



Multilingual Paid Advertising Campaigns for Language School Recruitment

**Higher
Education
Marketing**

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Today's Presentation

- ABC's of Multilingual Advertising
- Google AdWords
- Facebook and Instagram
- Chinese BATS
- How to convert inquiries into direct bookings




Multilingual Advertising Campaigns


Some questions before getting started


- Should you run your campaigns in English or in the local language?
- Do you have the internal resources to follow up with inquiries that come-in from the local languages?
- What network should you use to reach your potential students: Google, Facebook, Baidu, etc.?
- To which page should you direct users to?


Use Landing Pages with your Paid Advertising

Sed commodo velit ac nibh congue gravida


CURABITUR
SIT AMET


INTEGER ORCI
NULLA FACILIS


ALIQUM RISUS
AUGUE FERMENTUM


PELLENESQUE
MAURIS NISI

**MAECENAS GRAVIDA DIAM
QUIS URNA GRAVIDA AUCTOR**

QUISQUE FEUGIAT MA?
*Donec congue erat ut sapien
facilisis, id imperdiet enim sagittis*

Nullam malesuada nunc erat?

In facilisis iaculis quam. Sed feugiat justo fermentum quam blandit, at tincidunt.

Pellentesque mauris nisi, rutrum ut hendrerit eget.

- » Lorem ipsum dolor sit amet, consectetur adipiscing elit
- » Donec pellentesque urna et erat vehicula ultrices
- » Nullam malesuada, nulla at rutrum gravida, velit urna porta risus
- » At tempor odio tortor id lorem.

In tristique urna at eleifend imperdiet. Curabitur sit amet aliquam quam.

Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

VIVAMUS LAOREET

Facebook ad traffic is mobile

Source / Medium ?	Device Category ? ×	Acquisition			
		Users ? ⏱ ↓	New Users ? ⏱	Sessions ? ⏱	Goal Completions ? ⏱
		6,517 % of Total: 76.86% (8,479)	6,234 % of Total: 77.00% (8,096)	7,426 % of Total: 73.08% (10,161)	844 % of Total: 97.24% (868)
1. facebook / cpc	mobile	6,010 (92.12%)	5,747 (92.19%)	6,844 (92.16%)	786 (93.13%)
2. facebook / cpc	desktop	337 (5.17%)	319 (5.12%)	373 (5.02%)	46 (5.45%)
3. facebook / cpc	tablet	177 (2.71%)	168 (2.69%)	209 (2.81%)	12 (1.42%)

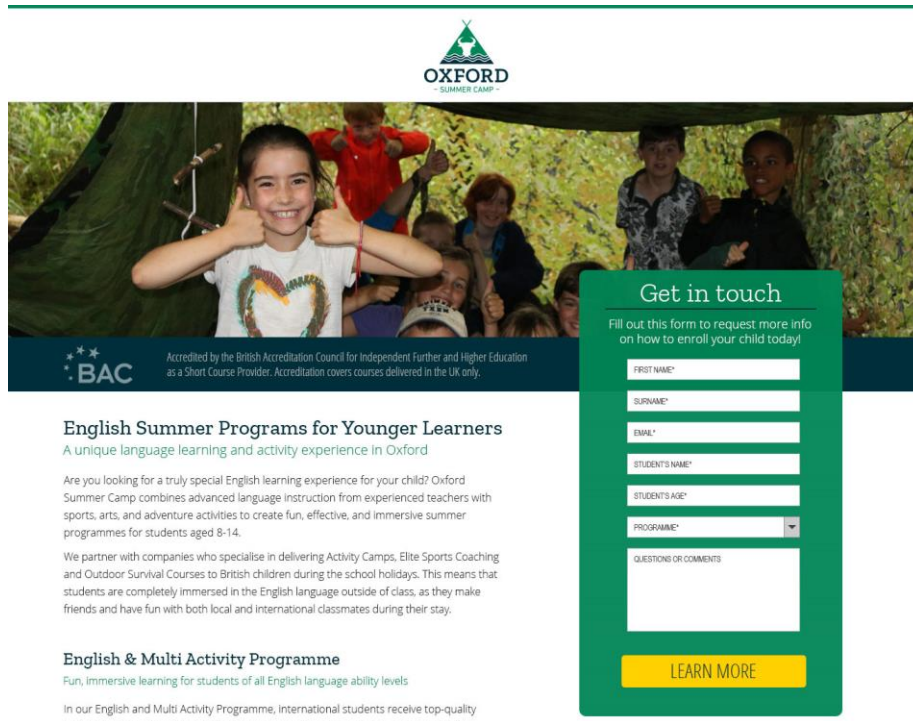
92% of Facebook ad sessions and 93% of conversions are on mobile devices

Google AdWords traffic is mobile

Source / Medium ?	Device Category ? x	Acquisition			
		Users ? ? ↓	New Users ? ?	Sessions ? ?	Goal Completions ? ?
		37,354 % of Total: 99.03% (37,720)	36,850 % of Total: 98.92% (37,252)	45,363 % of Total: 99.08% (45,785)	649 % of Total: 98.18% (661)
1. google / cpc	mobile	27,380 (73.45%)	27,031 (73.35%)	33,490 (73.83%)	456 (70.26%)
2. google / cpc	desktop	8,536 (22.90%)	8,493 (23.05%)	9,990 (22.02%)	181 (27.89%)
3. google / cpc	tablet	1,362 (3.65%)	1,326 (3.60%)	1,883 (4.15%)	12 (1.85%)

73% of Google AdWords sessions and 70% of conversions are on mobile devices.

Use Responsive Landing Pages for your campaigns



The desktop view of the landing page features a large hero image of children in a tent. The Oxford Summer Camp logo is in the top right. A 'Get in touch' form is positioned on the right side of the hero image. Below the hero image, there is a BAC accreditation badge and a section titled 'English Summer Programs for Younger Learners' with a sub-headline 'A unique language learning and activity experience in Oxford'. Below this is a paragraph of text and a 'Learn More' button.

OXFORD
- SUMMER CAMP -

Get in touch
Fill out this form to request more info on how to enroll your child today!

FIRST NAME*
SURNAME*
EMAIL*
STUDENT'S NAME*
STUDENT'S AGE*
PROGRAMME*
QUESTIONS OR COMMENTS

BAC
Accredited by the British Accreditation Council for Independent Further and Higher Education as a Short Course Provider. Accreditation covers courses delivered in the UK only.

English Summer Programs for Younger Learners
A unique language learning and activity experience in Oxford

Are you looking for a truly special English learning experience for your child? Oxford Summer Camp combines advanced language instruction from experienced teachers with sports, arts, and adventure activities to create fun, effective, and immersive summer programmes for students aged 8-14.

We partner with companies who specialise in delivering Activity Camps, Elite Sports Coaching and Outdoor Survival Courses to British children during the school holidays. This means that students are completely immersed in the English language outside of class, as they make friends and have fun with both local and international classmates during their stay.

English & Multi Activity Programme
Fun, immersive learning for students of all English language ability levels

In our English and Multi Activity Programme, international students receive top-quality

LEARN MORE

Desktop View



The mobile view of the landing page features the Oxford Summer Camp logo in the top left and a prominent yellow 'LEARN MORE' button in the top right. The hero image of children in a tent is shown below. At the bottom, there is a BAC accreditation badge and a section titled 'English Summer Programs for Younger Learners' with a sub-headline 'A unique language learning and activity experience in Oxford'.

OXFORD
- SUMMER CAMP -

LEARN MORE

BAC
Accredited by the British Accreditation Council for Independent Further and Higher Education as a Short Course Provider.

English Summer Programs for Younger Learners
A unique language learning and activity experience in Oxford

Mobile View

Google AdWords



Search ads



Display ads



Mobile ads

Google AdWords Campaign Types

AD NETWORK:  AdWords

CAMPAIGN TYPES	CAMPAIGN GOALS	AUDIENCE
Program-Oriented Search	Lead Generation	Google Search Engine Results
Brand-Oriented Search	Lead Generation	Google Search Engine Results
Program-Oriented Display	Branding & Lead Generation	Google Content Network
Brand-Oriented Display	Branding	Google Content Network
YouTube Video	Branding	YouTube
Program-Oriented	Lead Generation	Users that have visited a program page that have not converted to a lead. These users will be targeted on the content network.
Brand-Oriented	Branding	Users that have visited a web page that have not converted to a lead. These users will be targeted on the content network.
Program-Oriented RLSA	Lead Generation	Users that have visited a web page that have not converted to a lead. These users will be targeted on the search engine result page.

 REMARKETING CAMPAIGN TYPES

Persona Development: Define Keywords

THE SUPPORTIVE PARENT

BACKGROUND

- Aged 40-50, may be slightly older or younger
- Male or female
- Parent of at least one 10-18 year old child
- Most likely a resident of Norway, Italy, Spain, Portugal, or the Netherlands
- Head of an affluent household
- Is highly educated with postsecondary qualifications
- Most likely has good English skills
- Most likely heard about [redacted] by word-of-mouth



MOTIVATIONS

- Wants their child to make lifelong friends within an international peer network
- Is seeking an opportunity for their child to mature and grow, and become more responsible and independent
- Wants to improve their child's English skills in a fun and enjoyable environment
- May be interested in having their child sit the Trinity English Examination or receive other preparation for university study
- Is likely drawn to [redacted] positive reputation and 44 years of experience
- Both parent and child are likely interested in [redacted] unique activities and approaches, such as the video production project or sports day
- May be particularly interested in giving their child the opportunity to explore England and British culture
- Most likely wants to send their child to a summer school that communicates frequently and clearly with parents
- The parent or child may be particularly interested in the opportunity for students to pursue additional responsibilities, such as a Councillor or Prefect role

CONCERNS

- May be concerned about their child's safety and will want assurance that activities and facilities are fully supervised
- Will likely want assurance that [redacted] English instruction method is effective and delivered by qualified professionals to ensure results
- May be concerned that there will not be an opportunity for their child to reach full proficiency if they already have strong English skills
- Is possibly concerned that the course will not have a diverse enough mix of nationalities, and that their child will end up speaking their own language among their classmates rather than English during their stay
- May be concerned that their child will become homesick during the course, and wants to know that [redacted] is equipped to respond to such a situation compassionately and effectively
- Wants to verify the quality and safety of [redacted] accommodations, as well as the nutritional value and appropriateness of meals
- May be concerned about their child's travels to England for the course, especially if they will be travelling alone. What kind of support can their child expect? What safety measures are in place?

esl summer school	short english summer courses
intensive english course	short english summer programme
intensive english summer course	short english summer training
intensive english summer programme	study english
intensive english summer school	study english in england
intensive english summer training	study english in summer
international summer school	study english in uk
learn british english	summer camp for english learning

Keyword Research to prepare your AdWords Campaigns

- Use the Google Search Console
- Look at your competitors on page SEO
- Use the Google AdWords Keyword Planner

Evaluate your Organic Search Queries

Status > Performance

☰ Search type: Web ✎ Date: Last 3 months ✎ + NEW

3 ☰ ⬇

Queries ↑	↓ Clicks	Impressions	Position
[blurred]	496	4,038	2
[blurred]	183	1,505	1.6
[blurred]	158	3,203	1.3
[blurred]	104	308	1.3
[blurred]	89	351	1.7
[blurred]	87	1,156	5.4
[blurred]	87	318	1

Keywords from the Google Search Console

Queries	Clicks	Impressions	CTR	Position
higher education marketing	639	4520	14.14%	2
education marketing	234	4477	5.23%	1.6
school branding	137	1126	12.17%	4.6
international student recruitment	103	1527	6.75%	4.2
alumni engagement strategy	92	358	25.70%	3.6
higher ed marketing	87	1274	6.83%	1
school branding examples	80	271	29.52%	1.8
international student recruitment strategies	74	638	11.60%	2.8
graduation ceremony ideas for college	59	221	26.70%	2.2
recruiting international students	58	690	8.41%	1.9
student journey mapping	49	186	26.34%	1.4
international student recruitment strategy	49	321	15.26%	2.1
marketing higher education	41	722	5.68%	2.6
how to recruit students for a private school	40	267	14.98%	3.7
marketing in higher education	39	459	8.50%	3.4
content marketing matrix	34	1889	1.80%	5.7
international student recruitment plan	31	206	15.05%	1.1
alumni engagement strategies	31	125	24.80%	4.8
newsletter strategy	31	136	22.79%	3.6
higher education marketing montreal	29	129	22.48%	1.9
university graduation ceremony ideas	27	155	17.42%	2.8
how to recruit international students	26	213	12.21%	4
alumni engagement	25	776	3.22%	9.5
student recruitment strategies higher education	25	303	8.25%	9.1
alumni recruitment strategy	24	57	42.11%	1.1
international student recruitment marketing plan	24	165	14.55%	1.1
university student recruitment strategies	24	308	7.79%	9.5
student personas	23	133	17.29%	2.3
rebranding a school	23	89	25.84%	1.8
how to promote language school	23	70	32.86%	5.4
testimonial questions for students	23	126	18.25%	4.9
recruitment message example	23	175	13.14%	6.3



Use this list of keywords to initiate your keyword research

Look at the competition's Titles

The screenshot shows a web browser displaying the LSI Boston website. The address bar shows the URL: <https://www.learnenglishinboston.com/>. The navigation menu includes: LSI Home, Student sign-in, Partners, Download PDF Brochure, +1 617 542-3600, and a language selection dropdown (UK flag). The main content area features a collage of images: students sitting on a lawn, the golden dome of the Massachusetts State House, the Boston Public Garden with the Minute Man statue, a man in a red 'Like it!' t-shirt, a man in a grey shirt talking to a student, a red brick building labeled 'BOSTON TEA PARTY SHIP & MUSEUM', a man and woman in a classroom, a cobblestone street in Boston, and people kayaking on a lake. A yellow text box with a quote by Mark Twain is overlaid on the collage.

LSI Language Studies International

Schools & Languages Courses About Contact Us Get Quote/Book

"In Boston they ask, how much does he know? In New York, how much is he worth?"
Mark Twain, America novelist

Learn English at LSI Boston

f t i

One of the oldest cities in the USA, Boston is rich in cultural heritage and offers visitors a wealth of things to see and do. From the Museum of Fine Arts

Boston Shopping
Canton Crossing

Get Help Here

Perform Keyword Research with the Keyword Planner

Google AdWords Home Campaigns Opportunities Reports Tools ptaza

Keyword Planner Find keywords Review plan

Targeting United States English Google Negative keywords

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

Customize your search Keyword filters Keyword options Keywords to include

Enter keywords
international schools, international high school programs, high school international, internat Get search volume Modify search

Search volume trends Average monthly searches

Columns Download Add all (22)

Keyword (by relevance)	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
international school	6,600	Low	£1.71	-	»
independent schools	3,600	Low	£1.32	-	»
ib schools	4,400	Low	£2.19	-	»
global international school	90	Low	£3.85	-	»
global school	260	Low	£5.73	-	»
ib world school	720	Low	£1.70	-	»
ib high school	480	Low	£3.04	-	»

<https://adwords.google.com/ko/KeywordPlanner/>

Export your Keyword Research into Excel

Keyword	USA	UK
	Avg. Monthly Searches (exact match only)	Avg. Monthly Searches (exact match only)
international school	6600	2900
independent schools	3600	5400
ib schools	4400	390
global international school	90	20
global school	260	90
ib world school	720	70
ib high school	480	10
international schools in italy	210	70
international elementary school	390	10
international schools in europe	140	50
ib program high school	320	10
high school abroad	210	10
high school international	40	30
high school abroad programs	110	10
abroad programs for high school students	40	10
international high school programs	20	10
international school programs	20	10
inter bacculaureate schools	30	10
international global school	10	10
international schools abroad	20	10
schools offering international bacculaureate	10	10
international world school	10	10

Prepare your Google AdWords Ad Groups

Ad Groups				
IB Program	IB Diploma	IB Schools	International School	International Baccalaureate
<i>ib program requirements</i>	<i>ib diploma</i>	<i>ib school</i>	<i>international schools</i>	<i>international baccalaureate english school</i>
<i>ib program in high school</i>	<i>ibdp diploma</i>	<i>study abroad high school ib</i>	<i>global international school</i>	<i>international baccalaureate high school</i>
<i>ib program in italy</i>	<i>ib diploma abroad</i>	<i>ib program high school</i>	<i>high school abroad programs</i>	<i>international baccalaureate program high school</i>
<i>ib program english</i>	<i>ib diploma in europe</i>	<i>ib schools in europe</i>	<i>high school international</i>	<i>international baccalaureate school application</i>
<i>ib program for high school</i>	<i>ib diploma requirements</i>	<i>ib boarding schools</i>	<i>inter baccalaureate schools</i>	<i>international baccalaureate school requirements</i>
<i>ib certified program</i>	<i>advantages of ib diploma</i>	<i>ib school requirements</i>	<i>international elementary school</i>	<i>international baccalaureate schools</i>
<i>ib program application</i>	<i>ib diploma</i>	<i>ibo schools</i>	<i>international global school</i>	<i>international baccalaureate schools abroad</i>
<i>advantages ib program</i>	<i>ib diploma application</i>	<i>ib accredited schools</i>	<i>international high school programs</i>	<i>international baccalaureate schools in europe</i>
<i>ib program abroad</i>	<i>ib high school diploma</i>	<i>advantages ib school</i>	<i>international school programs</i>	<i>international baccalaureate schools in italy</i>
<i>ib school program</i>	<i>ib diploma benefits</i>	<i>ib high school</i>	<i>international schools abroad</i>	<i>international baccalaureate world school</i>
<i>ib world program</i>	<i>full ib diploma</i>	<i>ibdp schools</i>	<i>international schools in europe</i>	<i>advantages international baccalaureate schools</i>

Organize your keywords semantically to form tight ad groups

Prepare your Google AdWords Text Ads

Ads:		Length	Limits
Headline 1	IB Boarding School	18	30
Headline 1	Globally Recognized IB Course	29	30
Description	IB Boarding School With Immersive Educational Environment in Italy. See Details!	80	80
Path 1 (Optional)	IB-Diploma	10	15
Path 2 (Optional)	Italy	5	15
Full Display URL	info.h-campus.com/IB-Diploma/Italy		

Desktop ad	<p>IB Boarding School - Globally Recognized IB Course</p> <p>Ad info.h-campus.com/IB-Diploma/Italy</p> <p>IB Boarding School With Immersive Educational Environment in Italy. See Details!</p>
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Mobile ad	<p>IB Boarding School - Globally Recognized IB Course</p> <p>Ad info.h-campus.com/IB-Diploma/Italy</p> <hr/> <p>IB Boarding School With Immersive Educational Environment in Italy. See Details!</p>
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Organize your Adgroups by keywords for maximum results

Ad group	Clicks [?]	Impr. [?]	CTR [?]	Avg. CPC [?]	Cost [?]	Avg. Pos. [?]	Conversions [?] ↓	Cost / conv. [?]	Conv. rate [?]
Curso de Inglés	226	8,884	2.54%	CA\$0.50	CA\$111.91	2.3	9.00	CA\$12.43	3.98%
Estudiar el Inglés	14	216	6.48%	CA\$0.46	CA\$6.45	3.5	5.00	CA\$1.29	35.71%
Clases de Idioma Inglés	26	1,262	2.06%	CA\$0.46	CA\$12.07	2.8	2.00	CA\$6.04	7.69%
Escuelas del Idioma Inglés	16	542	2.95%	CA\$0.48	CA\$7.76	3.1	1.00	CA\$7.76	6.25%
Lecciones de Inglés	11	558	1.97%	CA\$0.50	CA\$5.48	3.0	1.00	CA\$5.48	9.09%

Organize the **ad groups** by keyword.

This process helps streamline the ad creation process and provides better **results**

facebook

Instagram

Facebook Ad Campaign Types

AD NETWORKS: **facebook** / *Instagram*

CAMPAIGN TYPES	CAMPAIGN GOALS	AUDIENCE/TARGETING
Program-Oriented	Lead Generation	<ul style="list-style-type: none">» Location» Demographics» Interests» Behaviors» Lookalike
Brand-Oriented	Branding & Engagement	<ul style="list-style-type: none">» Custom Audiences: Targeting leads that have not yet applied» Custom Audiences from your website (remarketing)"

Facebook Outcomes: Conversions vs. Engagement

Facebook Ads PPC Report

Facebook Ads Summary						01/09/2017 - 30/09/2017	
Campaign	Clicks	Impressions	CTR	CPC	Spend	Lead	
IEP - Spanish Countries - CPC - HEM	4,298	408,516	1.05%	\$0.12	\$536.37	616	(CPA) \$0.87
IEP - Brazilian Portuguese - CPC - HEM	1,537	120,877	1.27%	\$0.31	\$469.37	128	(CPA) \$3.67
IEP - South Korea - CPC - HEM	701	39,656	1.77%	\$0.51	\$354.88	3	(CPA) \$118.29
Total	6,536	569,049	1.15%	\$0.21	\$1,360.62	747	(CPA) \$1.82

Facebook Engagement Report

Facebook Engagement Summary						01/09/2017 - 30/09/2017		
Campaign	Impressions	Reach	Clicks	Comment	Like	Post Engagement	Post Reaction	Spend
IEP - Spanish Countries - CPC - HEM	408,516	234,010	4,298	89 (CPA) \$6.03	1,571 (CPA) \$0.34	5,483 (CPA) \$0.10	965 (CPA) \$0.56	\$536.37
IEP - Brazilian Portuguese - CPC - HEM	120,877	79,118	1,537	12 (CPA) \$39.11	187 (CPA) \$2.51	1,906 (CPA) \$0.25	325 (CPA) \$1.44	\$469.37
IEP - South Korea - CPC - HEM	39,656	31,294	701	--	3 (CPA) \$118.29	736 (CPA) \$0.48	30 (CPA) \$11.83	\$354.88
Total	569,049	340,609	6,536	101 (CPA) \$13.47	1,761 (CPA) \$0.77	8,125 (CPA) \$0.17	1,320 (CPA) \$1.03	\$1,360.62

Persona Development: Identify your Target Audience(s)

Segment prospects by: program, level, source country, language, etc. & research their distinct characteristics:



Persona Development: Define your Social Media Channels

Recent High School Graduate

BACKGROUND

- age 18
- 70% of students are male and 30% are female
- apply directly from high school
- country of origin is most likely to be **China** or **Saudi Arabia**
- 15% of applicants are situated in Canada
- will likely begin at level A or B
- comes from a financially secure family



<http://en.zeronepr.com/wp-content/uploads/2017/02/top-10-chinese-social-media.2-2.png>

<https://tftimes.com/social-media-in-saudi-arabia-statistics-and-trends>



Penetration of leading social networks in Saudi Arabia



Facebook Ads that drive inquiries



Camp Pilgrim
Sponsored ·  

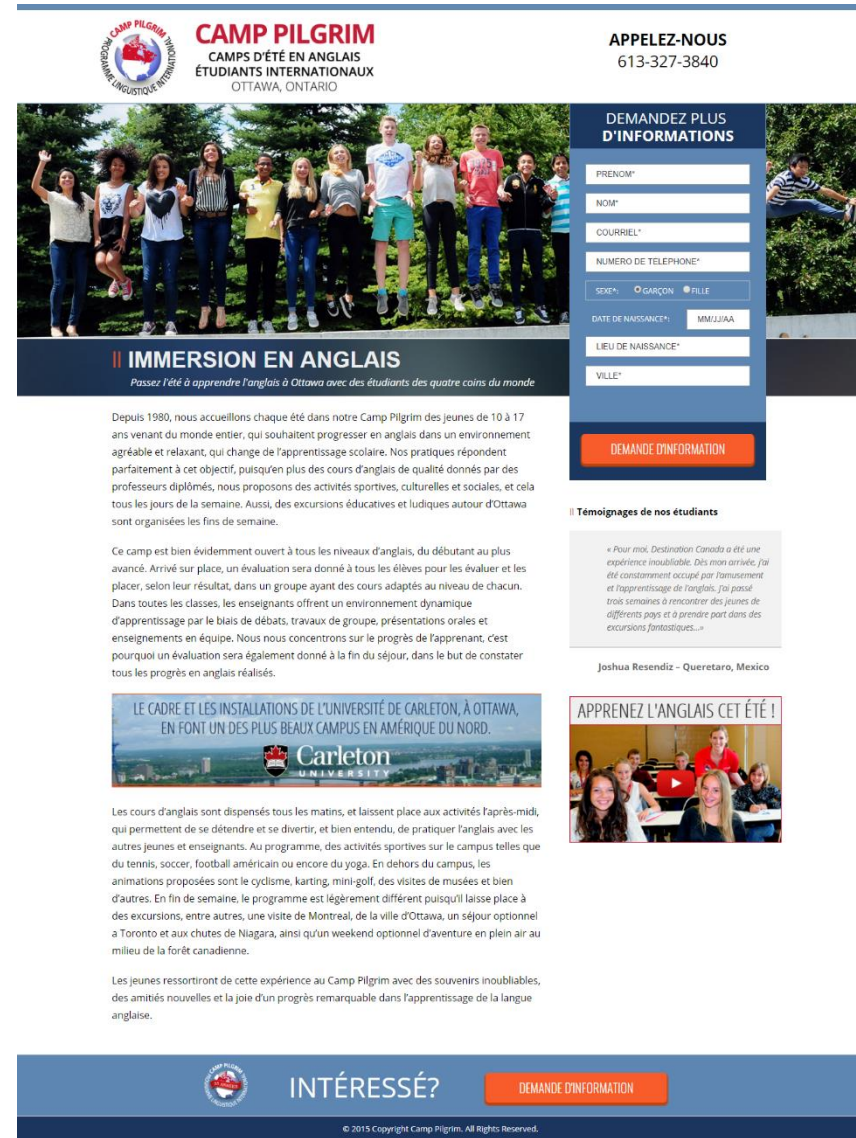
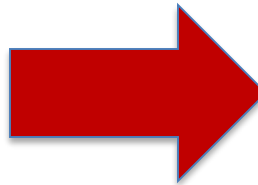
À la recherche d'une destination vacances pour votre enfant, mêlant apprentissage de l'anglais et loisirs en tout genre? Renseignez-vous dès maintenant sur notre camp linguistique.




campilgrim.ca
Camp linguistique à Ottawa pour ados [LEARN MORE](#)

  83 62 Comments 62 Shares

 Like  Comment  Share



 **CAMP PILGRIM**
CAMPUS D'ÉTÉ EN ANGLAIS
ÉTUDIANTS INTERNATIONAUX
OTTAWA, ONTARIO

APPELÉZ-NOUS
613-327-3840

DEMANDEZ PLUS D'INFORMATIONS

PRENOM*
NOM*
COURRIEL*
NUMERO DE TELEPHONE*
SEXE* GARÇON FILLE
DATE DE NAISSANCE* MM/JJ/AA
LIEU DE NAISSANCE*
VILLE*


[DEMANDE D'INFORMATION](#)

|| IMMERSION EN ANGLAIS
Passer l'été à apprendre l'anglais à Ottawa avec des étudiants des quatre coins du monde

Depuis 1980, nous accueillons chaque été dans notre Camp Pilgrim des jeunes de 10 à 17 ans venant du monde entier, qui souhaitent progresser en anglais dans un environnement agréable et relaxant, qui change de l'apprentissage scolaire. Nos pratiques répondent parfaitement à cet objectif, puisqu'en plus des cours d'anglais de qualité donnés par des professeurs diplômés, nous proposons des activités sportives, culturelles et sociales, et cela tous les jours de la semaine. Aussi, des excursions éducatives et ludiques autour d'Ottawa sont organisées les fins de semaine.

Ce camp est bien évidemment ouvert à tous les niveaux d'anglais, du débutant au plus avancé. Arrivé sur place, un évaluation sera donné à tous les élèves pour les évaluer et les placer, selon leur résultat, dans un groupe ayant des cours adaptés au niveau de chacun. Dans toutes les classes, les enseignants offrent un environnement dynamique d'apprentissage par le biais de débats, travaux de groupe, présentations orales et enseignements en équipe. Nous nous concentrons sur le progrès de l'apprenant, c'est pourquoi un évaluation sera également donné à la fin du séjour, dans le but de constater tous les progrès en anglais réalisés.

Le CADRE et LES INSTALLATIONS DE L'UNIVERSITÉ DE CARLETON, À OTTAWA, EN FONT UN DES PLUS BEAUX CAMPUS EN AMÉRIQUE DU NORD.



Les cours d'anglais sont dispensés tous les matins, et laissent place aux activités l'après-midi, qui permettent de se détendre et se divertir, et bien entendu, de pratiquer l'anglais avec les autres jeunes et enseignants. Au programme, des activités sportives sur le campus telles que du tennis, soccer, football américain ou encore du yoga. En dehors du campus, les animations proposées sont le cyclisme, karting, mini-golf, des visites de musées et bien d'autres. En fin de semaine, le programme est légèrement différent puisqu'il laisse place à des excursions, entre autres, une visite de Montréal, de la ville d'Ottawa, un séjour optionnel à Toronto et aux chutes de Niagara, ainsi qu'un week-end optionnel d'aventure en plein air au milieu de la forêt canadienne.


Les jeunes ressortiront de cette expérience au Camp Pilgrim avec des souvenirs inoubliables, des amitiés nouvelles et la joie d'un progrès remarquable dans l'apprentissage de la langue anglaise.

|| Témoignages de nos étudiants

« Pour moi, Destination Canada a été une expérience inoubliable. Dès mon arrivée, j'ai été constamment occupé par l'amusement et l'apprentissage de l'anglais, j'ai passé trois semaines à rencontrer des jeunes de différents pays et à prendre part dans des excursions fantastiques... »

Joshua Resendiz - Queretaro, Mexico

APPRENEZ L'ANGLAIS CET ÉTÉ!



INTÉRESSÉ? [DEMANDE D'INFORMATION](#)

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Setup your campaigns by program, market and languages

Campaign Name	Results Click Attribution...	Reach	Cost per Result Click Attribution...	Amount Spent	Ends	Link Clicks	Website Purchases Click Attribution	Website Leads Click Attribution	Cost per Website Lead Click Attribution...
IEP – South Korea – CPC - HEM	33 Leads: 1-day	24,655	\$7.83 Per Lead: 1-...	\$258.47	Ongoing	847	— 1-day	33 1-day	\$7.83 1-day
IEP – Spanish Countries – CPC - HEM	240 Leads: 1-day	59,875	\$0.53 Per Lead: 1-...	\$127.25	Ongoing	1,422	— 1-day	240 1-day	\$0.53 1-day
IEP - Brazilian Portuguese - CPC - HEM	45 Leads: 1-day	20,285	\$2.82 Per Lead: 1-...	\$126.71	Ongoing	564	— 1-day	45 1-day	\$2.82 1-day
▶ Results from 3 campaigns ⓘ	318 Leads	104,150 People	\$1.61 Per Lead	\$512.43 Total Spent		2,833 Total	— Total	318 Total	\$1.61 Per Action

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iep.uga.edu
Programa intensivo de inglés [LEARN MORE](#)

   498 110 Comments 70 Shares

 Like  Comment  Share

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Fique Fluente em Inglês [LEARN MORE](#)
Estude Inglês em uma das 17 m...

  110 5 Comments 5 Shares

 Like  Comment  Share

Selecting the campaign objective

Facebook Ads Manager interface showing the campaign objective selection screen.

Navigation: Campaign (selected), Objective, Ad Set (Audience, Placements, Budget & Schedule), Ad (Format, Media, Additional Creative).

Search: Search business

Header: Campaign: Choose your objective. [Help: Choosing an Objective](#) | [Use Existing Campaign](#)

Question: What's your marketing objective?

Options: Auction (selected), Reach and Frequency

Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions (highlighted)
Reach	Engagement	Product catalog sales
	App installs	Store visits
	Video views	
	Lead generation	

Select your conversion pixel

The screenshot displays the Facebook Ads Manager interface. On the left, a navigation sidebar shows the hierarchy: Campaign > Objective > Ad Set > Conversion. The main content area is titled "Ad Set Name" with the value "CA - 18+". Below this, a yellow "Conversion" header is followed by instructions: "Choose the website or app you want to promote, then select a conversion pixel or app event. If you don't have a pixel or app event, you'll see instructions for creating one." The "Website or Messenger" option is selected. A dropdown menu is open, showing "Please select a conversion event." with "Lead" selected. Below "Lead", a "Pixel" is listed. A red box with the text "Select which conversion pixel you want your campaign to track" has two red arrows pointing to the "Lead" and "Pixel" options in the dropdown. To the right, there are three summary cards: "Audience Size" with a gauge showing "Broad" selection and a "Potential Reach" of 23,000,000 people; "Estimated Daily Results" showing a reach of 1,700 - 4,500 (of 16,000,000); and a note about the accuracy of estimates.

Ads Manager

Search business

Ad Set Name CA - 18+

Conversion

Choose the website or app you want to promote, then select a conversion pixel or app event. If you don't have a pixel or app event, you'll see instructions for creating one.

Website or Messenger

Please select a conversion event.

- Lead Pixel

Lead

Details

Status: Active

Last Event: 3 hours ago

Sources

Pixel

[+ Define a New Custom Conversion](#)

Audience Size

Your audience selection is fairly broad.

Potential Reach: 23,000,000 people

Estimated Daily Results

Reach

1,700 - 4,500 (of 16,000,000)

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance or your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

Higher Education Marketing

Use your persona's to define your Facebook Audience Details



Audience Details

View how this audience is defined

Audience Name  South Korea (18-24)

Saved Audience Details Location: South Korea
Age: 18 - 23

Language: Korean

People Who Match: Interests: Adventure travel, Learn English with YouTube, Travel + Leisure, I love to travel, Love to Travel, Study Abroad, Learn American English Online, Learn English, Learn English Online, Travel the World, Let's Learn English Together, Learn English Easily, Learn English International, Travel All Over The World, Learn English Vocabulary or Learn English Conversation

Interest expansion: On

Edit

Define your placements

Ad Set Name

Campaign

- Objective

Ad Set

- Conversion
- Offer
- Audience
- Placements**
- Budget & Schedule

Ad

- Format
- Page & Links

Placements

Show your ads to the right people in the right places.

Automatic Placements (Recommended)

Your ads will automatically be shown to your audience in the places they're likely to perform best. For this objective, placements may include Facebook, Instagram and Audience Network. [Learn more.](#)

Edit Placements

Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)

Device Types: All Devices (Recommended)

Platforms

Platform	Placement	Status
Facebook	Feeds	<input checked="" type="checkbox"/>
	Instant Articles	<input type="checkbox"/>
	In-Stream Videos	Ineligible
	Right Column	<input type="checkbox"/>
Instagram	Feed	<input checked="" type="checkbox"/>
	Stories	Ineligible
	Audience Network	<input type="checkbox"/>
	Messenger	<input type="checkbox"/>

Removing Audience Network as a placement may result in **11% fewer conversions** on average for your objective. We recommend choosing automatic placements so that your ads are shown in the places where they're likely to perform the best. [Learn More](#)

ADVANCED OPTIONS

- Specific Mobile Devices & Operating Systems
- Exclude Categories
- Apply Block Lists for Audience Network and Instant Articles

Audience Size

Your audience is defined.

Potential Reach: 13,000 people

Estimated Daily Results

Reach

910 - 4,400 (of 12,000)

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

[Were these estimates helpful?](#)

Close

Keep an eye on the Audience Network traffic. In many cases, this placement under-performs.

Monitor the performance of your ads by placement

Ad Name					Results ⓘ	Reach ⓘ	Cost ... ⓘ	Amount Spent ⓘ
					26 Leads	19,055	\$14.53 Per Lead	\$377.87
Facebook	Feed: News Feed	Mobile	Device: Android Smartph...	14	7,814	\$11.36	\$159.02	
Facebook	Feed: News Feed	Mobile	Device: iPhone	7	7,675	\$20.01	\$140.09	
Facebook	Feed: News Feed	Desktop	Device: Desktop	4	3,430	\$15.09	\$60.35	
Facebook	Feed: News Feed	Mobile	Device: iPad	1	542	\$10.51	\$10.51	
Instagram	Feed	Mobile	Device: iPhone	—	80	—	\$0.73	
Facebook	Instant Article	Mobile	Device: iPhone	—	8	—	\$0.04	

Not all placements and devices perform equally

Measure your FB Campaigns in GA

Source / Medium ?	Campaign ?	Acquisition			Behavior			Conversions Goal 1: Free Info Kit ▾	
		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) ?
		5,051 % of Total: 7.26% (69,608)	82.04% Avg for View: 79.37% (3.37%)	4,144 % of Total: 7.50% (55,249)	88.83% Avg for View: 76.37% (16.31%)	1.22 Avg for View: 1.73 (-29.62%)	00:00:32 Avg for View: 00:01:23 (-61.96%)	6.39% Avg for View: 2.60% (146.34%)	323 % of Total: 17.87% (1,807)
1. facebook.com / cpc		1,066 (21.10%)	84.99%	906 (21.86%)	90.43%	1.21	00:00:34	4.78%	51 (15.79%)
2. facebook.com / cpc		999 (19.78%)	85.89%	858 (20.70%)	87.49%	1.23	00:00:31	8.61%	86 (26.63%)
3. facebook.com / cpc		869 (17.20%)	83.08%	722 (17.42%)	89.53%	1.21	00:00:31	5.64%	49 (15.17%)
4. facebook.com / cpc		749 (14.83%)	87.18%	653 (15.76%)	90.52%	1.15	00:00:28	5.34%	40 (12.38%)
5. facebook.com / cpc		512 (10.14%)	82.03%	420 (10.14%)	89.45%	1.17	00:00:28	5.27%	27 (8.36%)

Separate your Facebook Initiatives with the Campaign URL Builder

Source / Medium ?	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?
	9,618 % of Total: 7.12% (135,065)	84.14% Avg for View: 78.75% (6.85%)	8,093 % of Total: 7.61% (106,364)	87.42% Avg for View: 73.55% (18.86%)	1.28 Avg for View: 1.80 (-28.68%)	00:00:36 Avg for View: 00:01:28 (-59.37%)	6.62% Avg for View: 2.58% (156.90%)	637 % of Total: 18.29% (3,482)
1. facebook.com / cpc	8,301 (86.31%)	84.93%	7,050 (87.11%)	88.74%	1.23	00:00:28	7.07%	587 (92.15%)
2. m.facebook.com / referral	687 (7.14%)	79.62%	547 (6.76%)	77.15%	1.66	00:00:58	5.39%	37 (5.81%)
3. l.facebook.com / referral	311 (3.23%)	92.93%	289 (3.57%)	92.93%	1.13	00:00:28	0.96%	3 (0.47%)
4. facebook.com / referral	199 (2.07%)	56.28%	112 (1.38%)	57.79%	2.53	00:04:35	5.03%	10 (1.57%)

Source / Medium ?	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?
	536 % of Total: 0.40% (135,065)	96.27% Avg for View: 78.75% (22.25%)	516 % of Total: 0.49% (106,364)	93.28% Avg for View: 73.55% (26.83%)	1.15 Avg for View: 1.80 (-35.69%)	00:00:17 Avg for View: 00:01:28 (-81.29%)	3.73% Avg for View: 2.58% (44.74%)	20 % of Total: 0.57% (3,482)
1. instagram.com / cpc	526 (98.13%)	96.20%	506 (98.06%)	93.16%	1.16	00:00:17	3.80%	20 (100.00%)
2. instagram.com / referral	10 (1.87%)	100.00%	10 (1.94%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)

Campaign URL Builder

Enter the website URL and campaign information

Fill out the required fields (marked with *) in the form below, and once complete the full campaign URL will be generated for you. *Note: the generated URL is automatically updated as you make changes.*

* Website URL

The full website URL (e.g. `https://www.example.com`)

* Campaign Source

The referrer: (e.g. `google`, `newsletter`)

Campaign Medium

Marketing medium: (e.g. `cpc`, `banner`, `email`)

Campaign Name

Product, promo code, or slogan (e.g. `spring_sale`)

Campaign Term

Identify the paid keywords


Campaign Content


Use to differentiate ads

Share the generated campaign URL

Use this URL in any promotional channels you want to be associated with this custom campaign

Set the campaign parameters in the fragment portion of the URL (not recommended).

 Copy URL

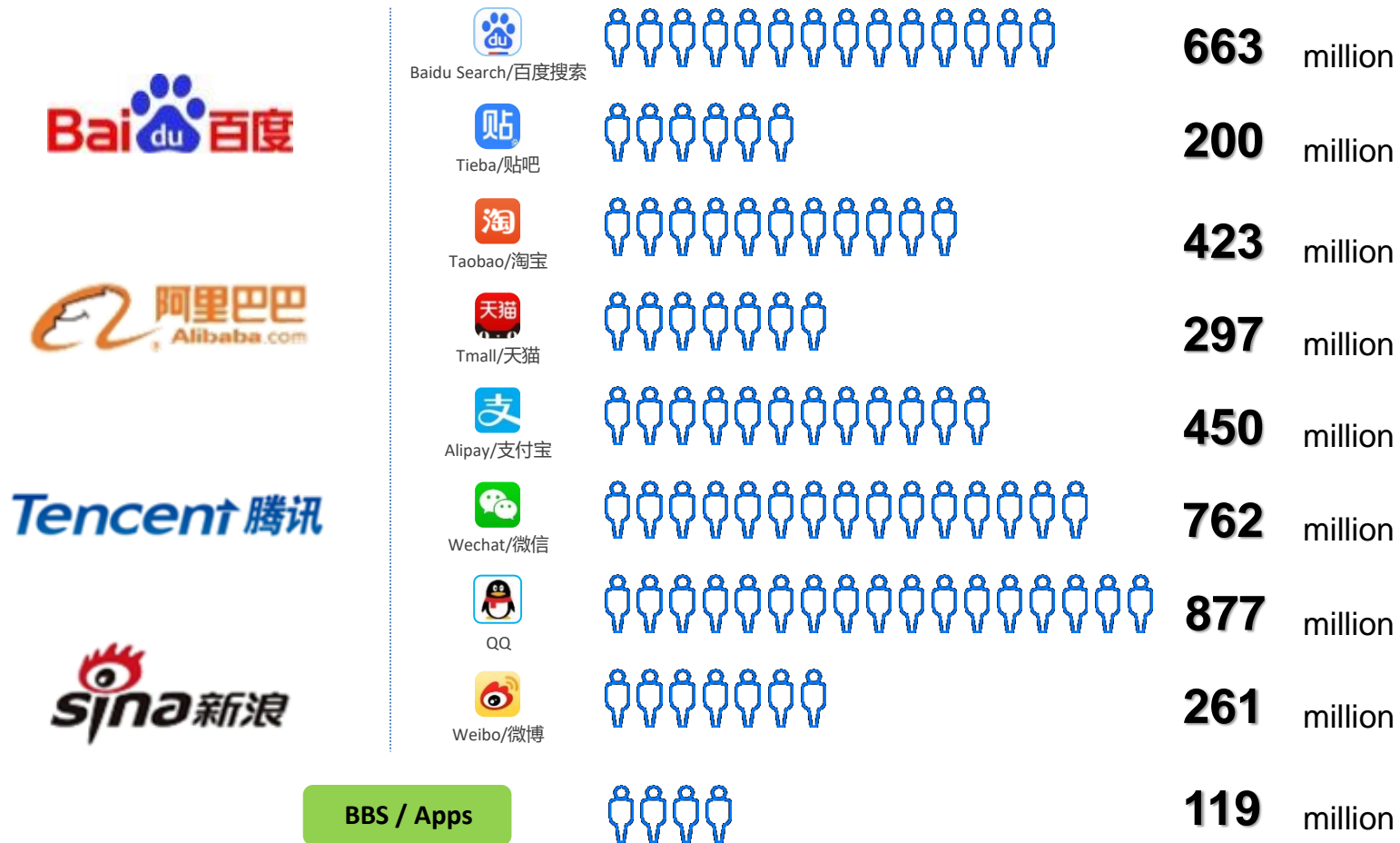
 Convert URL to Short Link



Chinese Digital Marketing

BATS (Baidu, Alibaba, Tencent, Sina)

- 3.93 billion cumulative users



Data from company financial reports and other news

Baidu



- Baidu Keyword Research
- Baidu Tuiguang (PPC Campaigns)
- Baidu Tongji (Baidu Analytics)
- Baidu Zhanzhang (Webmaster Tools)

Baidu Tuiguang (PPC Campaigns)

The screenshot displays the Baidu Tuiguang (PPC) management interface. The top navigation bar includes '推广管理' (Campaigns), '资产' (Assets), '工具中心' (Tools), and '推广报告' (Reports). The main content area shows campaign details for account '贝碧碧' (Account Level: 贝碧碧) with a daily budget of 200.00 and 2 campaigns. A table lists the campaigns with their performance metrics.

计划名称 Campaign	状态 Status	展现 Impr.	点击 Clicks	点击率 CTR	平均点击价格 Avg. CPC	消费 Cost	网页转化 Web Page Conversions	移动出价比例 Mobile Bidding	计算机出价比例 Desktop Bidding	设备类型 Devices
总计 +4	-	81505	1341	1.64%	1.85	2484.73	7	-	-	-
加拿大留学-website	正在发布投放	27216	298	1.09%	0.86	257.69	0	0.30	-	计算机优先
加拿大留学-landing	正在发布投放	53811	1019	1.89%	2.17	2206.63	1	0.30	-	计算机优先
机械专业	正在发布投放	134	1	0.75%	0.30	0.30	0	0.30	-	计算机优先
品牌词	有效	404	23	5.69%	0.67	20.11	6	0.30	-	计算机优先

重要消息提示(1/1): 账户到达预算下线。 设置账户预算 2017-08-20 21:18:55

Baidu PPC Campaign

账户-Conestoga2017

计划-加拿大留学 - Landing - PC

Account > Campaign

状态: 暂停推广 充值 | 日预算: 200.00 编辑 | 设备: 计算机优先 编辑 | 推广地域: 上海,天津,重庆等25个地区 编辑 | 推广时段: 自定义 编辑 | 人群: 功能升级中 ① | 否定关键词: 273个 编辑 | 后台任务记录 更多设置 ▾

推广单元 Ad groups | 关键词 Keywords | 创意 Ads | 高级样式 Advanced Ads | 组件 Extensions

2018.02.12 - 2018.02.12



人群投放
支持通过特征定向和ID定向定义人群，并为人群指定出价和创意，...

收起 ▾

精确搜索 | 一键筛选: 有效的单元 暂停推广的单元 昨天消费前50 昨天消费升高前50 昨天添加

更多筛选 ▾

新建单元 编辑 ▾ 查看报告 ▾

自定义列 ▾

推广单元 Ad group	状态 Status	推广计划 Campaign	单元出价 Default Max. CPC	展现 Impr.	点击 Clicks	平均点击价格 Avg. CPC	消费 Cost	网页转化 Conversions	已设出价系数 Active Bid Adjustments	设备类型 Device	计算机出价比例 Computer Bid	移动出价比例 Mobile Bid
总计 - 6	-	-	-	0	0	-	-	0	-	-	-	-
地区	推广计划(暂停推广)	加拿大留学 - Landing - PC		3	0	0.00	0.00	0	设备,样式	计算机优先	-	0.10
费用	推广计划(暂停推广)	加拿大留学 - Landing - PC		3	0	0.00	0.00	0	设备,样式	计算机优先	-	0.10
申请	推广计划(暂停推广)	加拿大留学 - Landing - PC		3	0	0.00	0.00	0	设备,样式	计算机优先	-	0.10
专业	推广计划(暂停推广)	加拿大留学 - Landing - PC		3	0	0.00	0.00	0	设备,样式	计算机优先	-	0.10
院校	推广计划(暂停推广)	加拿大留学 - Landing - PC		3	0	0.00	0.00	0	设备,样式	计算机优先	-	0.10
留学	推广计划(暂停推广)	加拿大留学 - Landing - PC		3	0	0.00	0.00	0	设备,样式	计算机优先	-	0.10

每页显示: 20 ▾

上一页 1 下一页

Baidu PPC Ads

账户-Conestoga2017 计划-加拿大留学 - Landing - PC Account > Campaign

状态: 暂停推广 充值 日预算: 200.00 编辑 设备: 计算机优先 编辑 推广地域: 上海,天津,重庆等25个地区 编辑 推广时段: 自定义 编辑 人群: 功能升级中 否定关键词: 273个 编辑 后台任务记录 更多设置

推广单元 关键词 创意 Ads 高级样式 组件 2018.02.12 - 2018.02.12

搜索词推荐添加指数
1.提供推荐添加指数,指数越高,越适合加为关键词。可以使用指...

一键筛选: 不宜推广的创意 审核中的创意 有效的创意 未包含关键词通配符的创意 昨天消费前50

新建计算机设备优先创意 编辑 查看创意报告 动态标题 扩展标题 自定义列

Image example
留学租房 旅途有家 - STUDENT.COM 学旅家
95%海归顾问,80万套房源,0咨询服务费,押金代付,留学保险,免费接机,生活用品,Student.com 学旅家,专注打造留学一站式服务平台,让您安心开启海外留学之旅。
cn.student.com 2018-02 - V1 - 竞价 - 广告

Small images, extensions

创意	创意元素 Ad Elements	状态 Status	推广单元 Ad group	展现 Impr.	点击 Clicks	点击率 CTR	平均点击价格 Avg. GPC	消费 Cost	网页转化 Conversions
总计 - 24	-	-	-	0	0	-	-	-	0
加拿大留学免费讲座-加拿大留学专业选择与热门专业 加拿大康尼斯托加学院(Conestoga College)为安省公立高校,我院即将推出加拿大留学讲座在线视频直播,为您介绍加拿大高校专业设置与热门留学专业 conestoga.com.cn	4张单图 未配三图	暂停推广	专业	0	0	0.00%	0.00	0.00	0
加拿大留学免费讲座-加拿大学位体系与留学专业选择 加拿大康尼斯托加学院(Conestoga College)为安省公立高校,我院即将推出加拿大留学讲座在线视频直播,为您分析加拿大学位体系与留学热门专业。 conestoga.com.cn	4张单图 未配三图	暂停推广	院校	0	0	0.00%	0.00	0.00	0
加拿大留学免费讲座-加拿大学位体系与留学热门专业 加拿大康尼斯托加学院(Conestoga College)为安省公立高校,我院即将推出加拿大留学讲座,带您了解加拿大高等教育学位体系及留学专业选择建议。 conestoga.com.cn	4张单图 未配三图	暂停推广	留学	0	0	0.00%	0.00	0.00	0

Baidu Tuiguang Account Setup (PPC Campaigns)

Four mandatory documents are required by Baidu:

- A copy of your business license, or the Certificate of Incorporation;
- The URL of your website and Internet Content Provider or ICP license;
- The government website that can be used to search and find the information of the registered company;
- A copy of the bank statement of your company's bank account.

Baidu Tuiguang: Prepaid Fees

- Marketers must make a minimum down payment as RMB ¥ 6,000 (around US\$900: ¥ 5,000 as prepayment and ¥ 1,000 as service fee). Additionally, a mandatory ¥ 600 RMB (around \$90) yearly verification fee must be paid to Baidu company.

Baidu Tuiguang: some limitations

- Geo Targeting: You can target by: country, regions, provinces, cities and districts under municipalities.
- Postal code/zip code targeting is not available.
- Delivery Method: accelerated mode by default.
- Preview: Though Baidu provides a visual preview when you create text ads, they cannot be previewed in a browser when you click the headline.

Requirements to open a WeChat Account

- Official company certificate/business license
- Chinese business entity needed for verified accounts
- Operator ID
- Operator mobile number
- WeChat ID linked to a bank account
- Company's bank account



Wechat Official Account Types

- Subscription account: better for businesses that want to put out content on a more regular basis. One (1) publishing per day is allowed . This is the ideal account for schools.
- Service account: provides more powerful business service and user management capabilities for enterprises and organizations. One (1) publishing per month is allowed.

Official Account Admin & Operator

- Admin & Operator refer to the personal WeChat IDs linked to the WeChat Account, including:
 - 1 Admin WeChat ID,
 - 5 permanent Operator IDs,
 - 20 temporary (valid in one month) Operator IDs.

Setting Up WeChat Tabs



Three Menus
Application Student Support News



Tabs under Menu 1
Introduction
Application Procedures
Tuition Fees
Programs Overview
English Language Courses

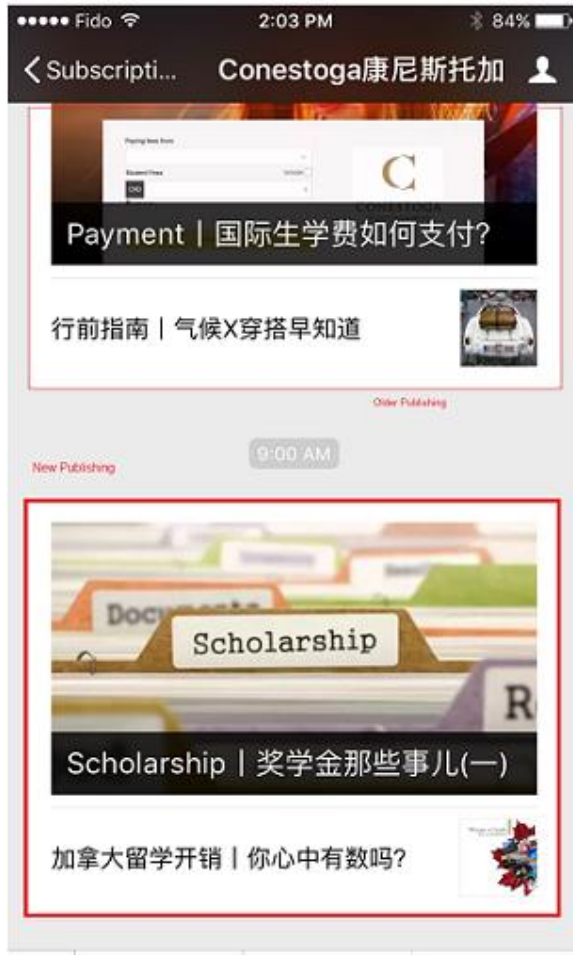


Tabs under Menu 2
Residence
Orientation
Transportation
Insurance
Activities



Tabs under Menu 3
Internship & Careers
College News
Waterloo News
Immigration News

WeChat Publishing



等文凭，设有商科、工程、信息技术学院、健康与生命科学院媒体与设计学院等六大学院。

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Statistics

[阅读原文](#) **阅读 31** **👍 2** [投诉](#)

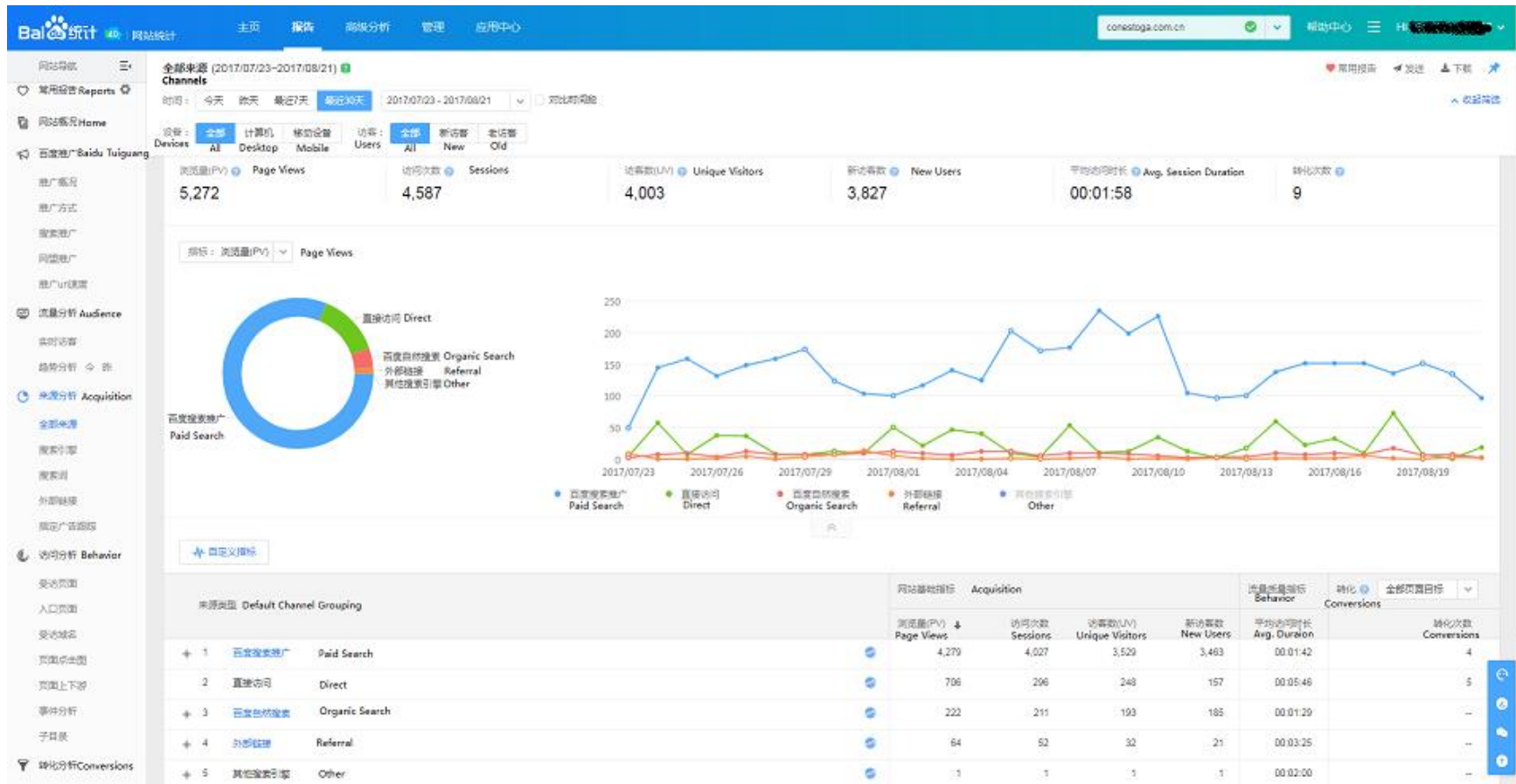
Views Likes

[Write a comment](#)

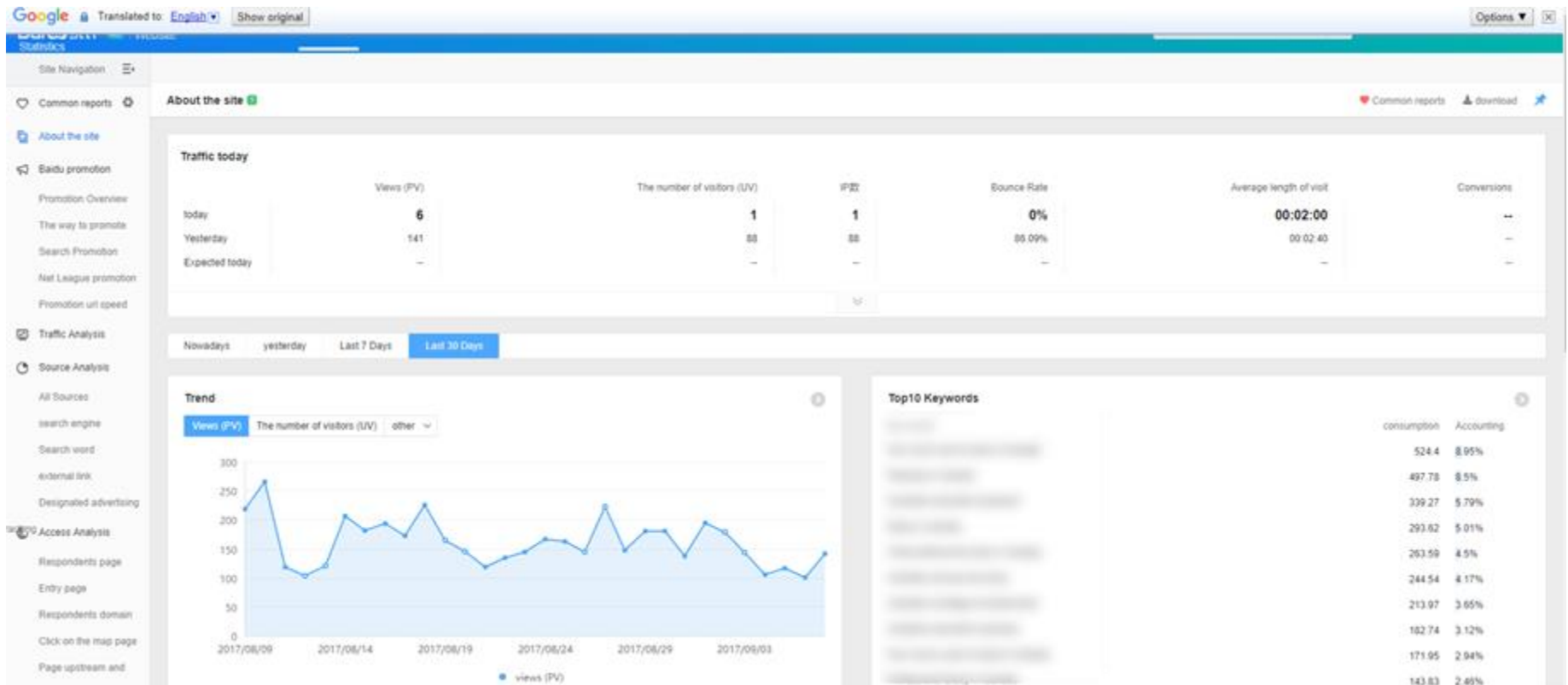
Baidu Tongji vs Google Analytics

- Seamless integration with Baidu PPC data;
- Report customization is limited
- Conversion analysis is limited

Baidu Tongji (Baidu Analytics)

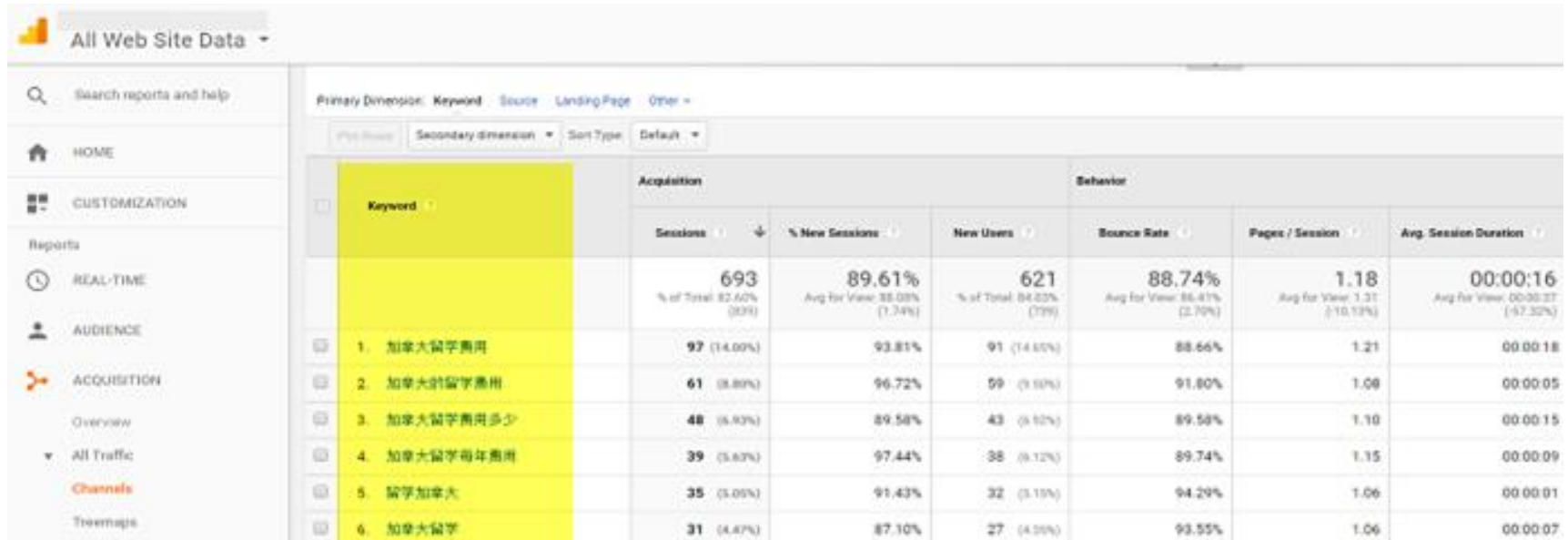


Baidu Tongji with Google Translate



Google Analytics Myth

- Though it cannot integrate directly with Baidu Tuiguang (PPC) data, we can still track keyword activity from Baidu campaigns in Google Analytics.



The screenshot shows the Google Analytics interface for 'All Web Site Data'. The primary dimension is set to 'Keyword'. The table displays acquisition and behavior metrics for various keywords. The top row shows aggregate data for all keywords, and the following rows list specific keywords with their respective metrics.

Keyword	Acquisition			Behavior			
	Sessions	% New Sessions	New Users	Source Rate	Pages / Session	Avg. Session Duration	
	693 % of Total: 82.60% (83%)	89.61% Avg for View: 88.08% (7.34%)	621 % of Total: 84.03% (79%)	88.74% Avg for View: 86.43% (2.79%)	1.18 Avg for View: 1.21 (-10.13%)	00:00:16 Avg for View: 00:00:27 (-57.32%)	
1. 加拿大留学费用	97 (14.00%)	93.81%	91 (14.00%)	88.66%	1.21	00:00:18	
2. 加拿大留学费用	61 (8.80%)	96.72%	59 (8.80%)	91.80%	1.08	00:00:05	
3. 加拿大留学费用多少	48 (6.93%)	89.58%	43 (6.40%)	89.58%	1.10	00:00:15	
4. 加拿大留学每年费用	39 (5.63%)	97.44%	38 (5.63%)	89.74%	1.15	00:00:09	
5. 留学加拿大	35 (5.05%)	91.43%	32 (4.76%)	94.29%	1.06	00:00:01	
6. 加拿大留学	31 (4.47%)	87.10%	27 (4.00%)	93.55%	1.06	00:00:07	

Baidu Traffic in Google Analytics

Source / Medium	Acquisition			Behavior			Conversions All Goals		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	7,282 % of Total: 100.00% (7,282)	7,251 % of Total: 100.03% (7,249)	8,433 % of Total: 100.00% (8,433)	88.30% Avg for View: 88.30% (0.00%)	1.25 Avg for View: 1.25 (0.00%)	00:00:29 Avg for View: 00:00:29 (0.00%)	0.23% Avg for View: 0.23% (0.00%)	19 % of Total: 100.00% (19)	\$5,700.00 % of Total: 100.00% (5,700.00)
1. baidu / cpc	6,231 (85.08%)	6,221 (85.80%)	7,159 (84.89%)	90.07%	1.19	00:00:22	0.14%	10 (52.63%)	\$3,000.00 (52.63%)
2. (direct) / (none)	661 (9.09%)	642 (8.85%)	785 (9.31%)	77.71%	1.71	00:01:19	1.02%	8 (42.11%)	\$2,400.00 (42.11%)
3. baidu / organic	386 (5.27%)	360 (4.96%)	399 (4.73%)	85.21%	1.28	00:00:38	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. mp.weixinbridge.com / referral	9 (0.12%)	6 (0.08%)	10 (0.12%)	50.00%	1.70	00:02:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. cpro.baidu.com / referral	5 (0.07%)	5 (0.07%)	5 (0.06%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. c.tieba.baidu.com / referral	4 (0.05%)	4 (0.05%)	4 (0.05%)	75.00%	1.25	00:00:22	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. google / organic	4 (0.05%)	3 (0.04%)	8 (0.09%)	75.00%	1.25	00:02:45	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. hi.jsinfo.net / referral	4 (0.05%)	0 (0.00%)	22 (0.26%)	36.36%	2.73	00:03:23	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Newsletter / (not set)	2 (0.03%)	0 (0.00%)	11 (0.13%)	36.36%	2.55	00:06:41	9.09%	1 (5.26%)	\$300.00 (5.26%)
10. weibo.com / referral	2 (0.03%)	1 (0.01%)	3 (0.04%)	33.33%	2.33	00:05:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

.CN Domain Name

- **Why:** According to the new regulations which are effective as of June 1, 2017 in China, any foreign entity which has or is planning to have business in China must register its domain name in the country.
- **Registration:** The documentation required to register a .cn domain name depends on where the applicant is; however, the must-have information includes a Chinese citizenship ID and the applicant identity verification process.

ICP License

- ICP License stands for: Internet Content Provider License, a state-issued registration number that allows you to host your website on a mainland Chinese server.



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ICP License number must be displayed at footer section.

The ICP has to be visible on the website

CRM

Inquiry
Follow-Up

Do you use a CRM to manage your potential student inquiries?



Destination Canada – Internationale Sprachferien
Lernen durch Freude

Verbessere dein Englisch, erlebe die kanadische Kultur und genieße den Sommer voller Spaß und Spannung. Seit 1980 schließen Schüler und Schülerinnen Freundschaften aus aller Welt.

Im Sommer Camp für 10-17-Jährige in Ottawa, Kanadas Hauptstadt, bist du direkt vor Ort, wenn Kanada in diesem Jahr den 150. Geburtstag feiert. Du kannst in Ottawa viele einmalige und

Weitere Infos anfordern
zum Programm,
Zeitplan und Bewerbungsprozess!

VORNAME*
NACHNAME*
E-MAIL-ADRESSE*
TELEFONNUMMER*



New leads are entered in the CRM in real time

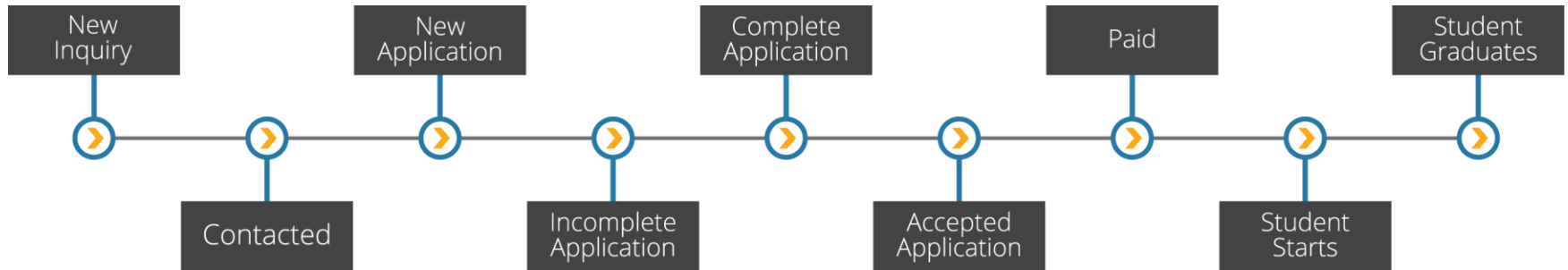
Dashboard
Calendar
Contacts
Agencies
Segments
Components
Campaigns
Channels
Points
Stages
Reports

Contacts

Filter... Q

	Name	Email	Location	Stage
			United Kingdom	New Inquiry
			Germany	New Inquiry
			Brazil	Student Starts
			Canada	New Application
			United States	New Inquiry
			Abkhazia	New Application

Stages in the admissions process

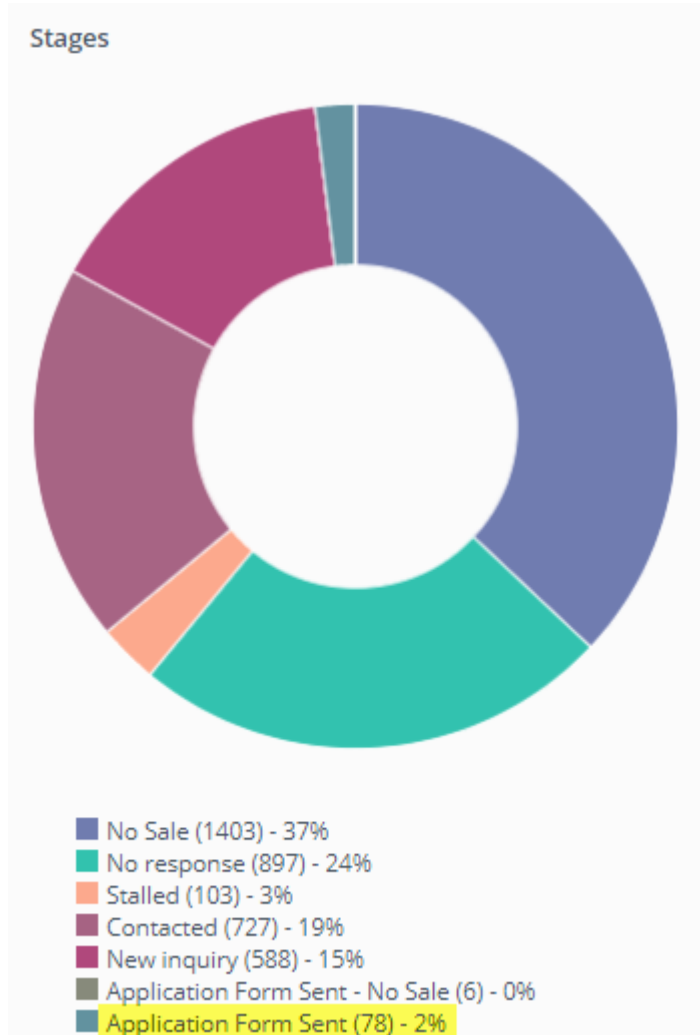


These are the common stages which typical leads and applications go through

Example of a follow up procedure with new leads

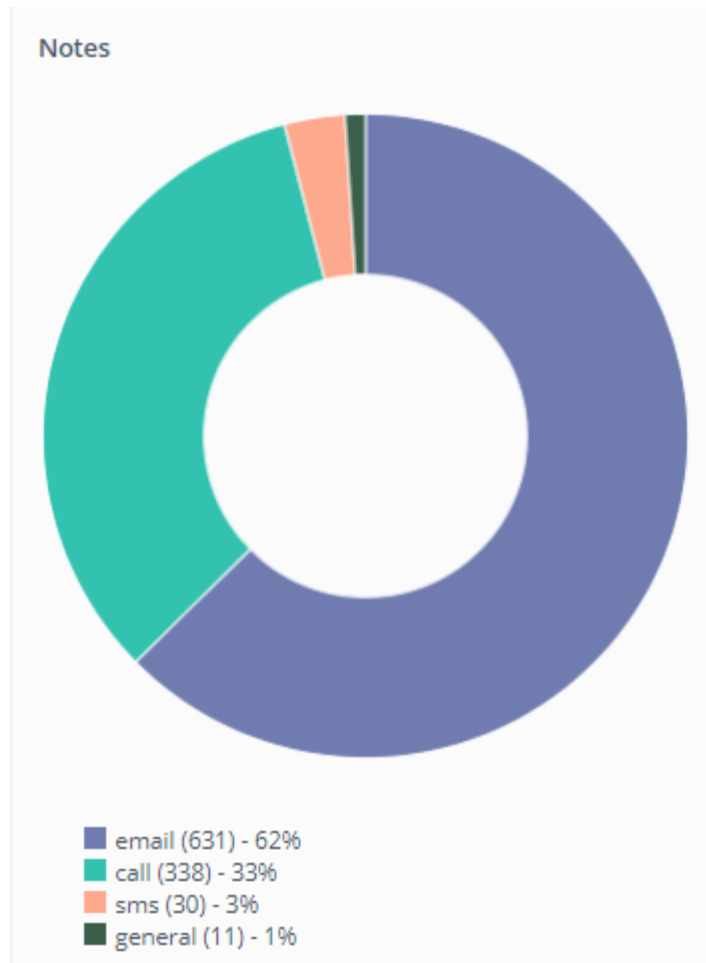


CRM – Leads by Admissions Stages



- Each lead gets “tagged” with the most recent stage
- In this example, 78 or 2% have the “application form sent” stage indicating they applied

Converting an inquiry to a booking takes effort!



- Use your CRM to monitor the follow up activity
- We see a range of 12-20 activities per lead for them to book!
- In this example, we have 1010 follow up activities to book 78 students or 13 activities on average.

Using CRM to Establish the ROI of your Digital Marketing

Programs



Professional Business English (19) - 90%
English for Academic Purposes (2) - 10%

Channel



Website (7) - 33%
Google PPC Mobile (7) - 33%
FB Paid (3) - 14%
Google PPC Desktop (4) - 19%

Country



South Korea (2) - 10%
Ecuador (1) - 5%
Saudi Arabia (1) - 5%
Brazil (2) - 10%
Mexico (1) - 5%
Spain (1) - 5%
Canada (12) - 57%
Germany (1) - 5%

Conclusions

- Perform keyword research to plan your AdWords campaigns
- Know your personas to define your Facebook campaign audiences
- Paid advertising traffic is mobile
- Chinese Digital Marketing takes resources
- Be equipped to follow up with your inquiries in their native language
- Use CRM to measure and execute your follow up

Have questions about this presentation?

I'm easy to reach at:



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