The Language Schools Guide to Digital Marketing for International Recruitment

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> Today's Presentation

- Optimizing Google Analytics to measure your international marketing efforts
- SEO best practices for international recruitment
- Creating & leveraging multi-language content
- Planning social media engagement
- Implementing geo-targeted Paid Search campaigns
- The mobile reality
- Inquiry follow up

> WES Report

The survey makes three broad observations of the information-seeking behaviour of international Millennials:

- Mobile devices play a significant role in the students' "prospect-to-application journey," with 56% of respondents indicating that they used a smartphone to search for and apply to a US college or university.
- Admissions officers, faculty, current students, and alumni were found to collectively exert the greatest influence on Millennial students' decision-making processes. These groups together comprise "a cohesive university network," as described by WES.
- International Millennials are heavy consumers of online content, and relevant, high-quality content is a key in driving engagement with this prospect group.

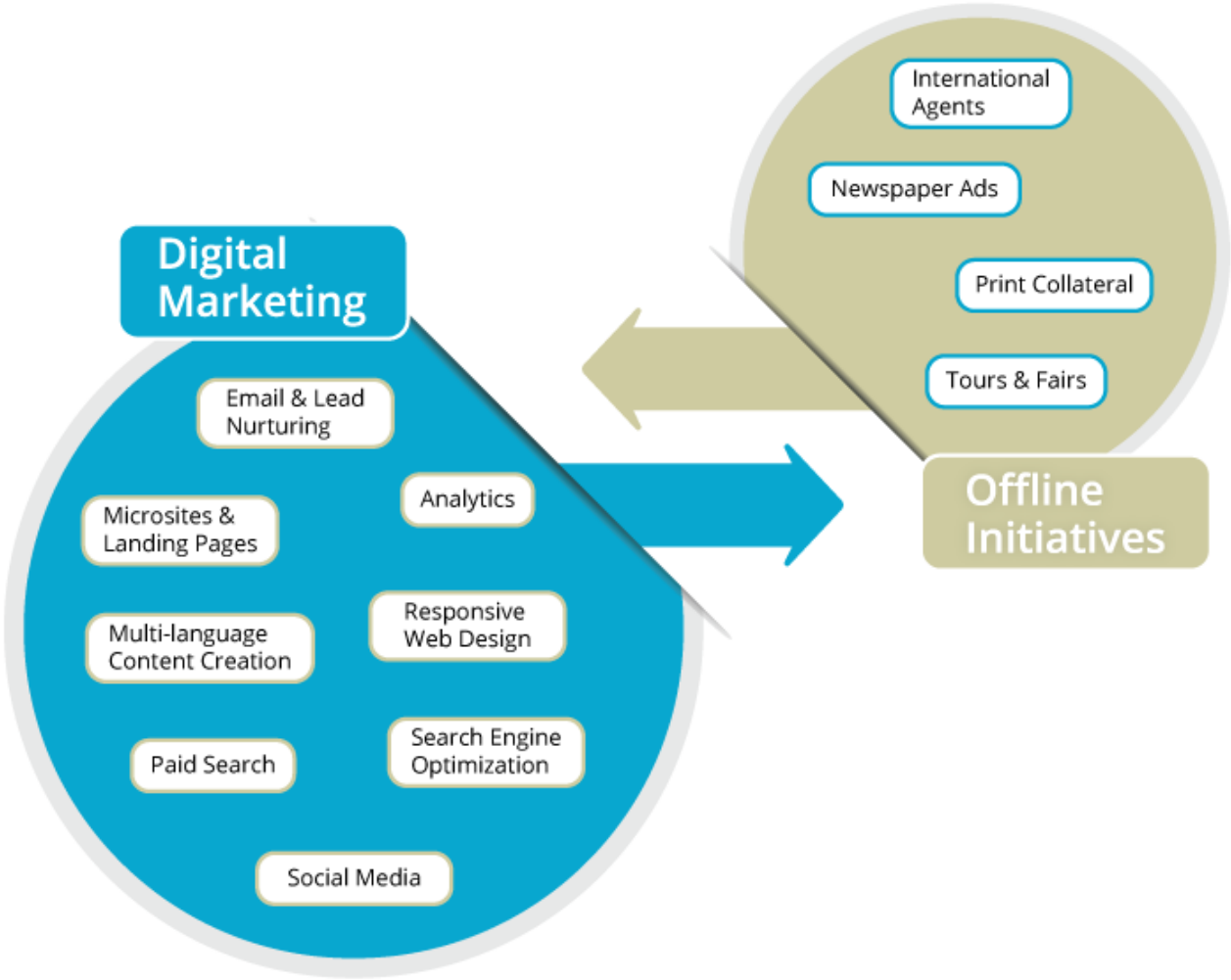
Based on these findings, the WES report encourages institutions to establish a comprehensive digital and mobile strategy, engage admissions staff, faculty, and current and former students in the recruitment effort, and invest in relevant, high-quality content.

http://wenr.wes.org/2014/10/bridging-the-digital-divide-segmenting-and-recruiting-international-millennial-students/

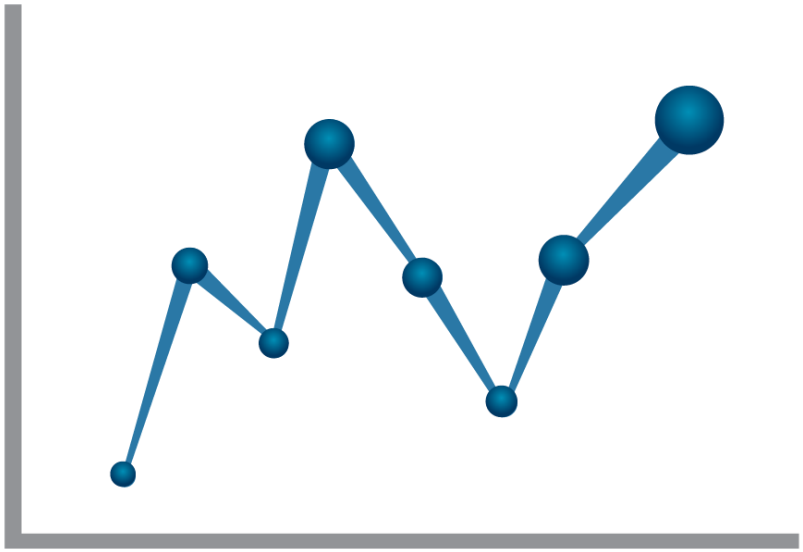
> Define Your International Strategy

- What international markets do you want to target
- What languages do you need to support
- Which personas are you targeting
- What marketing channels are best to reach that persona
- What are your goals

> International Student Recruitment Channels

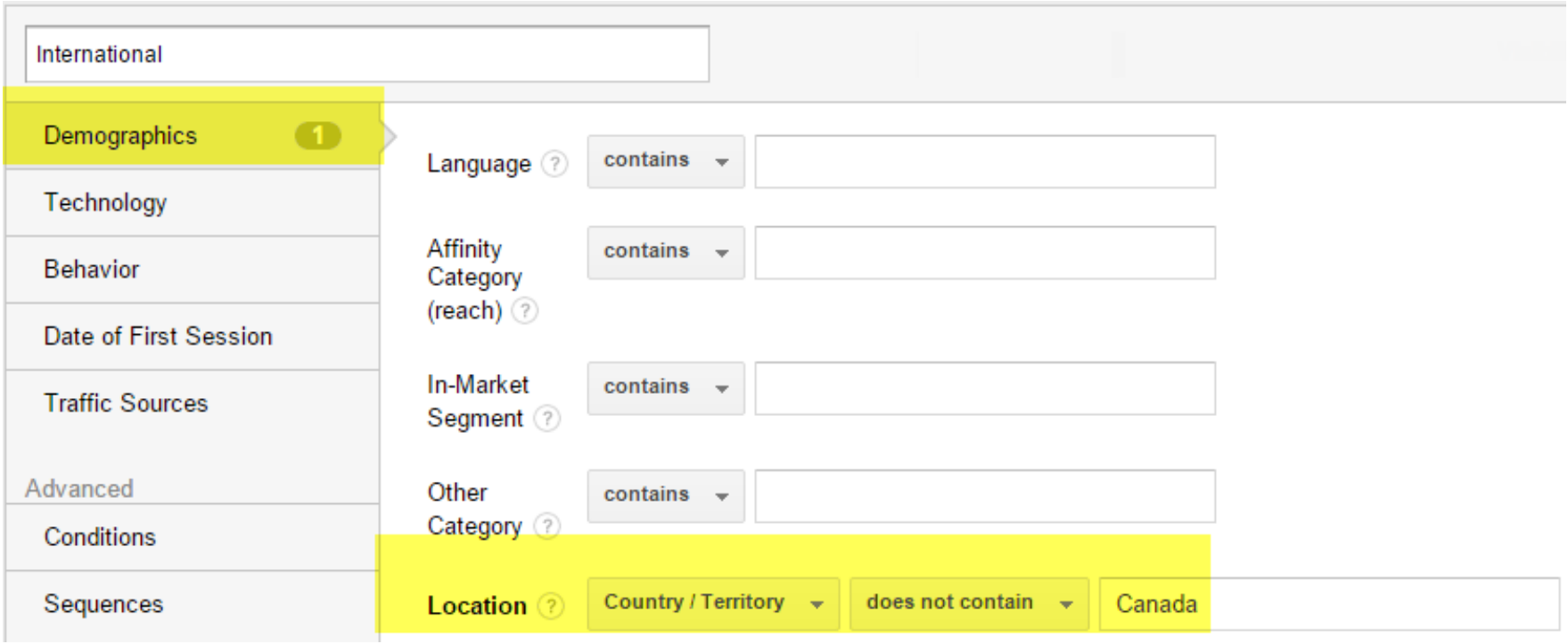


> Define your Goals with this Checklist

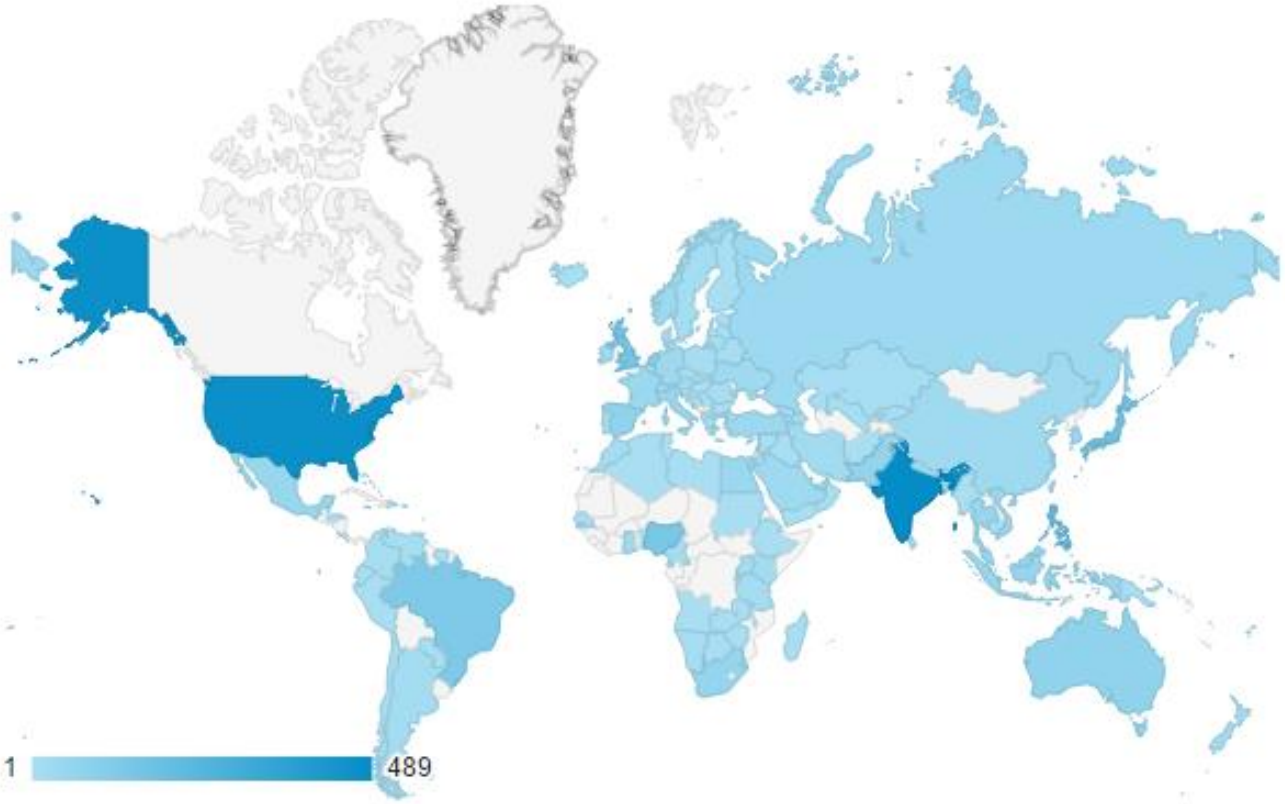


ANALYTICS

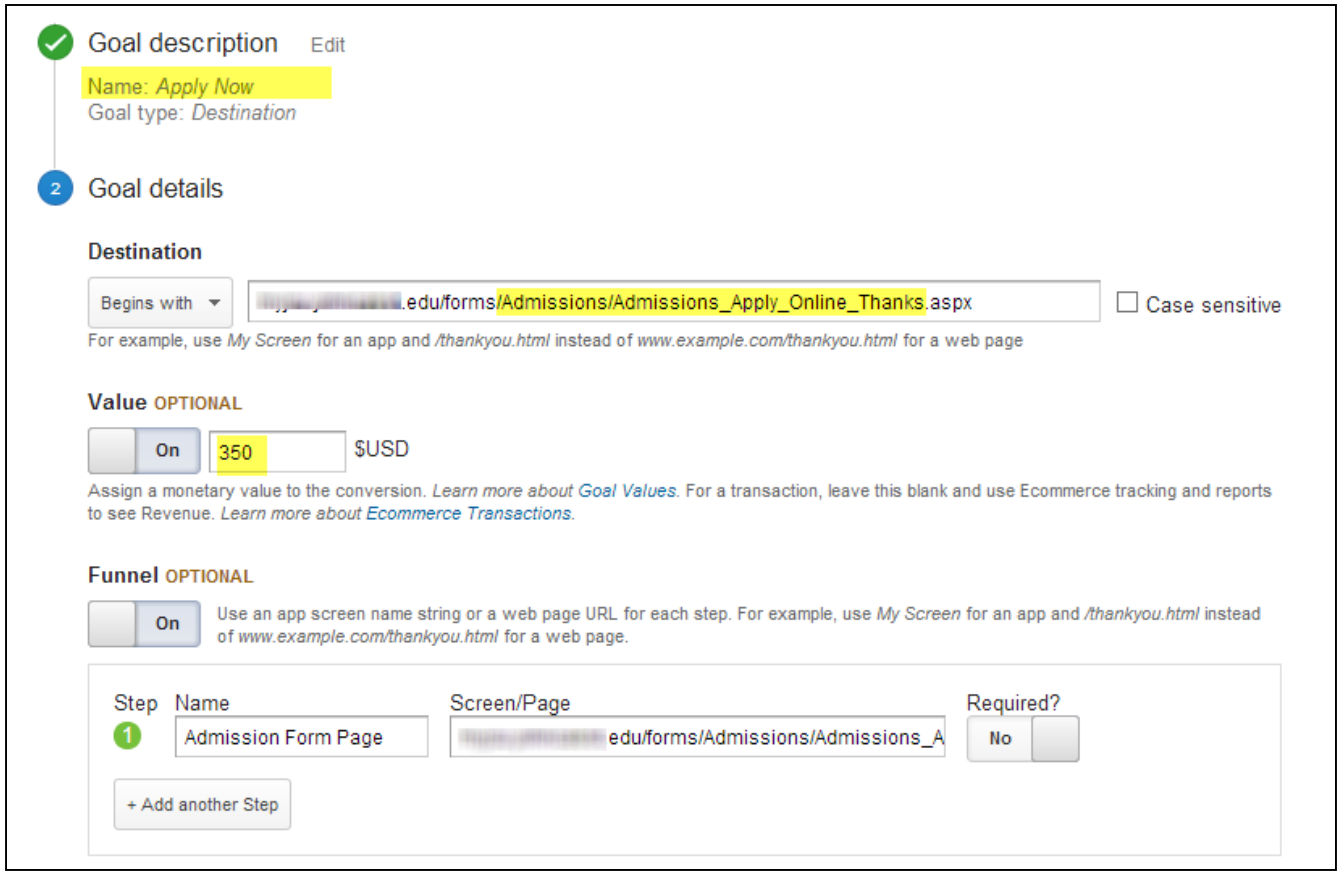
> Filter Only International Traffic



> International Traffic By Country



> Track International Inquiries and Applications in Analytics with Goals



> International Inquiries by Country

Country / Territory	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions
International	8,485 % of Total: 33.15% (25,593)	87.84% Site Avg: 76.17% (15.32%)	7,453 % of Total: 38.23% (19,493)	64.30% Site Avg: 70.05% (-8.21%)	2.25 Site Avg: 2.19 (2.77%)	00:01:50 Site Avg: 00:01:38 (12.29%)	1.54% Site Avg: 1.82% (-15.39%)	131 % of Total: 28.05% (467)
1. United States	**2,974** (35.05%)	91.16%	2,711 (36.37%)	70.17%	2.03	00:01:08	1.24%	37 (28.24%)
2. United Kingdom	**807** (9.51%)	87.24%	704 (9.45%)	62.83%	1.97	00:01:20	0.74%	6 (4.58%)
3. India	**766** (9.03%)	88.12%	675 (9.06%)	58.62%	2.58	00:02:11	2.22%	17 (12.98%)
4. Australia	**360** (4.24%)	92.50%	333 (4.47%)	72.78%	1.72	00:01:09	0.28%	1 (0.76%)
5. Netherlands	**239** (2.82%)	90.38%	216 (2.90%)	74.48%	2.03	00:01:32	2.09%	5 (3.82%)
6. Philippines	**193** (2.27%)	90.67%	175 (2.35%)	75.13%	1.82	00:01:50	1.04%	2 (1.53%)
7. South Africa	**192** (2.26%)	89.58%	172 (2.31%)	57.81%	1.92	00:01:36	1.04%	2 (1.53%)
8. Nigeria	**185** (2.18%)	60.54%	112 (1.50%)	42.16%	3.95	00:07:05	5.95%	11 (8.40%)
9. (not set)	**148** (1.74%)	84.46%	125 (1.68%)	43.24%	3.22	00:03:04	5.41%	8 (6.11%)
10. Pakistan	**141** (1.66%)	81.56%	115 (1.54%)	53.19%	3.01	00:03:18	1.42%	2 (1.53%)

> International Traffic by Channel

Default Channel Grouping	Sessions ↓	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions
International	11,139 % of Total: 12.93% (86,123)	82.00% Site Avg: 77.76% (5.45%)	9,134 % of Total: 13.64% (66,968)	34.27% Site Avg: 40.90% (-16.21%)	5.42 Site Avg: 4.22 (28.48%)	00:03:00 Site Avg: 00:01:58 (51.88%)	3.73% Site Avg: 4.10% (-9.23%)	415 % of Total: 11.74% (3,535)
1. Organic Search	**6,028** (54.12%)	79.20%	4,774 (52.27%)	25.83%	6.71	00:03:35	4.43%	267 (64.34%)
2. Direct	**2,113** (18.97%)	85.90%	1,815 (19.87%)	32.32%	4.58	00:02:43	2.51%	53 (12.77%)
3. Paid Search	**1,792** (16.09%)	89.62%	1,606 (17.58%)	68.64%	1.90	00:01:09	3.29%	59 (14.22%)
4. Referral	**694** (6.23%)	83.72%	581 (6.36%)	23.49%	5.65	00:02:57	1.87%	13 (3.13%)
5. Email	**197** (1.77%)	57.87%	114 (1.25%)	4.57%	8.38	00:05:11	6.60%	13 (3.13%)
6. (Other)	**179** (1.61%)	87.71%	157 (1.72%)	94.41%	1.13	00:00:15	0.00%	0 (0.00%)
7. Social	**136** (1.22%)	63.97%	87 (0.95%)	4.41%	7.79	00:06:26	7.35%	10 (2.41%)

SEO

> Start with SEO

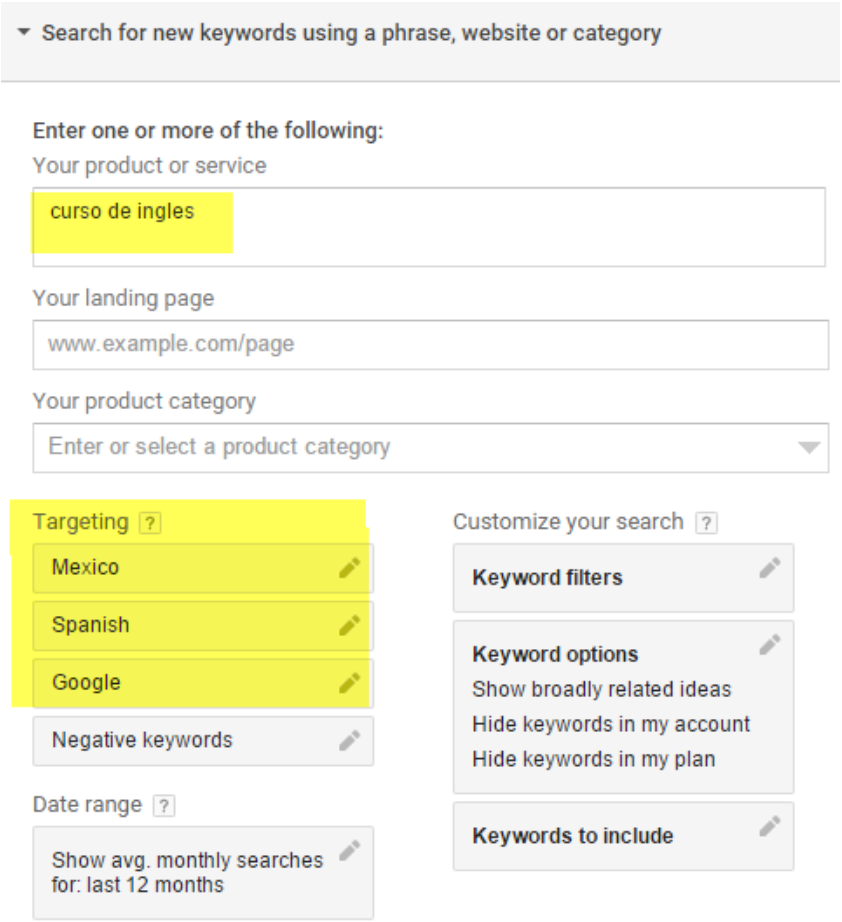
- Identify international keywords
- Use the correct information architecture
- Translate and optimize
- Use International Targeting in Google Webmaster tools

> Which keywords should you use to attract international students?

1. Describe your courses/programs
2. Use keywords that describe your the location (s)
3. Target one main keyword per webpage of your website

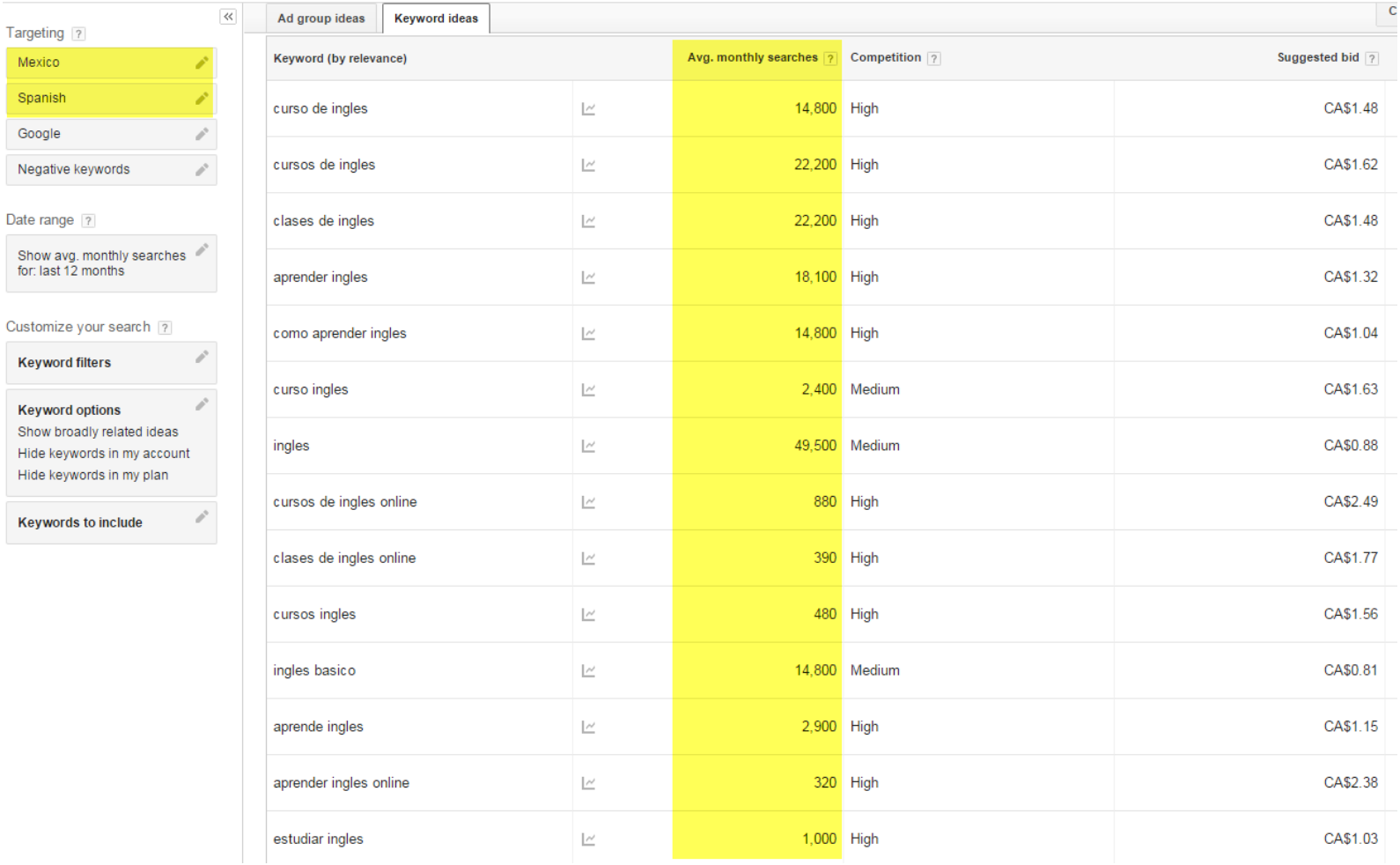
> Keyword Research

- Enter keywords that describes your programs
- Select the location (s) you are interested in targeting
- Select the language (s) you are planning to target
- Use search volume as an indicator of popularity



https://www.google.com/adwords/

> Keyword Research



Targeting
- Mexico
- Spanish
- Google
- Negative keywords

Date range
- Show avg. monthly searches for: last 12 months

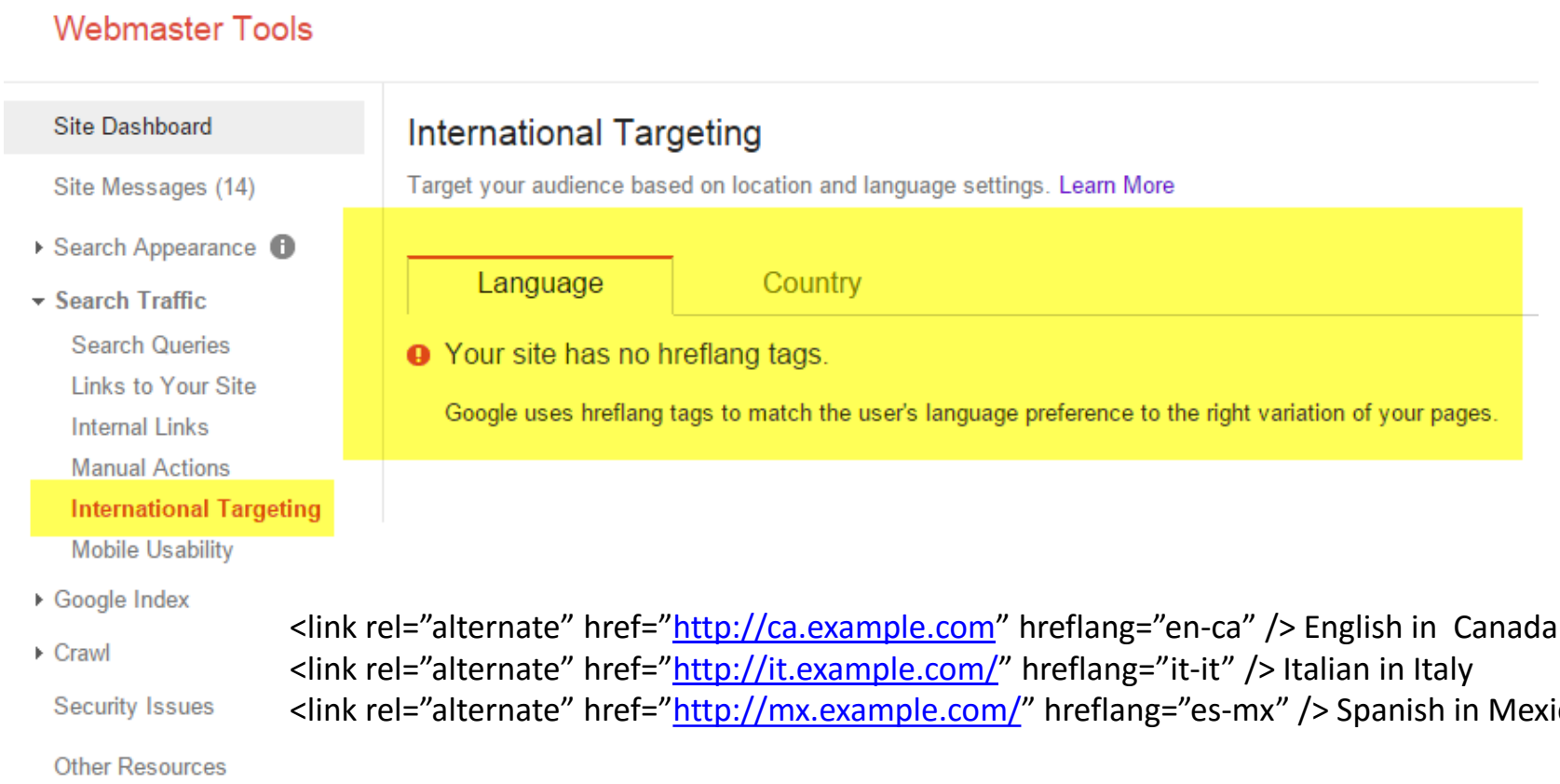
Customize your search
- **Keyword filters**
- **Keyword options**
  - Show broadly related ideas
  - Hide keywords in my account
  - Hide keywords in my plan
- **Keywords to include**

Ad group ideas | Keyword ideas

Keyword (by relevance)	Avg. monthly searches	Competition	Suggested bid
curso de ingles	14,800	High	CA$1.48
cursos de ingles	22,200	High	CA$1.62
clases de ingles	22,200	High	CA$1.48
aprender ingles	18,100	High	CA$1.32
como aprender ingles	14,800	High	CA$1.04
curso ingles	2,400	Medium	CA$1.63
ingles	49,500	Medium	CA$0.88
cursos de ingles online	880	High	CA$2.49
clases de ingles online	390	High	CA$1.77
cursos ingles	480	High	CA$1.56
ingles basico	14,800	Medium	CA$0.81
aprende ingles	2,900	High	CA$1.15
aprender ingles online	320	High	CA$2.38
estudiar ingles	1,000	High	CA$1.03

https://www.google.com/adwords/

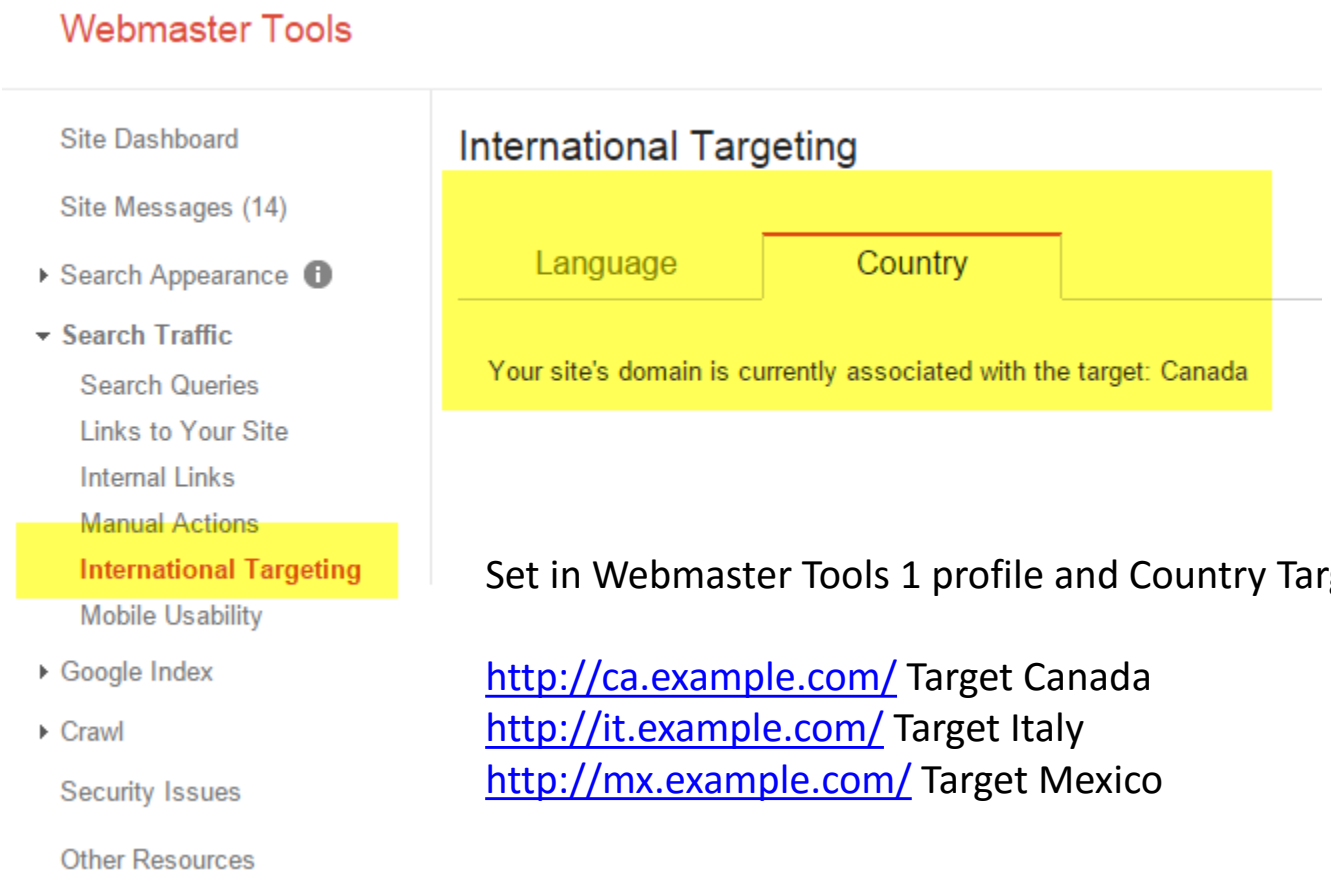
> International Targeting - Language



<link rel="alternate" href="http://ca.example.com" hreflang="en-ca" /> English in Canada
<link rel="alternate" href="http://it.example.com/" hreflang="it-it" /> Italian in Italy
<link rel="alternate" href="http://mx.example.com/" hreflang="es-mx" /> Spanish in Mexico

https://www.google.com/webmasters/

> International Targeting - Country



Set in Webmaster Tools 1 profile and Country Target per Subdomain:

http://ca.example.com/ Target Canada
http://it.example.com/ Target Italy
http://mx.example.com/ Target Mexico

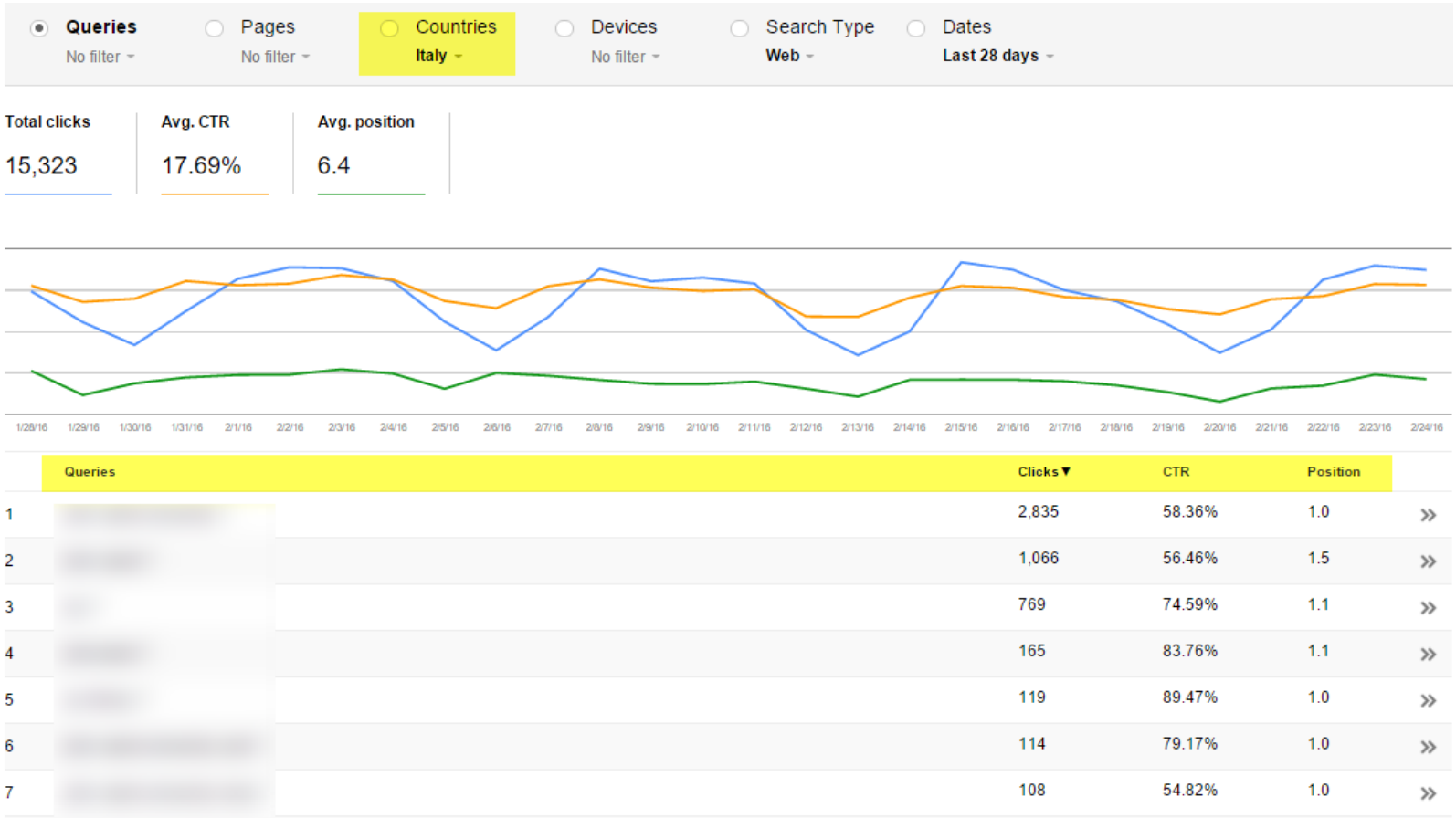
https://www.google.com/webmasters/

> Evaluate your Organic Search Queries

Query	Impressions	Change	Clicks ▲	Change	CTR	Change	Avg. position	Change
[redacted]	221	↑ 35%	26	↑ 24%	12%	↓ -1.0	1.3	
[redacted]	78	↑ 24%	25	↑ 25%	32%	↑ 0.3	1.0	
[redacted]	25	↑ 9%	22	↑ 5%	88%	↓ -3.0	1.0	
[redacted]	53	↑ 47%	11	↓ -8%	21%	↓ -10	1.0	
[redacted]	18	↓ -28%	10		56%	↑ 20	1.0	↑ 0.6
[redacted]	10	↓ -23%	10	↓ -23%	100%		1.0	
[redacted]	13	↑ 333%	9	↑ 350%	69%	↑ 3.0	3.2	↓ -0.2
[redacted]	38	↑ 124%	8	↑ 14%	21%	↓ -20	5.7	↓ -0.5
[redacted]	27	↓ -4%	8	↓ -20%	30%	↓ -6.0	2.3	↓ -1.0
[redacted]	21	↓ -25%	8	↓ -20%	38%	↑ 2.0	1.0	↑ 0.2
[redacted]	36	↓ -42%	7	↓ -46%	19%	↓ -2.0	2.0	↓ -0.2
[redacted]	35	↓ -22%	7	↓ -42%	20%	↓ -7.0	1.0	
[redacted]	12	↓ -20%	7	↓ -36%	58%	↓ -10	1.0	

https://www.google.com/webmasters/

> Understand your keyword rankings by country



	Queries	Clicks ▼	CTR	Position
1	[redacted]	2,835	58.36%	1.0
2	[redacted]	1,066	56.46%	1.5
3	[redacted]	769	74.59%	1.1
4	[redacted]	165	83.76%	1.1
5	[redacted]	119	89.47%	1.0
6	[redacted]	114	79.17%	1.0
7	[redacted]	108	54.82%	1.0

https://www.google.com/webmasters/

> Plan for search globally, target locally

For country specific data:
http://ptgmedia.pearsoncmg.com/images/9780789747884/supplements/9780789747884_appC.pdf

SOCIAL MEDIA
MARKETING

>Be Very Specific About Your Language School's Audience – develop personas

The International Degree-Seeker

BACKGROUND

- 18 to 26 year-old international student
- Is most likely from Taiwan, Japan or Saudi Arabia
- 10-15% transfer from local competing language schools
- May already hold an undergraduate degree (20% are pursuing a Master's)
- May have transferred from a local competing language school (10-15%)

OBJECTIVES

- Seeking to improve English communication skills in order to prepare for university and pass TOEFL/IELTS exam
- Focused on improving English pronunciation, grammar, reading, and composition skills
- Looking for a reputable English language training program led by experienced, approachable instructors
- Prefers a central campus location with access to amenities, immersed in the local community
- She is looking for a program that facilitates participation in community activities, fun social events, exploration of local surroundings
- Most interested in summer courses: Communication Skills is likely her first choice, followed by Integrated Skills and Volunteer Community Service
- She is most likely interested in pursuing STEM programs – Biochemistry, Pre-Med, Engineering, Mathematics, etc.
- Top universities of choice are San Francisco State University, Colorado State, University of Oregon, and Marshall

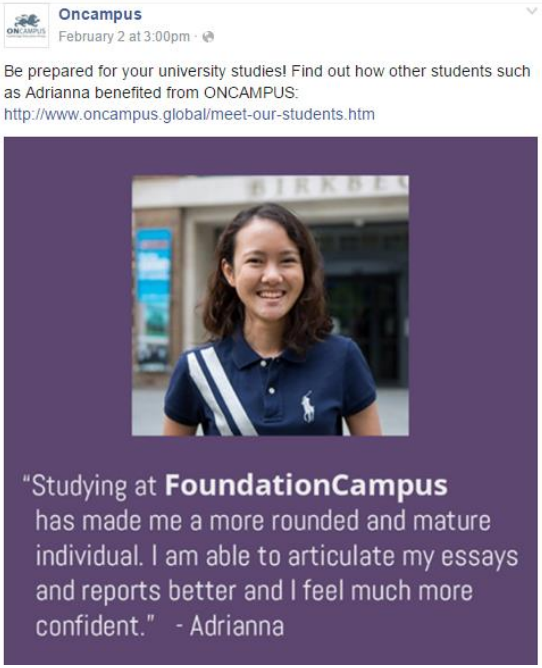
CONCERNS

- Since she is likely funding her English language training herself, or relying on a scholarship, she is concerned about affordability
- Wants to ensure that program start dates will work with her schedule (multiple options with regard to start dates is important to her)
- Concerned about finding a place to live while pursuing the program
- Concerned about verifying the experience and credentials of the language school instructors
- May prioritize schools that offer level-specific courses she can use to target and customized her English language learning

>Articulate Your School's Social Media Goals

>Align Your Content with Your Audience & Your Goals

- Contest and quizzes
- Student testimonials
- Audience targeted news

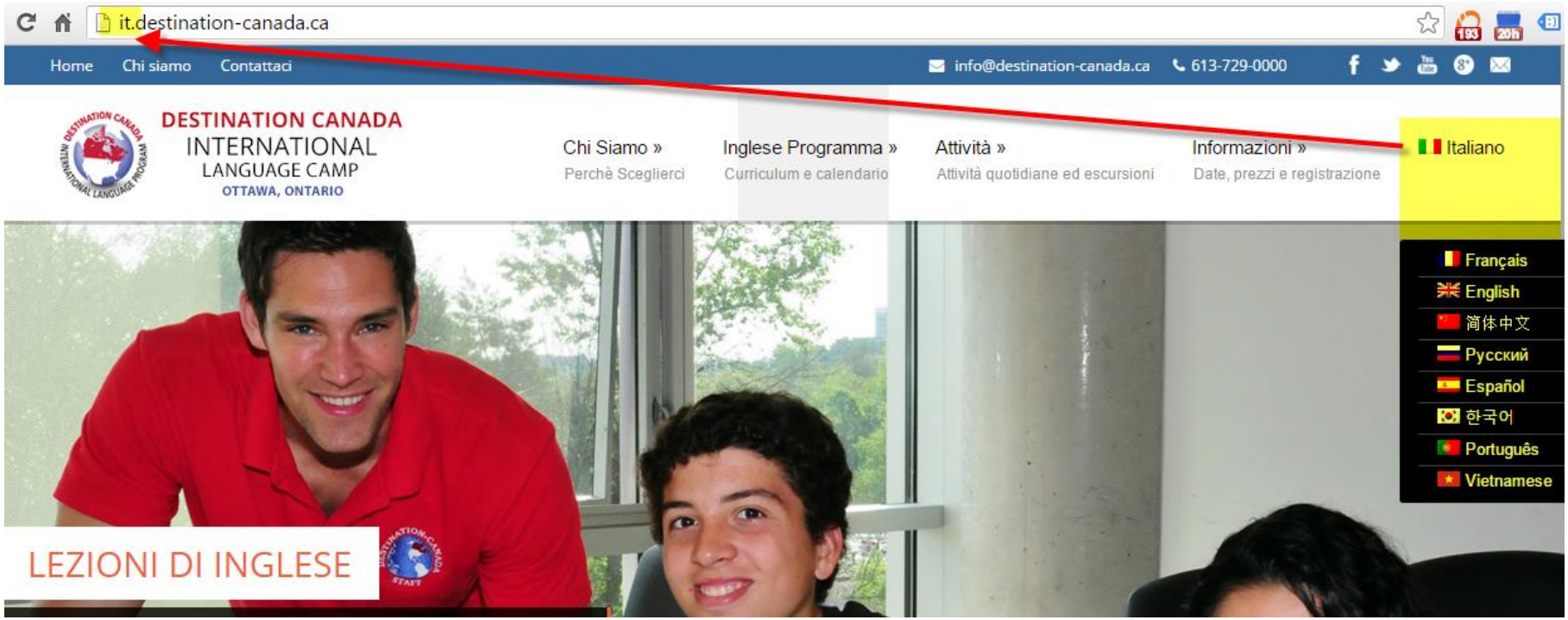


ROI
presence
blog
initiatives
useability
trends
web
engagement
quality
lead
content
posts
thought
generation

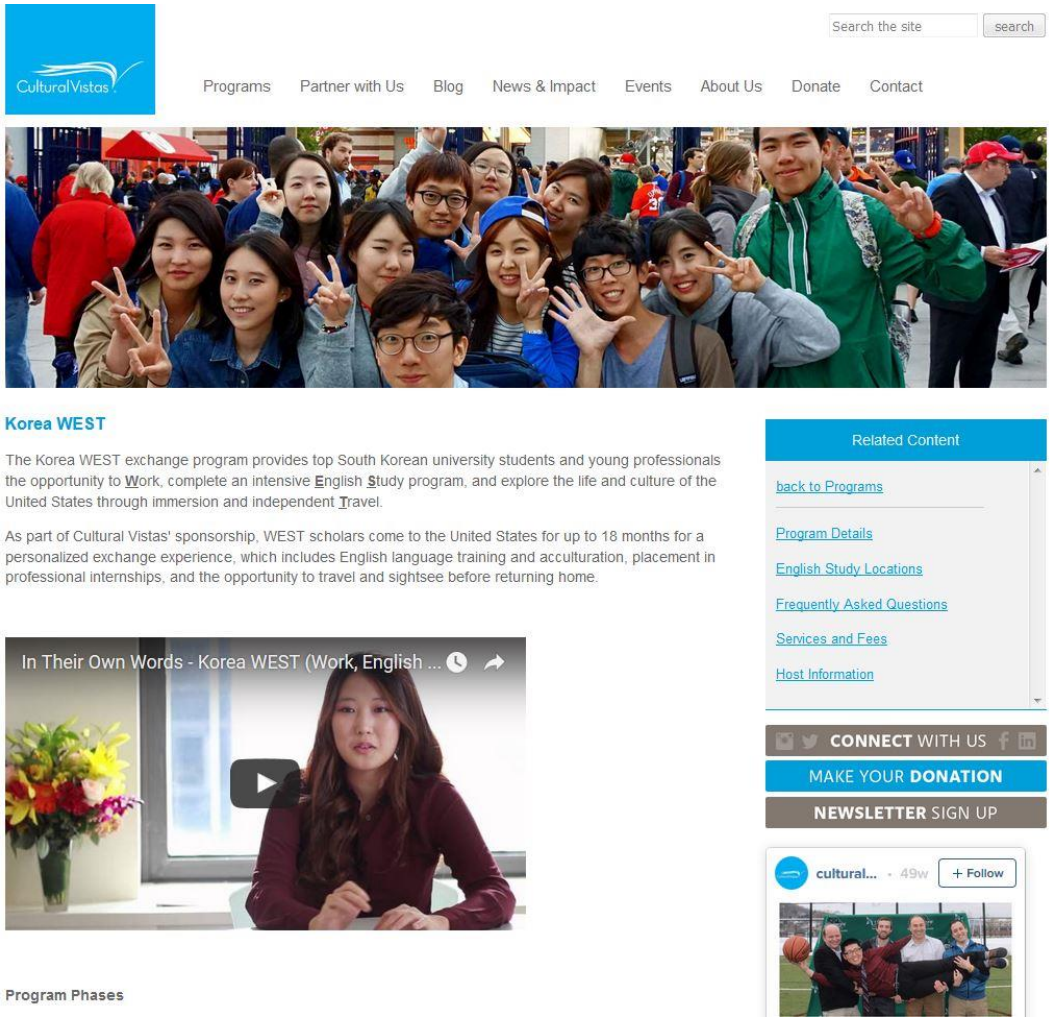
CONTENT

> Develop Multi-language Content

> Use the correct architecture when Developing Multilanguage Content



> Develop Content for Target Countries

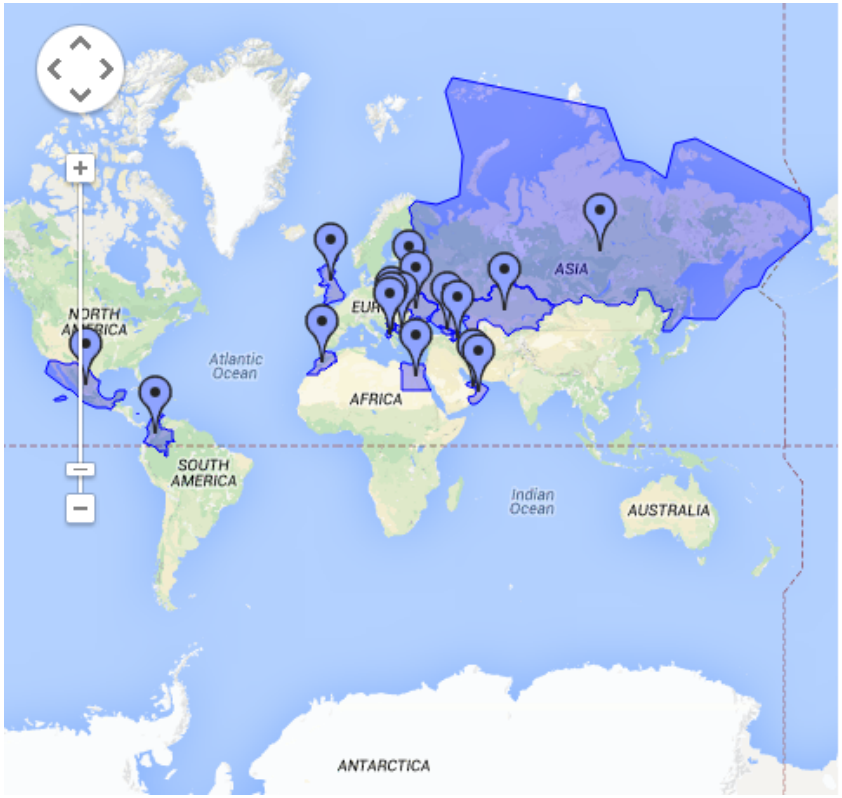


> Use Video Testimonials to Engage Prospects

PAY PER CLICK MARKETING

> Why paid Search?

> Set your Country Targeting in Google AdWords



Search | Radius targeting | Location groups | Bulk locations

Enter a location to target or exclude. Search

For example, a country, city, region, or postal code. Or, click the button above to show available locations within the map area.

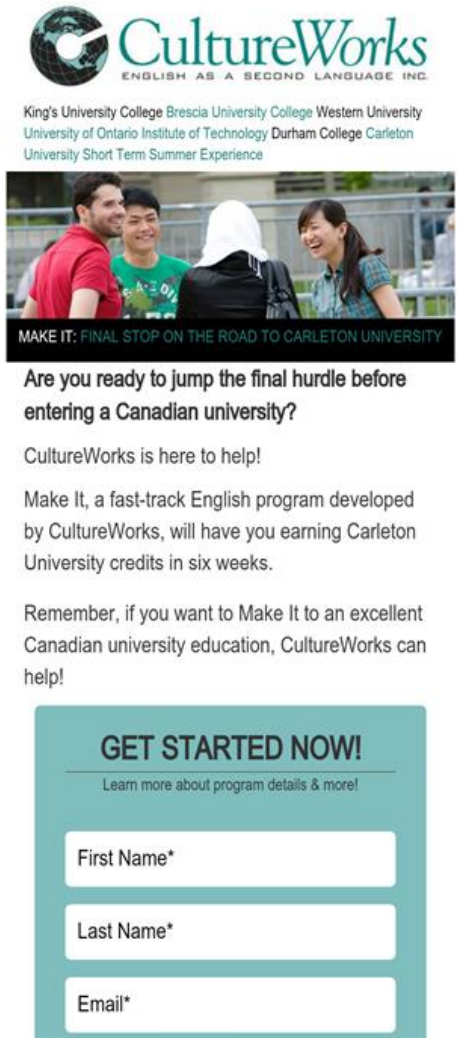
Targeted locations	Reach	Remove all
Albania - country	1,200,000	Remove | Nearby
Azerbaijan - country	3,100,000	Remove | Nearby
Bulgaria - country	6,060,000	Remove | Nearby
Belarus - country	5,560,000	Remove | Nearby
Colombia - country	28,300,000	Remove | Nearby
Georgia - country	2,250,000	Remove | Nearby
Kazakhstan - country	6,750,000	Remove | Nearby
Mexico - country	65,300,000	Remove | Nearby
Morocco - country	8,630,000	Remove | Nearby
Oman - country	1,860,000	Remove | Nearby
Russia - country	57,700,000	Remove | Nearby
Serbia - country	6,120,000	Remove | Nearby
United Arab Emirates - country	10,300,000	Remove | Nearby

> Set your Languages in Google AdWords

Choose the language of the sites that you'd like your ads to appear on. Be sure to write your ads in the language that you target, since AdWords doesn't translate ads or keywords.

- [x] All languages
- [ ] Arabic
- [ ] Bulgarian
- [ ] Catalan
- [ ] Chinese (simplified)
- [ ] Chinese (traditional)
- [ ] Croatian
- [ ] Czech
- [ ] Danish
- [ ] Dutch
- [ ] English
- [ ] Estonian
- [ ] Filipino
- [ ] Finnish
- [ ] French
- [ ] German
- [ ] Greek
- [ ] Hebrew
- [ ] Hindi
- [ ] Hungarian
- [ ] Icelandic
- [ ] Indonesian
- [ ] Italian
- [ ] Japanese
- [ ] Korean
- [ ] Latvian
- [ ] Lithuanian
- [ ] Malay
- [ ] Norwegian
- [ ] Persian
- [ ] Polish
- [ ] Portuguese
- [ ] Romanian
- [ ] Russian
- [ ] Serbian
- [ ] Slovak
- [ ] Slovenian
- [ ] Spanish
- [ ] Swedish
- [ ] Thai
- [ ] Turkish
- [ ] Ukrainian
- [ ] Urdu
- [ ] Vietnamese

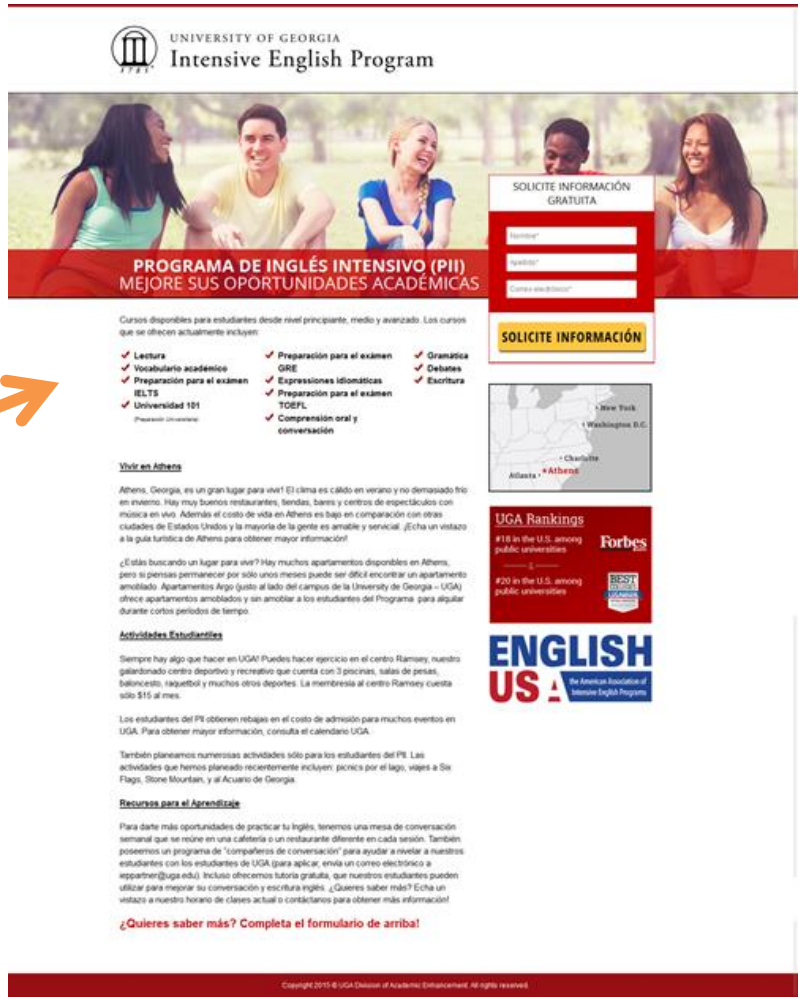
> Use proper responsive landing pages for your Google AdWords campaigns



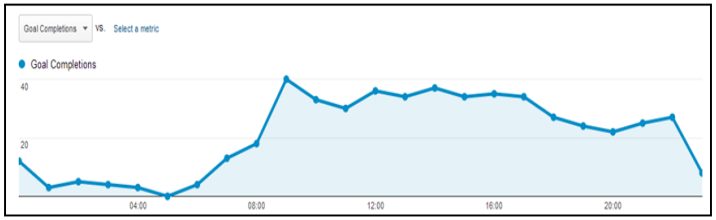
> Consider Multilanguage Google AdWords campaigns

Keyword	Clicks	Impr.	CTR	Avg. CPC	Cost	Converted clicks	Cost / converted click	Click conversion rate
cursos de inglés	72	1,948	3.70%	$0.32	$22.80	3	$7.60	4.17%
cursos en inglés	44	926	4.75%	$0.21	$9.03	4	$2.26	9.09%
cursos inglés USA	36	965	3.73%	$0.23	$8.11	4	$2.03	11.11%

Curso de Inglés en EE.UU.
Asista a la Universidad de Georgia.
Domine el idioma. ¡Regístrese ya!
iep.uga.edu/curso-ingles-intensivo



> Use Adwords Day Parts



- Be smart about setting your account's time zone.
- Target your ads when they are the most effective.

Hour	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration	Goal Conversion Rate	Goal Completions	Goal Value
	16,529 % of Total: 13.05% (126,619)	62.70% Site Avg: 66.78% (-6.11%)	10,364 % of Total: 12.26% (84,556)	51.79% Site Avg: 48.91% (5.91%)	3.69 Site Avg: 3.50 (5.29%)	00:02:58 Site Avg: 00:03:30 (-15.23%)	3.07% Site Avg: 2.81% (9.40%)	508 % of Total: 14.28% (3,557)	$177,800.00 % of Total: 14.28% ($1,244,950.00)
00	373	62.73%	234	46.11%	4.35	00:03:50	3.22%	12	$4,200.00
01	244	55.74%	136	59.84%	3.11	00:01:34	1.23%	3	$1,050.00
02	125	50.40%	63	51.20%	4.15	00:03:02	4.00%	5	$1,750.00
03	86	68.60%	59	50.00%	3.85	00:02:43	4.65%	4	$1,400.00
04	81	55.56%	45	50.62%	3.25	00:02:59	3.70%	3	$1,050.00
05	79	70.89%	56	55.70%	4.06	00:02:42	0.00%	0	$0.00
06	173	67.63%	117	49.71%	3.59	00:02:22	2.31%	4	$1,400.00
07	338	63.91%	216	52.66%	3.33	00:03:09	3.85%	13	$4,550.00
08	651	64.67%	421	50.54%	3.68	00:03:06	2.76%	18	$6,300.00
09	992	64.31%	638	52.92%	3.60	00:02:45	4.03%	40	$14,000.00
10	1,130	61.95%	700	53.54%	3.45	00:02:36	2.92%	33	$11,550.00
11	1,157	62.75%	726	52.20%	3.53	00:03:08	2.59%	30	$10,500.00
12	1,129	62.80%	709	52.70%	3.60	00:03:12	3.28%	37	$12,950.00
13	1,173	65.05%	763	51.32%	3.45	00:02:58	2.81%	33	$11,550.00
14	1,164	64.26%	748	52.75%	3.68	00:02:55	3.18%	37	$12,950.00
15	1,114	60.86%	678	52.42%	3.58	00:02:58	3.05%	34	$11,900.00
16	901	62.15%	560	48.95%	3.89	00:02:52	3.88%	35	$12,250.00
17	822	64.96%	534	52.55%	3.64	00:02:47	4.14%	34	$11,900.00
18	839	63.17%	530	48.27%	3.91	00:03:21	3.22%	27	$9,450.00
19	874	64.87%	567	53.55%	3.69	00:03:09	2.75%	24	$8,400.00
20	897	62.21%	558	51.51%	3.84	00:02:49	2.45%	22	$7,700.00
21	840	60.48%	508	52.62%	4.07	00:03:02	2.98%	25	$8,750.00
22	778	61.44%	478	51.41%	3.72	00:03:01	3.47%	27	$9,450.00
23	569	56.24%	320	49.03%	4.05	00:02:53	1.41%	8	$2,800.00

> Google AdWords mobile conversions

Campaign	Clicks	Impr.	CTR	Avg. CPC	Cost ↓	Avg. Pos.	Converted clicks	Cost / converted click	Click conversion rate
Total - all campaigns	2,885	932,800	0.31%	CA$2.75	CA$7,940.37	1.8	188	CA$42.19	6.53%
Computers	1,812	720,588	0.25%	CA$2.87	CA$5,204.24	1.8	126	CA$41.30	6.95%
Mobile devices with full browsers	607	96,196	0.63%	CA$2.29	CA$1,389.02	1.8	31	CA$44.55	5.14%
Tablets with full browsers	466	116,016	0.40%	CA$2.89	CA$1,347.11	1.9	31	CA$43.46	6.65%

Be sure to segment your AdWords activity by device or you may have some surprises!

Adjust the mobile and tablets bids based on performance and goals

The Language Schools Guide to Digital Marketing for International Recruitment

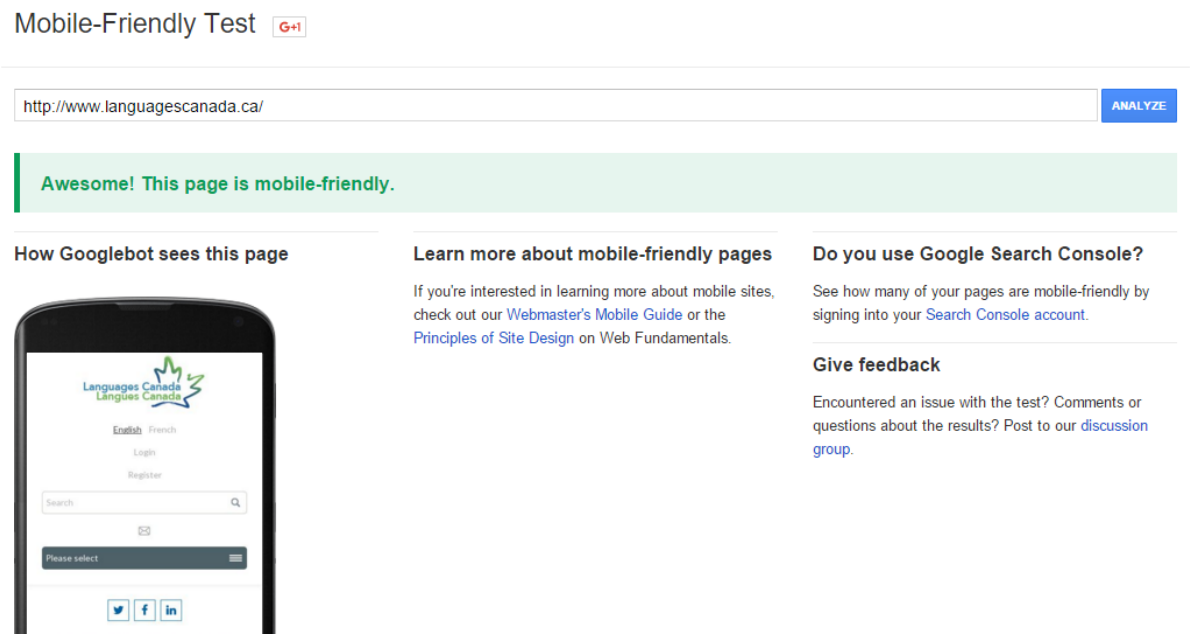
What Is Mobilegeddon & The Google Mobile Friendly Update

On April 21, 2015, Google will release a significant new mobile-friendly ranking algorithm that's designed to give a boost to mobile-friendly pages in Google's mobile search results.

Find out if your website is mobile friendly here:
www.google.com/webmasters/tools/mobile-friendly/

http://searchengineland.com/library/google/google-mobile-friendly-update

Find out if your website is mobile friendly here:
www.google.com/webmasters/tools/mobile-friendly/



> Why mobile?

Device Category	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Free Info Kit (Goal 1 Conversion Rate)	Free Info Kit (Goal 1 Completions)
International	8,545 % of Total: 33.26% (25,692)	87.85% Site Avg: 76.17% (15.34%)	7,507 % of Total: 38.36% (19,570)	64.35% Site Avg: 69.94% (-7.99%)	2.24 Site Avg: 2.19 (2.15%)	00:01:49 Site Avg: 00:01:38 (10.75%)	1.56% Site Avg: 1.83% (-15.10%)	133 % of Total: 28.24% (471)
1. desktop	5,197 (60.82%)	90.30%	4,693 (62.51%)	67.04%	2.13	00:01:49	1.67%	87 (65.41%)
2. mobile	2,683 (31.40%)	84.20%	2,259 (30.09%)	58.14%	2.52	00:01:51	1.27%	34 (25.56%)
3. tablet	665 (7.78%)	83.46%	555 (7.39%)	68.42%	1.94	00:01:37	1.80%	12 (9.02%)

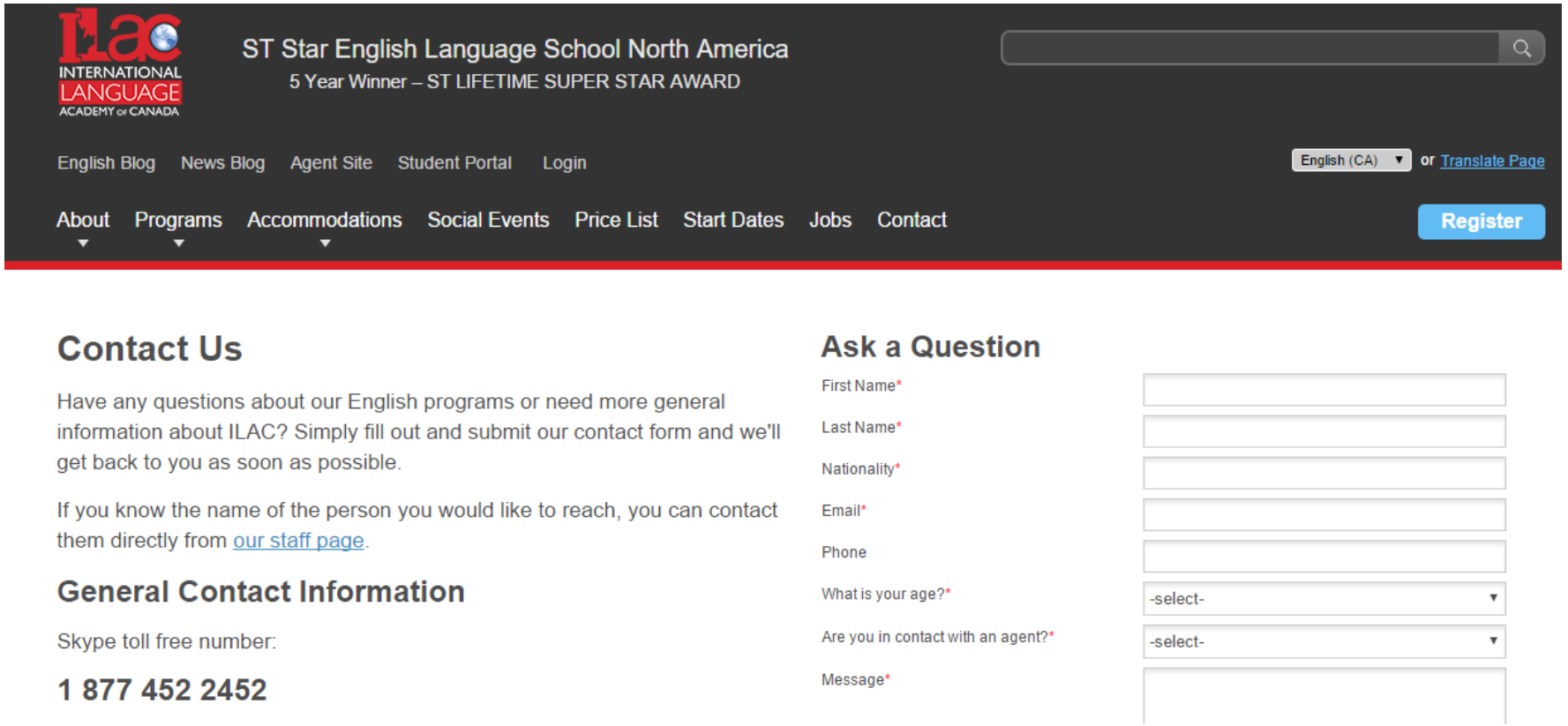
- 31% mobile traffic
- 25% of website goals

> What's your Mobile traffic like by country

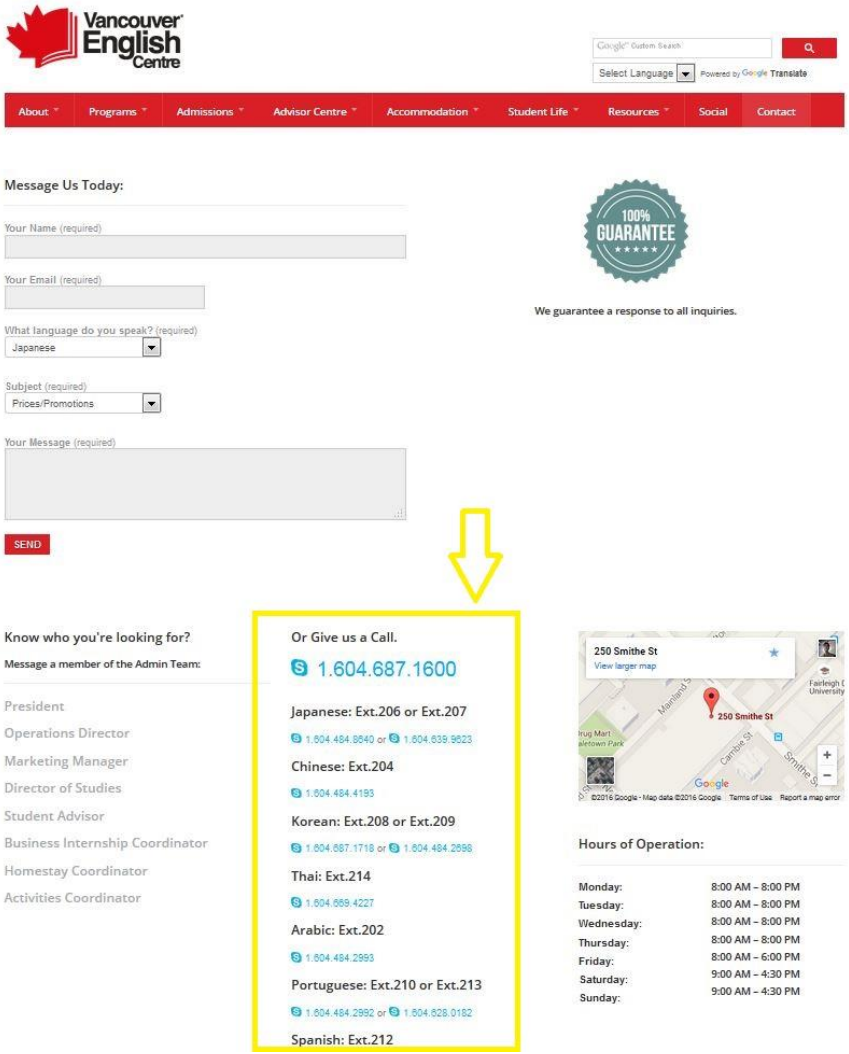
Device Category	Country / Territory	Sessions ↓	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Free Info Kit (Goal 1 Conversion Rate)	Free Info Kit (Goal 1 Completions)
International		2,683 % of Total: 10.44% (25,692)	84.20% Site Avg: 76.17% (10.54%)	2,259 % of Total: 11.54% (19,570)	58.14% Site Avg: 69.94% (-16.87%)	2.52 Site Avg: 2.19 (14.86%)	00:01:51 Site Avg: 00:01:38 (13.44%)	1.27% Site Avg: 1.83% (-30.87%)	34 % of Total: 7.22% (471)
1. mobile	United States	1,052 (39.21%)	88.50%	931 (41.21%)	66.63%	2.17	00:01:09	0.29%	3 (8.82%)
2. mobile	United Kingdom	330 (12.30%)	80.91%	267 (11.82%)	55.15%	2.13	00:01:16	0.61%	2 (5.88%)
3. mobile	India	214 (7.98%)	85.51%	183 (8.10%)	51.40%	3.00	00:02:07	1.40%	3 (8.82%)
4. mobile	Australia	129 (4.81%)	91.47%	118 (5.22%)	64.34%	2.04	00:01:17	0.00%	0 (0.00%)
5. mobile	(not set)	120 (4.47%)	80.83%	97 (4.29%)	38.33%	3.57	00:03:31	7.50%	9 (26.47%)
6. mobile	Netherlands	114 (4.25%)	80.70%	92 (4.07%)	50.00%	3.06	00:03:11	4.39%	5 (14.71%)
7. mobile	Spain	101 (3.76%)	91.09%	92 (4.07%)	57.43%	2.55	00:02:02	2.97%	3 (8.82%)
8. mobile	Nigeria	68 (2.53%)	41.18%	28 (1.24%)	29.41%	4.62	00:08:34	5.88%	4 (11.76%)
9. mobile	South Africa	57 (2.12%)	82.46%	47 (2.08%)	56.14%	1.95	00:01:37	3.51%	2 (5.88%)
10. mobile	Ireland	45 (1.68%)	77.78%	35 (1.55%)	46.67%	2.49	00:01:25	0.00%	0 (0.00%)

crM
INQUIRY FOLLOW-UP

> Make use of calls to actions on your website

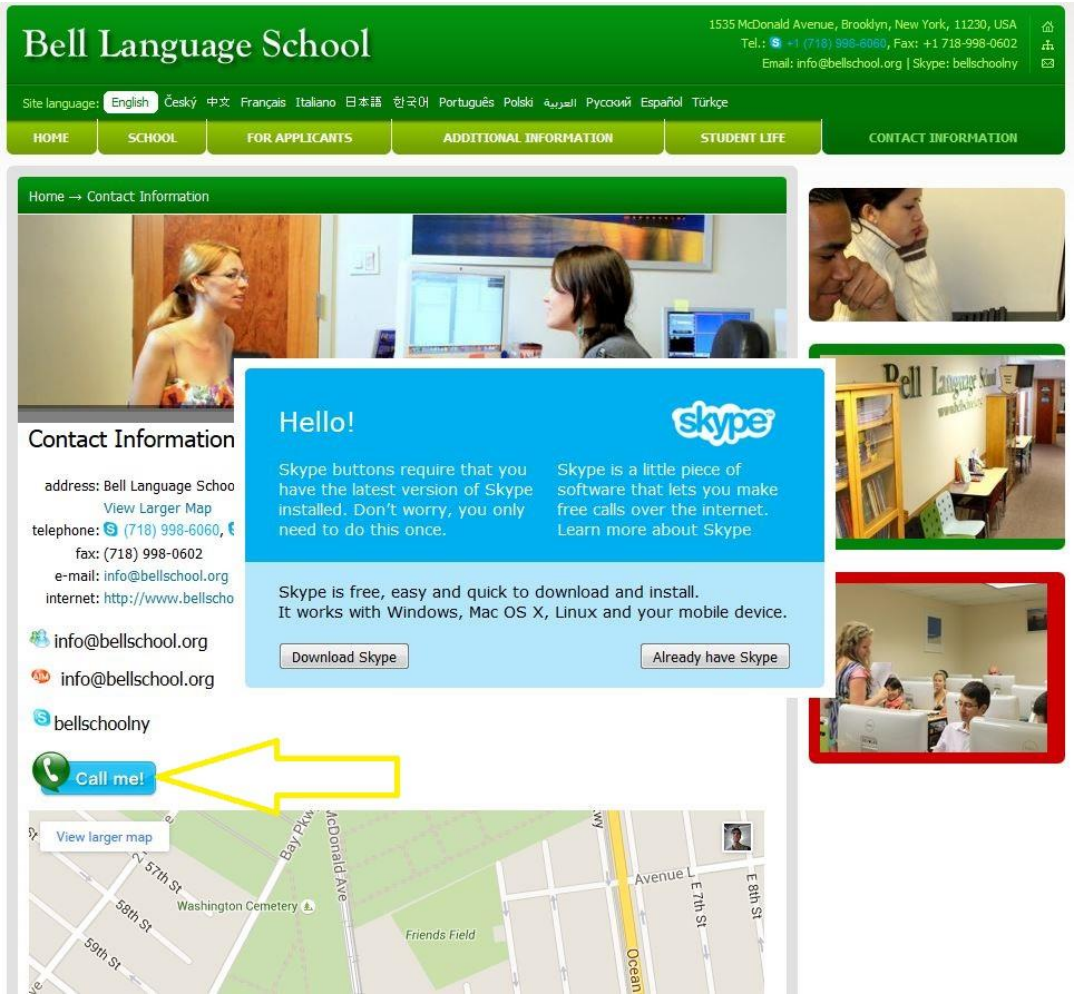


> Make Multilanguage Advisors Available

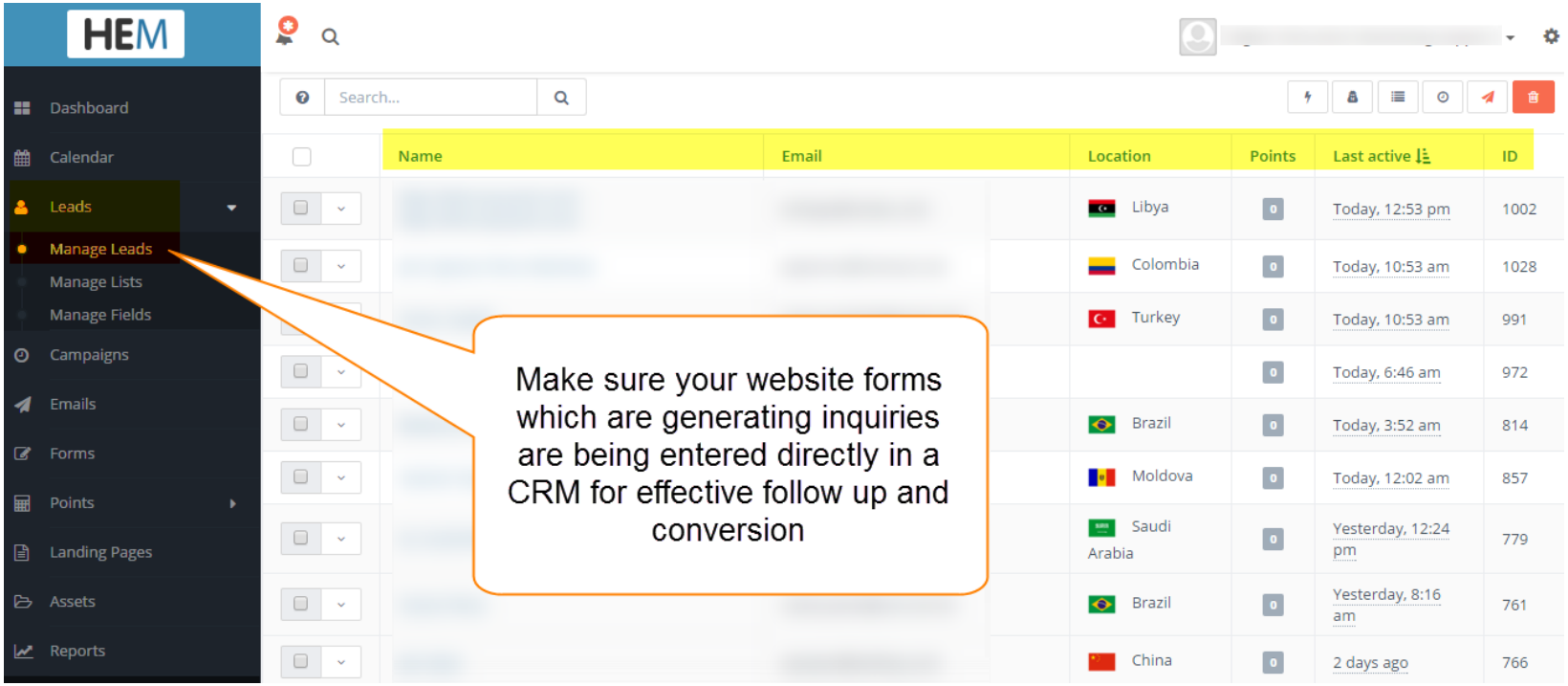


> Use Online Chat to Talk with Prospects

> Offer Skype Sessions



> Do you have a CRM system to manage your potential student inquiries?



> Priorities and Recommendations for your International Inquiry Generation Campaigns

- Identify Benchmarks, set new Goals
- Invest in SEO
- Develop content aimed at international students
- Use international PPC lead gen campaigns
- Get mobile NOW!
- Follow up with your leads!

> Have questions about International Recruitment?

- I'm easy to reach at:

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