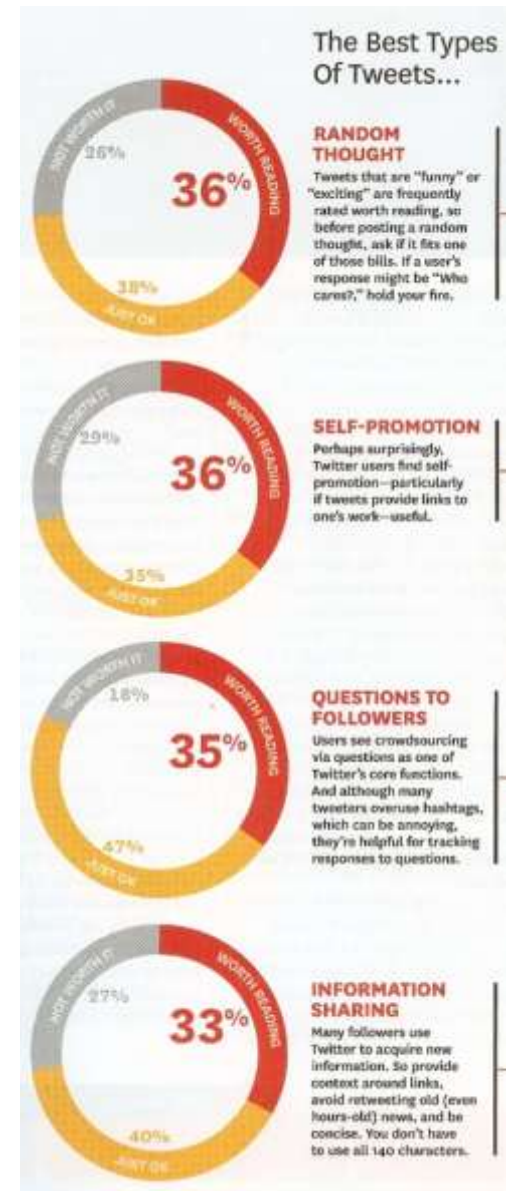
- **Make sure you give your customers something valuable** because they'd much rather spend the time talking to each other about their passions than engaging with you.
- **Recognize that different types of influencers** play varying roles at different points in the marketing funnel. You need to influence the agents, parents, employers, teachers
- **Make your customers brand advocates** Give them the opportunity to impact not just marketing but product development, customer service, and innovations, too.
- **Develop your authentic social voice** for the social media platforms. And make your brand a social brand.

Twitter



Twitter basics

- Build a following
- Understand your audience
- Choose what to tweet
- Decide when to tweet
- Set up Hootsuite or TweetDeck
- Target tweets
- Set up mention tracking
- Schedule multiple posts
- Set up a Twitter team



Strategies for getting more Twitter followers

1. Tweet at least four times a day. Your tweets should include a link to an interesting, humorous or insightful article, blog or product/service announcement. Use a URL shortener like bit.ly.
2. Re-tweet often. Add in your own sentiment to the re-tweet.
3. Actively seek out and follow appropriate profiles to follow.
4. Put your twitter link on your email signature, business cards and any other materials you use.
5. Cross-pollinate your social media with twitter buttons and links on your Facebook fan page, website, blog, LinkedIn...everywhere!
6. Thank those who re-tweet you or give you a #followfriday recommendation.
7. List your twitter name in directories, such as Twellow (like yellow pages for Twitter).
8. Find people whose tweets you like and recommend them with a hashtag - #ff. These people will likely reciprocate with a #ff back to you and others will see it and start to follow.

<http://www.squidoo.com>

The Golden Rule of social media applies: Be helpful, and give something of value to your audience, and they will appreciate you and become loyal followers (and customers!)

Start by sharing tips, recommending resources, or telling some jokes (yes people like jokes, even professionals). Don't directly market yourself, i.e.: "*Click here and buy this now!*". Ew.

Still stuck? Here are some ideas that your audience will love:

- Behind the scenes photos from company activities and events which will humanize your brand.
- Links to topical and relevant blog posts (*preferably your own*) with a sentence from you explaining why they should read it!
- Interesting industry tips, statistics, and research findings that will reinforce you as an expert and thought leader.
- Information that lets your brand's personality shine through.
- Great photography that allows you to showcase your business (*Instagram filters are a special friend to the unskilled photographer*).
- Updates on news and promotions from your brand - incentivizing loyal followers.



Expert Tip: Tweets with images get twice the engagement rate of those without. Use your Tweets to showcase your talent, projects or provide a sneak peek of what's to come from the brand.

Twitter content

<http://www.audiense.com>

Cambridge English

Twitter analysis

- Follower analysis
- Tweet analysis
- Interaction analytics
- Key interacting users
- Customer care metrics

Follower Analysis

Measure all relevant Twitter follower metrics of any public profile. Detailed follower statistics take an integral part in optimizing a Twitter profile and of course in regards to keeping an eye on the competition.



Detailed Tweet Analysis

Your Twitter content strategy is one of the prerequisites for maintaining and growing your audience and creating even more awareness to convert your followers into loyal customers. quintly offers a wide feature set to analyze your Twitter content and the interactions generated from your tweets.



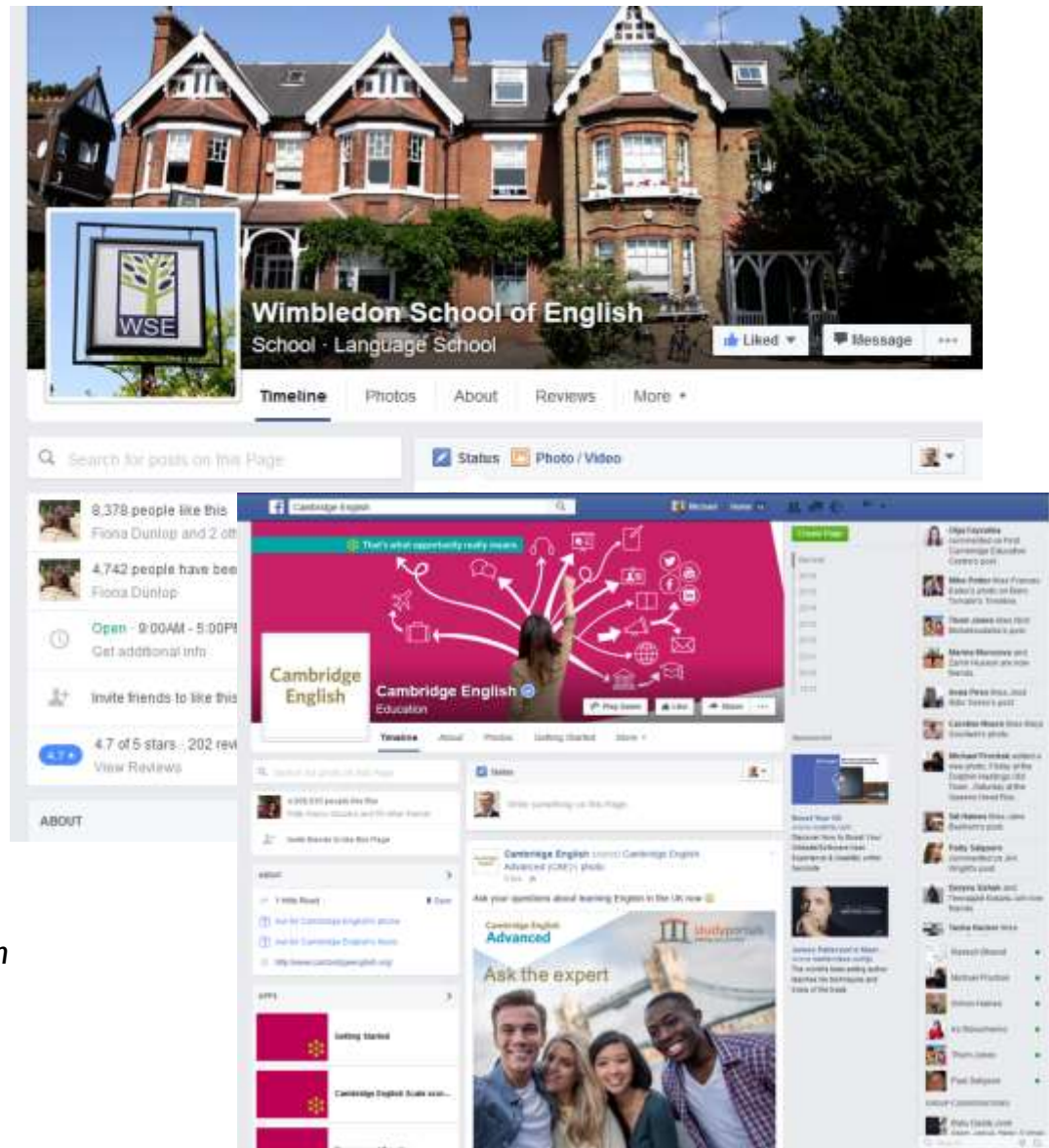
Facebook



Facebook strategy tips

1. Define your customers
2. Concentrate on conversing and building relationships, instead of broadcasting and selling.
3. Use a Facebook personal profile AND a Facebook business page TOGETHER.
4. Cross-post and cross promote
5. Use a social media dashboard like Hootsuite
6. Measure and track your social media results

<http://socialmediatoday.com>



‘9 Facebook Strategies to Build Fans’

- 1: Give your page a human touch
- 2: Become a content machine
- 3: Cultivate engagement with two-way dialogue
- 4: Create consistent calls to action
- 5: Make word-of-mouth advocacy easy
- 6: Encourage fan-to-fan conversations
- 7: Focus on smart branding
- 8: Be deliberate and manage expectations
- 9: Monitor, measure, and track & monitor your school name

	SUPER FAN This Fan has given you basic data permissions, has purchased from you and has led to another Fan buying from you.	HEAVY
	PURCHASING FAN This Fan has given you basic data permissions, and has purchased from you.	HEAVY
	ADVOCATE FAN This Fan has spread the word about you and grown your likes, FB connect users or app users	HEAVY
	ENGAGED FAN This is a Fan who "likes" your brand	MODERATE
	POTENTIAL FAN This is a friend of a Fan of yours	LIGHT

Facebook analysis types

- Detailed fan analysis
- Content analysis
- Interaction analytics
- Page Insights analysis
- Key interacting users
- Facebook customer care



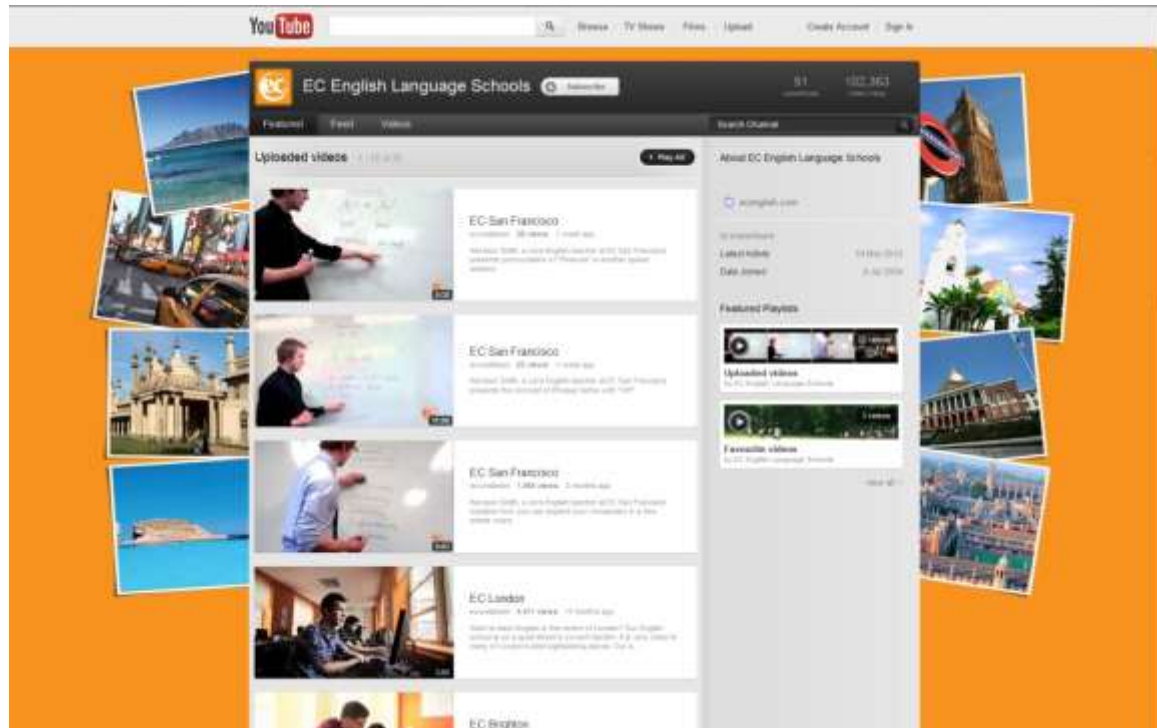
Visual Social Media – YouTube, Instagram, Pinterest



YouTube channel marketing

Set up school's own YouTube channel:

- School tours
- Accommodation tours
- 360 degree tours
- Video testimonials
- Mini-classes from faculty
- 'Our system' USP video
- Social programme videos

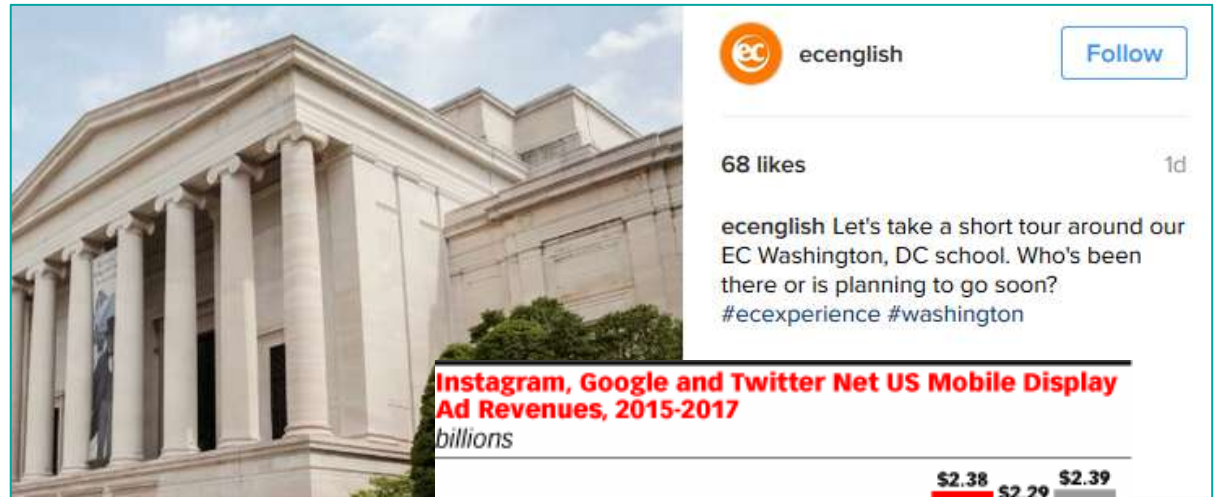


Resources:

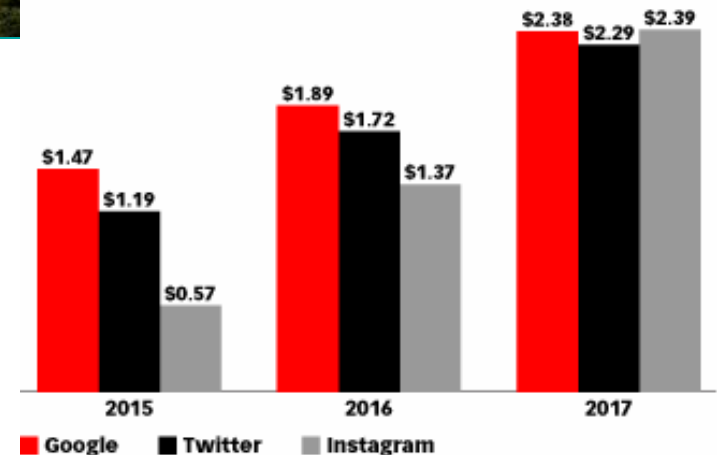
<http://www.cambridgeenglish.org/exams/study-english-in-the-uk/>

Visual marketing - Instagram

“....images appeal to emotions, they strike a chord with consumers, and resonate across cultures. Photos drive more engagement than any other kind of post. On Facebook, photo posts increase the interaction rate by 39%”



Instagram, Google and Twitter Net US Mobile Display Ad Revenues, 2015-2017
billions



Note: net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites; includes display (banners and other, rich media and video); ad spending on tablets is included; excludes SMS, MMS and P2P messaging-based advertising
Source: company reports; eMarketer, July 2015

193350

www.eMarketer.com

Instagram:

- Annotate and share your photos to your network

Regram:

- Re-share someone else's photos and annotate them further to Twitter or back to Instagram networks

Reflection

Content sharing:

What has your school used Facebook, Twitter and Instagram for?

What kind of content have you created and shared?

In what ways has it been helpful?

Social Media Metrics – measuring ROI



Monitoring social media

- Monitor all social media conversations and summarise in metrics
- Compare effectiveness of outreach of each social media channel
- Post new messages to all social media from one central source

Social media management for exceptional companies.

- Monitor your brand & manage conversations brilliantly with one, easy-to-use tool.
- Publish & schedule updates across social channels with a single click.
- Manage teams, large social channels, tasks and assignments with ease.
- Measure your efforts with comprehensive reporting and analytics.

Start your 30-day free trial >

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Questions? Give us a call 1-866-879-3231

Everything you need in one, easy-to-manage stream

www.SproutSocial.com

We measure your influence based on your ability to drive action in social networks. We process this data on a daily basis to give you an updated Klout Score each morning.

Here are a few of the actions we use to measure influence:

-  **Twitter:** Retweets and Mentions
-  **Facebook:** Comments, Wall-Posts, Likes
-  **LinkedIn:** Comments, Likes
-  **Foursquare:** Tips, To-Do's, Done
-  **Google+:** Comments, Reshares, +1

Other networks that we're working to measure are **Facebook Pages, Youtube, Instagram, Tumblr, Blogger, Wordpress, Last.fm** and **Flickr**. You can already link these accounts with your



www.Klout.com

Metrics providers

- Quintly
- Sendible
- Site catalyst
- Chartbeat
- Socialbro = audiense
- Social Bakers
- Talent Cupboard

How your brand will benefit from Twitter:

- Increase your brand awareness.
- Drive traffic to your website.
- Generate leads.
- Connect with customers.
- Competition analysis.
- Grow your community.
- Keep you in the know about what's trending and what people are talking about in your industry.



Adobe Marketing Cloud



Metric tools:

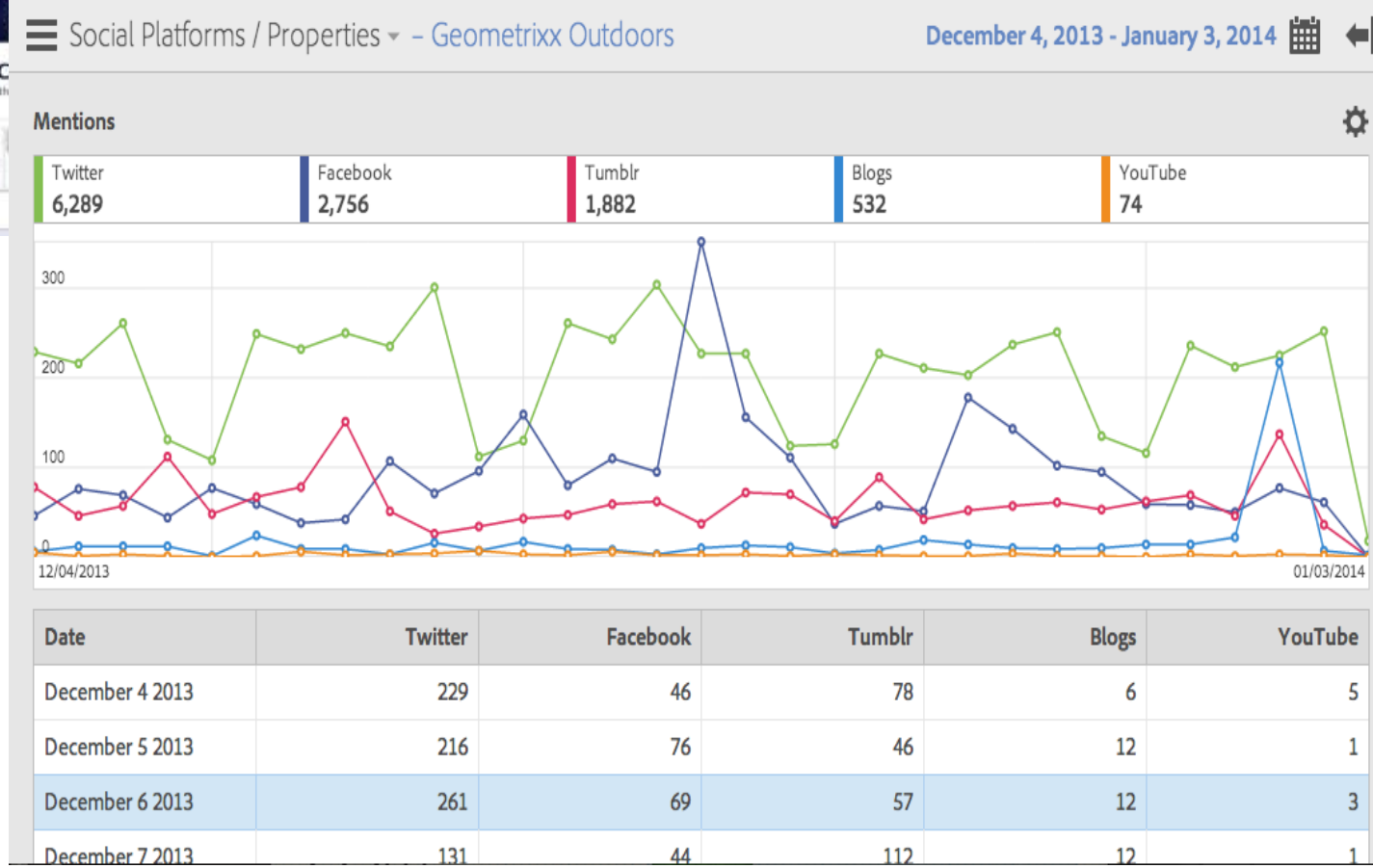
Adobe Analytics

Adobe Media
Optimizer

Adobe Target

Adobe Experience
Manager

Adobe Social



Net Promoter Score (NPS)

- Who to ask?
- When to ask?
- How to phrase it?
- Share results with staff



$$\text{NPS} = \% \text{ of PROMOTERS (9s and 10s)} - \% \text{ of DETRACTORS (0 through 6)}$$

Reflection

What have you learned
from measuring your
Social Media traffic &
engagement?

Have you measured in
other ways?

Cambridge English Social Media Objectives



- Develop an effective and direct communication between Cambridge English and our stakeholders
- Increase our brand awareness globally through fan base
- Provide support to candidates taking Cambridge English exams
- Engage with & influence our target audiences
- Develop advocates by building brand loyalty
- Form the critical foundation for future conversion

Providing customer service...



Yolanda Méndez González

Hello, I wonder if you can help me, I'm planning on taking the Proficiency exam. but I don't have time to go on a course , how can I prepare myself for this exam? is there are online course? has anyone done it himself or herself? so can tell me how to do it, please?

Like · Comment · 8 March at 22:47



Edmond Albanian likes this.



Yolanda Méndez González sorry it was a typo, the are it was meant to be a an

8 March at 23:07 · Like



Cambridge English Language Assessment Hi Yolanda. You can find lots of practice materials and advice on our website. Good luck!
<http://www.cambridgeenglish.org/exams-and-qualifications/proficiency/how-to-prepare/>

9 March at 07:42 · Like



Write a comment...

Bite-sized learning ...



Match the words to their definitions:

- | | |
|-------------|-----------------------------------|
| 1) dupe | a) plan to deceive someone (noun) |
| 2) gullible | b) easily deceived (adjective) |
| 3) hoax | c) deceive (verb) |

[f /CambridgeEnglish](#)

Here are the answers to yesterday's quiz:

- | | |
|-------------|-------------------------------------|
| 1) dupe | a) a plan to deceive someone (noun) |
| 2) gullible | b) easily deceived (adjective) |
| 3) hoax | c) deceive (verb) |

[f /CambridgeEnglish](#)

Cambridge English

Key Performance Indicators



- Number of fans vs. country's total Facebook population
- Number of likes, comments and shares
- Friend referrals and Facebook recommendations
- Page reach and frequency
- Number of advocates and influencers
- Number of traffic directed to our website
- Cost-effectiveness of advertising campaigns



Cambridge English

Twitter as customer support



Cambridge
English

@CambridgeEng

provides overall news and product information & has the largest number of followers



@CamEngTeachers

supports teachers who use the Cambridge English Teacher website and teacher development courses

Cambridge
English

@CamEngHelpers

is the Cambridge English HelpDesk & supports exam candidates and provides rapid customer service support, answering questions personally

Key Performance

Indicators:

- Number of followers
- Number of tweets
- Number of retweets by followers
- Level of engagement and activities in a 30 day period
- % retweets by followers compared to total number of tweets in a 30 day period

Implementation Plan

Website management:

- Re-design website as Responsive
- Re-design website to integrate with social media feeds more effectively
- Buy SEO services
- Install Google Analytics
- Track all referrals to the website
- Ensure website is sticky – RNR
- Link to broader school Digital Audit

Social media management:

- Design Digital Marketing Strategy
- Assign in-house social media expert
- Design your messages
- Choose channels for customer segments
- Set up coordinated content and message publishing
- Subscribe to one of the metrics & tracking systems
- Review conversion ratios and referral sources and map against enrolment development

Digital marketing checklist

Digital tools	Done/not done
Develop clear strategy for digital channels and social media	√
Review Website	√
Photo gallery of facilities, staff, classrooms, technology, social	√
Videos of facilities, staff, classrooms, technology	√
Alumni video testimonials	√
Advisor/agent testimonials	√
SEO consultancy contract	√
Your Twitter feed on the website	√
Your Facebook feed on the website	√
Staff tasked with seeding social media in marketing campaign	√
PPC strategy	√
NPS strategy	√
Mobile marketing campaign	√
Alumni involved in social media campaign	√

Getting Digital help

Transformative Marketing Solutions –
Jackie Kassteen

- jackiekassteen@gmail.com

Higher education Marketing –
Philippe Taza

- info@higher-education-marketing.com

Digital Audit -

- Carrier.m@cambridgeenglish.org

Sector	Audit zone	Evaluation
Infrastructure		
Administration		
Marketing		
Classroom		
Self-access		
Teaching & learning		
Remote learning		

from: *Highdale Learning*

Take Away – 10 point Plan

- 1 Design a **Digital Marketing Strategy**
- 2 Know your customer segments and their needs & interests
- 3 Design your messages and interactive content to engage customers
- 4 Build staff & external expertise in Digital Marketing
- 5 Re-build website to be Responsive and sticky
- 6 Invest in SEO and build Referral cycle
- 7 Build Facebook & Twitter networks & rich content
- 8 Build Visual social content – YouTube, Instagram
- 9 Subscribe to metrics - track, map data against enrolments & look for success patterns
- 10 **Create a Digital School** - Integrate digital into everything

Thank You!

Study Abroad in the UK:

Information on the offer for
Study Abroad students in the UK

[http://www.cambridgeenglish.org/
exams/study-english-in-the-uk/](http://www.cambridgeenglish.org/exams/study-english-in-the-uk/)

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Cambridge Websites:

<http://www.cambridgeenglish.org>

<http://teachwithdigital.org>

<http://www.cambridgeenglishteacher.org>



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