

A world map rendered in a light blue, dotted pattern against a solid blue background. The map shows the outlines of continents and major landmasses.

PRESENTATION

# Rethinking recruitment

Sarah Mines and Caroline Levesque, ICEF



**ICEF**

Connect. Recruit. Grow.

# What we'll talk about



**Best practices marketing to international students.**



**What are institutions missing?**



**What channels can you engage students on?**

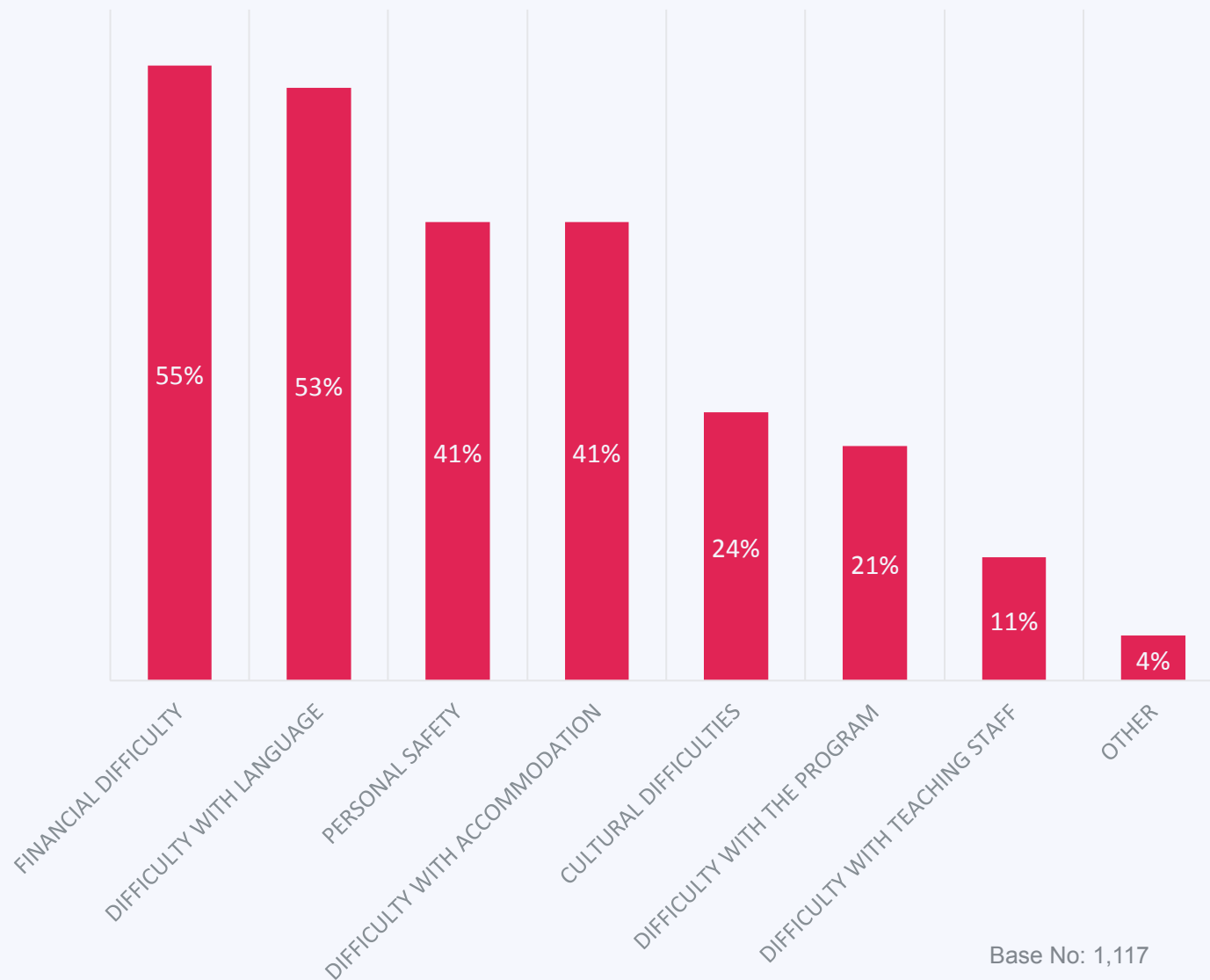


**Social media best practices.**

CHART

# Main concerns before departing

What are the main concerns, complaints, and questions from students and parents before departing?

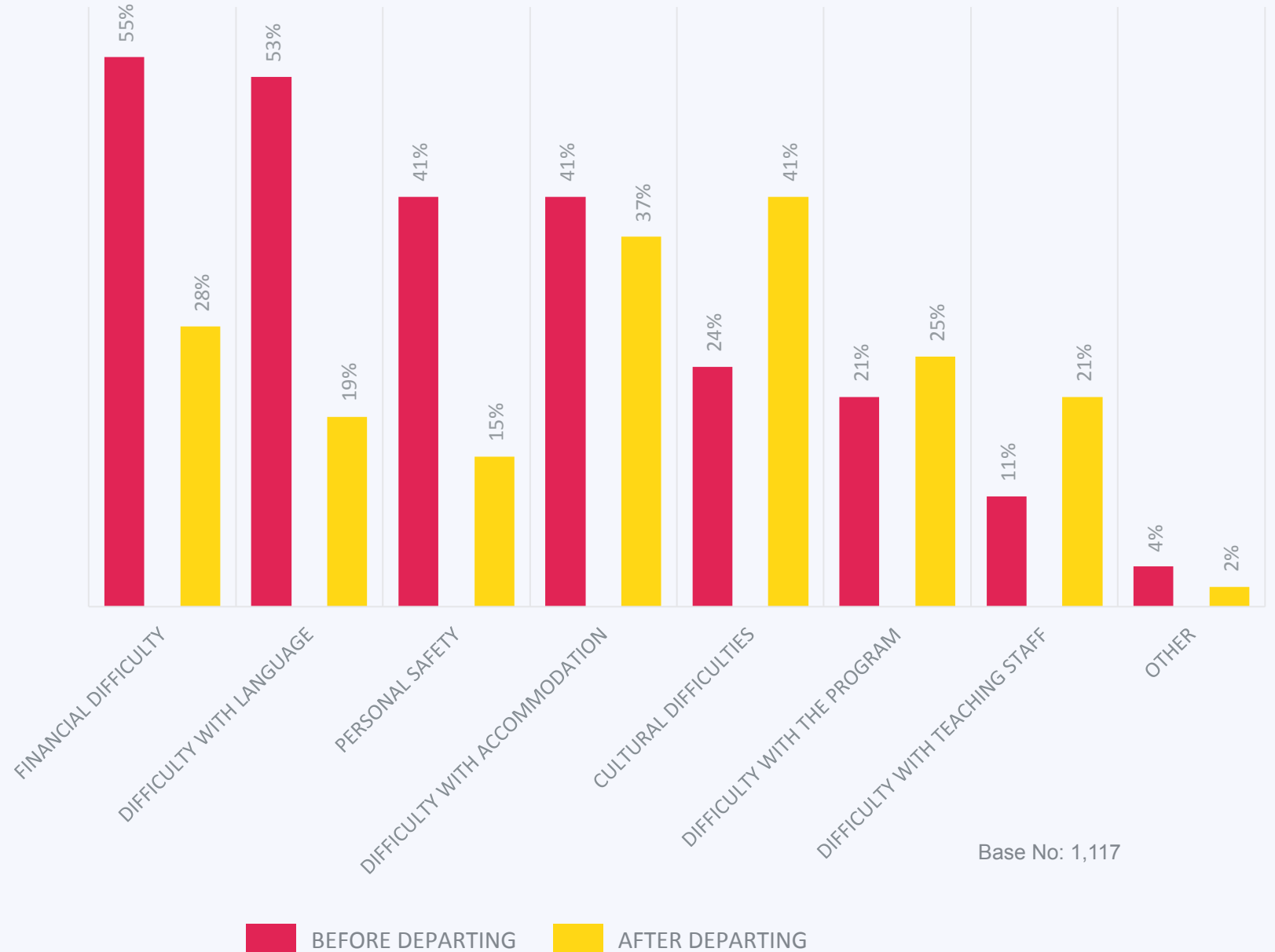


Base No: 1,117

CHART

# Main concerns before and after departing

What are the main concerns, complaints, and questions from students and parents before departing?

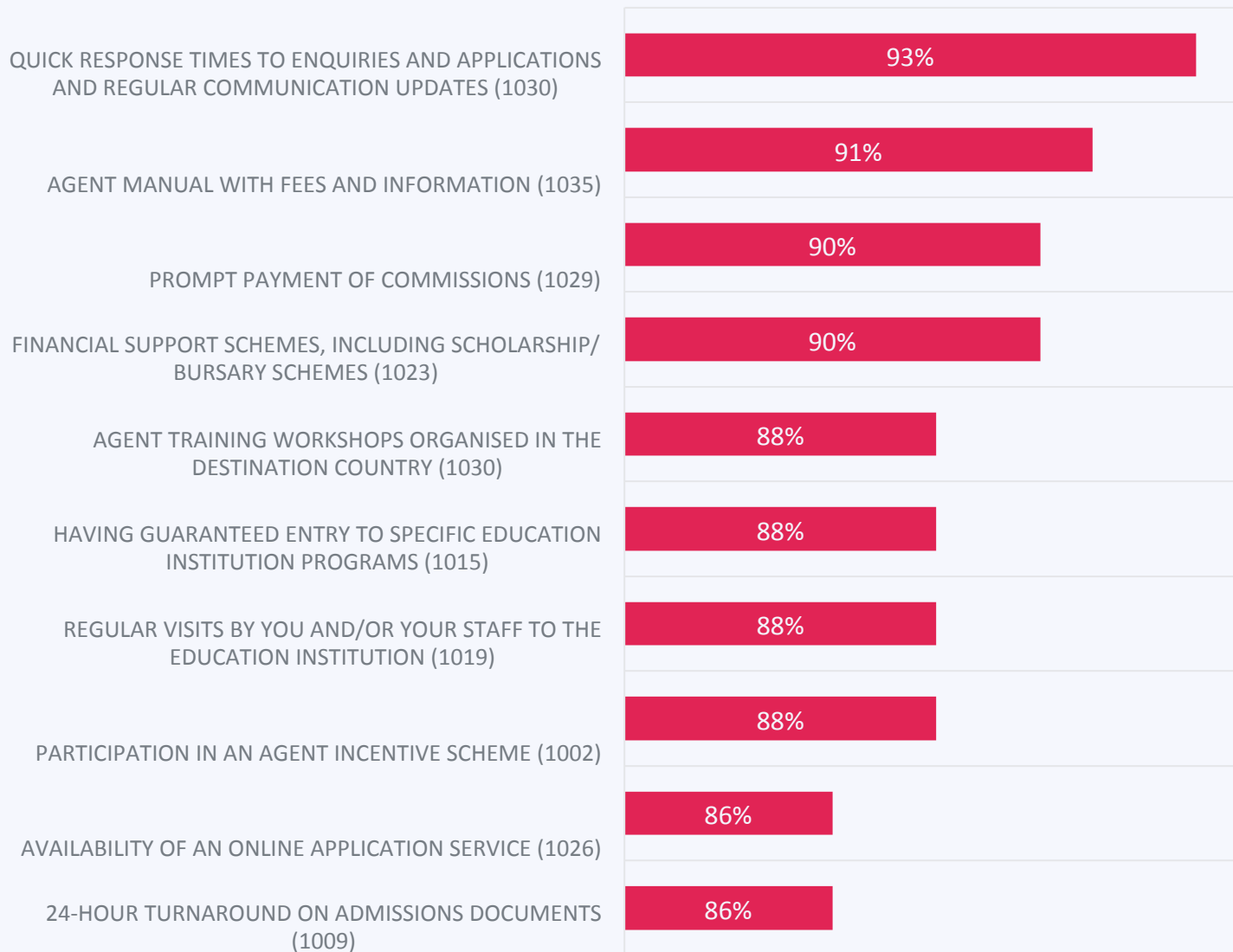


Base No: 1,117

CHART

# Top 10 criteria in marketing for institutions

How important is this criteria in terms of marketing for institutions?

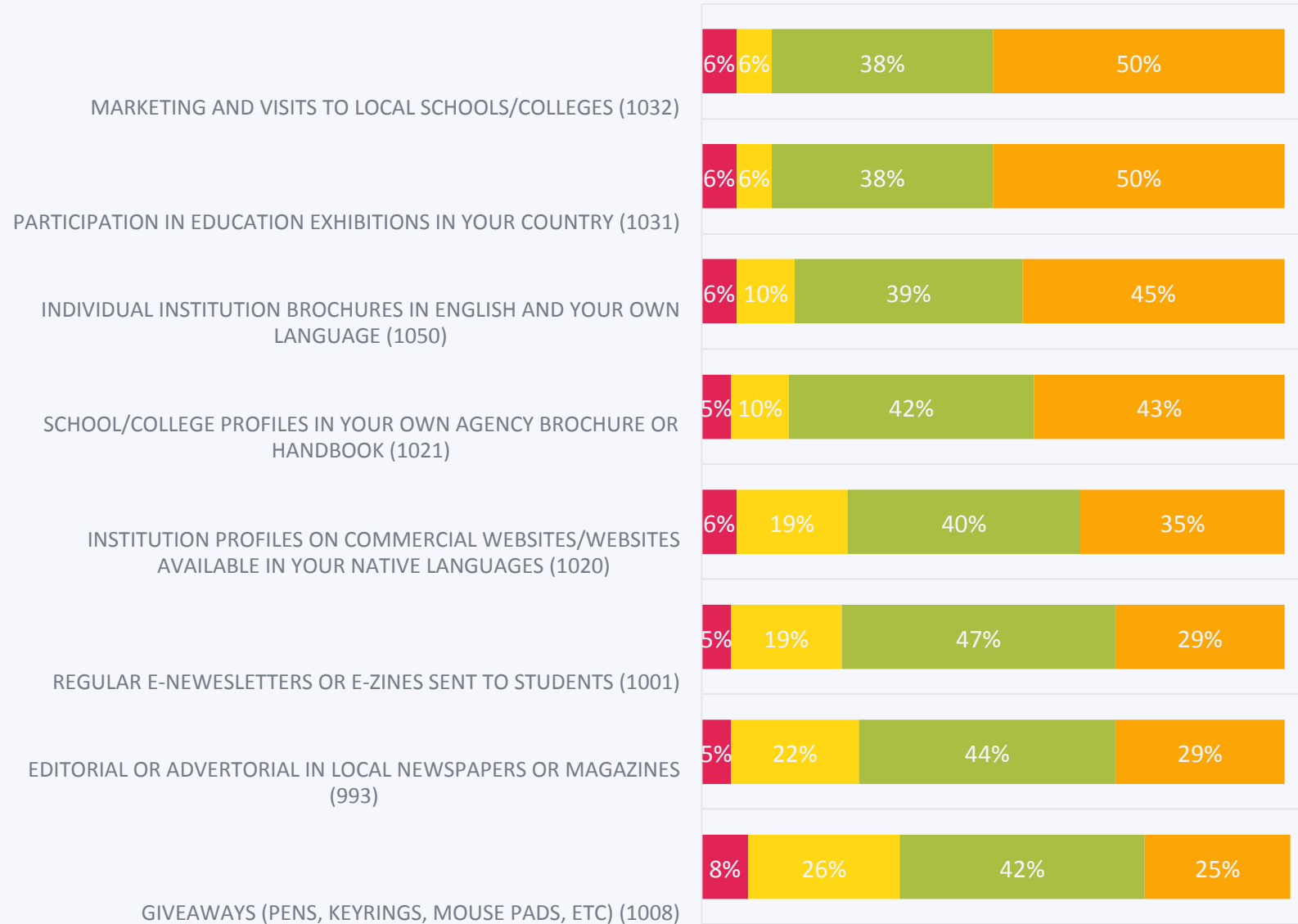


Base No: 1,117

CHART

# Marketing promotional material + campaigns

How important is this criteria in terms of marketing for institutions?



Base No: 1,117

1. YOU HAVE STUDENTS' ATTENTION

2. THEY'RE CHECKING YOU OUT

3. THEY ASK FOR INFO

4. THEY APPLY

5. YOU OFFER  
ADMISSION

6. THEY  
ENROL

INFOGRAPHIC

# Rethinking the recruitment funnel

Ways to make prospect management more effective.



INFOGRAPHIC

# Ideal marketing + recruitment for institutions





BEST PRACTICES

# What matters most

Students are not numbers—  
don't make them feel that way.

“*Social media  
is the new  
campfire /  
watercooler*”

- Social Media ROI



# The **new** marketing

A complement to all forms of communication, not a replacement.

- ▶ Engage
- ▶ Be authentic
- ▶ Be unpredictable
- ▶ Be brief



- Social Media ROI

CASE STUDY

# Follow the leader

EKU president leads the way with Twitter engagement.

A screenshot of a Twitter thread. The first tweet is from Devan Dannelly (@DADannelly11) asking @EKUPrez to shovel his driveway in exchange for coming to class tomorrow. The second tweet is a reply from Michael Benson (@EKUPrez) asking for the address. Below the tweets are two images: one showing a snow-covered car and driveway, and another showing the two men standing together indoors.

**Devan Dannelly** @DADannelly11

Yo @EKUPrez come shovel my driveway/road and I'll come to class tomorrow... deal???

2/17/15, 3:32 PM

24 RETWEETS 24 FAVORITES

**Michael Benson** @EKUPrez

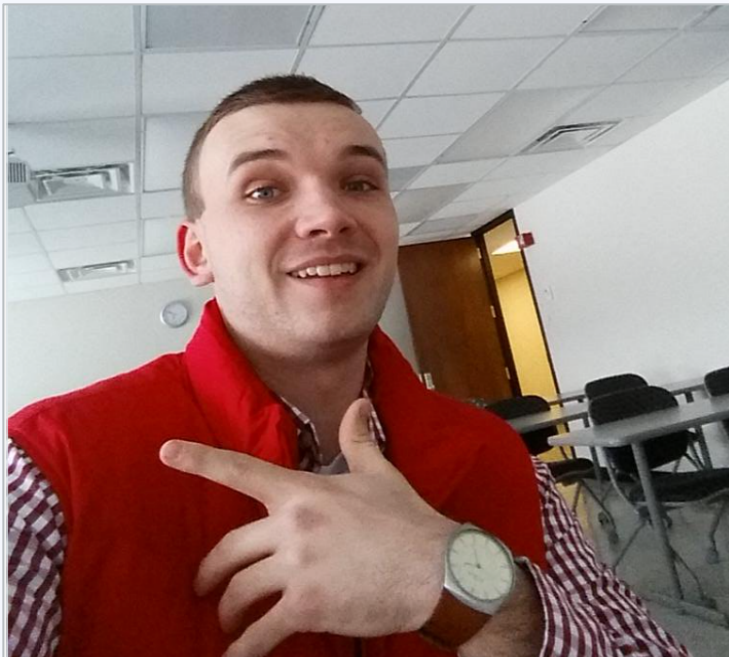
@DADannelly11 it's a deal. What's your address?

2/17/15, 3:39 PM from Richmond, KY

18 RETWEETS 59 FAVORITES

<https://storify.com/EKU/follow-the-leader>

CASE STUDY



**Devan Dannelly**  
@DevDanne11y

Follow

No class this week, but I held up my end of the deal anyways!  
[@EKUPrez](#)

11:26 AM - 18 Feb 2015

← ↻ 27 ❤ 194



**Devan Dannelly**  
@DevDanne11y

Follow

I will literally never complain about going to class again.

2:35 PM - 17 Feb 2015

← ↻ 1 ❤ 25



**Michael Benson**  
@EKUPrez

Follow

[@EKUFootball](#) & [@KDDeltaOmicron](#) are [#EKUnited](#) in helping their fellow students. [#GoBigE](#) [@EKUStories](#) [@EKUSports](#)

1:03 PM - 18 Feb 2015

← ↻ 15 ❤ 22



**#FuturePilot**  
@Pilot\_Mikel

Follow

I swear [@EKUPrez](#) is the best President. So much respect for this guy. A genuine guy!

8:16 PM - 17 Feb 2015

← ↻ 3 ❤ 5


<https://storify.com/EKU/follow-the-leader>



CASE STUDY

# TRU's LipDub project

- ▶ Student-driven project, supported by TRU World
- ▶ 10 months of hard work launched Nov 21, 2015
- ▶ Over 1400 views in under 16 hours, 31 shares from just this one post and was posted on many Facebook pages and social media channels.
- ▶ <https://youtu.be/buwLFhgsYcl> or find the post on [facebook.com/truworld](https://www.facebook.com/truworld)


Sherrri King, Thompson Rivers University

Engaging Post 


 **Thompson Rivers University - TRU World**  
Published by Sherri King [?] · 16 hrs · 




Congratulations to the LipDub Crew for all your hard work over the past 10 months on this amazing project! Fantastic job!! Please like and share this with your friends!

<https://youtu.be/buwLFhgsYcl>

 **[Official] TRU LipDub: Rock The Dub! [HD]**  
Check out Thompson Rivers University's Official LipDub video! This video provides an insight into the city of Kamloops, Thompson Rivers University, and...  
YOUTUBE.COM

5,416 people reached **Boost Post**



 Like  Comment  Share

Jody Peddle, Mike Henniger, Roger Barnsley and 16 others like this. Top Comments ▾

31 shares

## BEST PRACTICES

# Tips for marketing to millennials

- ▶ View sponsored content with a lot of skepticism
- ▶ Do a lot of research before making a purchase decision
- ▶ Know what they want and readily share opinion
- ▶ Visual consumers
- ▶ Attracted to interactive content
- ▶ Multi-device consumers
- ▶ Focused on ROI



*business.com*

## CASE STUDY

# Ambassador program

- ▶ Peer-to-peer engagement/retention
- ▶ Project-based: blogs, videos, testimonials, promote + create events, video projects (LipDub)
- ▶ Training sessions and workshops
- ▶ Team identity and branding
- ▶ Twitter chats/Hangouts with ambassadors
- ▶ Involved with collaborative marketing projects
- ▶ Present at special events
  
- ▶ *ourTRU.ca launch December 15, 2015*



Sherrí King, Thompson Rivers University

# Strategy

How do we know if our marketing strategy is working?

- ▶ **Set measurable goals.**
- ▶ **Focus on a few channels.**
- ▶ **Have a plan for leads follow up.**
- ▶ **Measure what works and what doesn't.**





# Collaboration

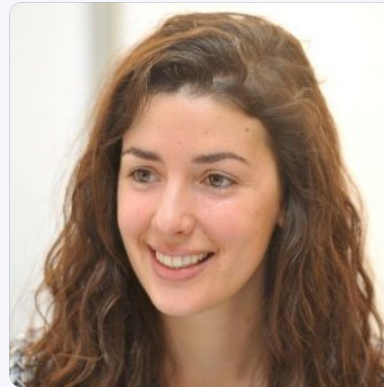


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