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**AN INSIDER'S GUIDE TO  
DIGITAL MARKETING & RECRUITMENT**  
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# DIGITAL MARKETING PLAN

EXAMPLE

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## MARKET ANALYSIS

Provide an overview of the market, your institution's performance and position in the market, and the current opportunities. Your recruitment plan should influence the content of this section.

*Australia remains a popular destination for Malaysian students attracting 9,466 commencements in 2013 compared with 8938 commencements in 2012, representing a growth of 5.91%. 53.99% of commencements were in the HE sector, followed by 27.76% in the VET sector.*

*Monash University, Curtin University and Swinburne University of Technology all have campuses in Malaysia and therefore enjoy strong brand recognition in the market.*

*While Victoria, as a state, attracts the largest number of Malaysian students, out of any state or territory, this established market focuses on rankings. Therefore, from a Victorian perspective, the likes of U. Melbourne, Monash University and RMIT University are highly successful in the market.*

*The majority of VU's Malaysian cohort come via our partner institution. We do not attract many direct applicants, sponsored students nor many students via agents. Business remains the most popular discipline, however interest in engineering also exists.*

*The key recruitment strategies for Malaysia are to: increase the number of UG business and MBA transfer students from Sunway University College, establish pathways with colleges such as Taylors College and INTI College to attract UG business students and to increase the number of direct PG business enrolments at the University. UG transferring students tend to be males, aged 19-22 years old. The majority of effort will be focused in Subang Jaya and Johor Bahru.*

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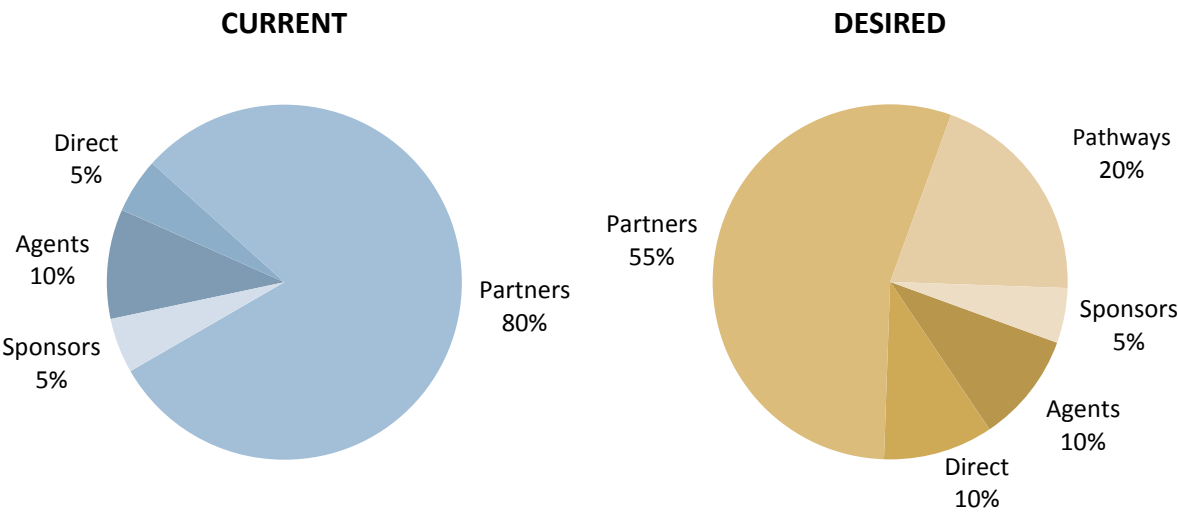
## DIGITAL LANDSCAPE

Analyse the digital trends and preferences of the market:

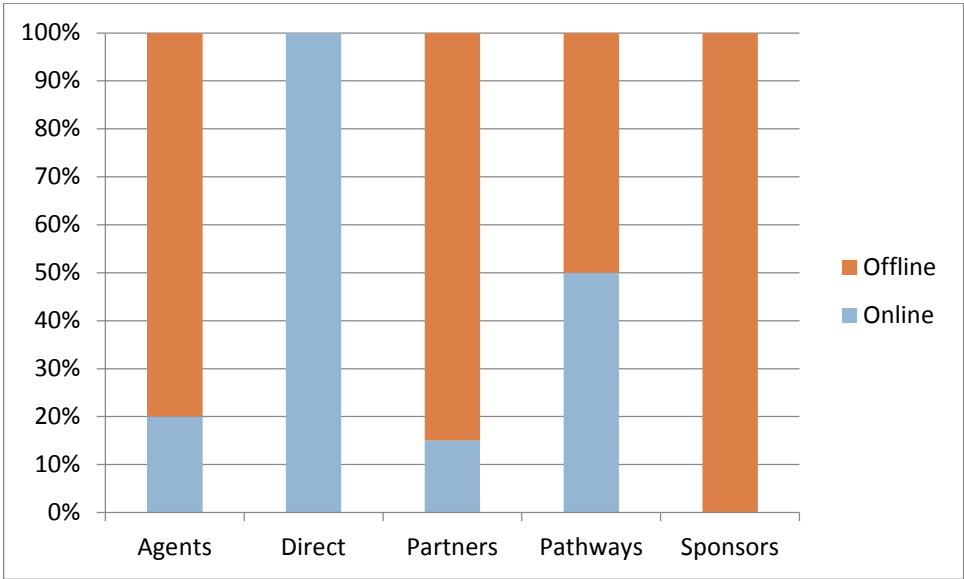
Internet penetration: <b>60.7%</b> <a href="#">Internet World Stats</a> (June 2012)	Mobile internet use: <b>17%</b> <a href="#">On Device Research</a> (February 2014)
Most popular search engine: <i>Google</i>	Primary search language: <i>English</i>
Most popular social media sites: 1. <i>Facebook</i> 2. <i>YouTube</i> 3. <i>Blogspot</i>	Most popular content sites: 1. <i>Malaysiakini.com</i> 2. <i>Thestar.com.my</i> 3. <i>Lowyat.net</i>
Significant competitor online marketing activity: <i>Monash University, Swinburne University of Technology and Curtin University's benefit in internet search from having Malaysian campuses.</i>	

CHANNELS

Identify the current and desired mix of recruitment channels in the market:



Determine the proportion of online activity required for each channel:




Identify the profile, online information sources and needs of students in key channels:

CHANNEL	STUDENT PROFILE	INFORMATION SOURCES	INFORMATION NEEDS
<b>Agents</b>	<ul style="list-style-type: none"> <li>• PG – business, education</li> <li>• Subang Jaya, but also Kuala Lumpur and Johor Bahru</li> <li>• 21- 30 year olds</li> <li>• “High fliers”</li> </ul>	<ul style="list-style-type: none"> <li>• Agent websites</li> <li>• Search engines (eg. Google)</li> <li>• Study in Australia website</li> <li>• Facebook</li> <li>• Alumni groups/pages</li> </ul>	<ul style="list-style-type: none"> <li>• Graduate outcomes – employability, starting salaries</li> <li>• Rankings of key PG disciplines</li> <li>• Course specific USPs for key courses inc professional accreditation</li> <li>• High profile alumnus/success stories</li> <li>• Additional admissions requirements – work experience</li> </ul>
<b>Direct</b>	<ul style="list-style-type: none"> <li>• Business but a real spread of interest areas,</li> <li>• East and West Malaysia</li> <li>• “Explorers”</li> </ul>	<ul style="list-style-type: none"> <li>• Search engines</li> <li>• Hotcourses</li> <li>• Study in Australia</li> <li>• Facebook</li> </ul>	<ul style="list-style-type: none"> <li>• Institutional point of difference – value proposition</li> <li>• How to apply and application deadlines</li> <li>• PSW rights</li> <li>• Visa information</li> </ul>
<b>Partners</b>	<ul style="list-style-type: none"> <li>• UG - business, PG – MBA</li> <li>• Subang Jaya</li> <li>• Predominantly male</li> <li>• Non-Malaysian cohort small but present</li> <li>• 19-22 year olds</li> <li>• “Strivers”</li> </ul>	<ul style="list-style-type: none"> <li>• Partner website</li> <li>• Facebook (partner’s page)</li> <li>• Twitter</li> <li>• VU website</li> </ul>	<ul style="list-style-type: none"> <li>• Transfer process to VU Melbourne</li> <li>• Orientation and enrolment dates and venues</li> </ul>
<b>Pathways</b>	<ul style="list-style-type: none"> <li>• UG – business, engineering</li> <li>• Subang Jaya</li> <li>• 19-22 year olds</li> <li>• “Strivers”</li> </ul>	<ul style="list-style-type: none"> <li>• VU website</li> <li>• Partner website</li> </ul>	<ul style="list-style-type: none"> <li>• Credit arrangements</li> <li>• Benefits of choosing the pathway to VU (as opposed to other pathways)</li> <li>• How to apply</li> </ul>

## CONTENT STRATEGY

Develop a content strategy for the key recruitment channels:

<b>Positioning statement:</b> <i>One of the top 4% of universities globally. Part of a world class education system</i>		
<b>Key messages:</b> 1. Complete your degree in the same duration 2. Gain an opportunity to study in a third country as a VU exchange student 3. Open up international career opportunities		
<b>Communication style:</b> <i>Emotional -----X----- Rational</i>	<b>Objectives:</b> <i>Entertain</i> <i>Educate</i>	

## CALENDAR

Identify the key dates and nature of the recruitment cycle in the market:

JAN	FEB	MAR	APR
<b>Chinese NY</b> <ul style="list-style-type: none"> <li>Convert offers to acceptances (non-partner)</li> <li>Attract last minute applications via agents</li> <li>Pre-departure for transfer students</li> </ul>	<b>Chinese NY</b> <ul style="list-style-type: none"> <li>Intake commences at partner</li> </ul>	<ul style="list-style-type: none"> <li>Process acceptances from partner for Sem 2</li> <li>Agent fairs</li> </ul>	
MAY	JUN	JUL	AUG
<ul style="list-style-type: none"> <li>Pre-departure to students transferring from partner</li> <li>Attract last minute applications via agents</li> </ul>	<ul style="list-style-type: none"> <li>Attract last minute applications via agents</li> </ul>	<b>Hari Raya Aidilfitri</b> <ul style="list-style-type: none"> <li>Intake commences at partner</li> </ul>	<ul style="list-style-type: none"> <li>Agent fairs</li> </ul>
SEP	OCT	NOV	DEC
<b>Hari Raya Haji</b> <ul style="list-style-type: none"> <li>Info session at partner</li> </ul>	<ul style="list-style-type: none"> <li>Process acceptances from partner for Sem 1</li> <li>Study in Australia expo</li> </ul>	<ul style="list-style-type: none"> <li>Convert offers to acceptances (non-partner)</li> </ul>	<ul style="list-style-type: none"> <li>Attract last minute applications via agents</li> </ul>

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## STRATEGY

Outline your marketing objectives and approach for each recruitment channel:

### AGENT

Objective	Strategy	Audience	Timing	Budget	Expected outcome	Evaluation date	Actual outcome	Comments
<i>Improve quality of applications from agents in Colombia</i>	<i>1.1 Online training and resources on admission requirements and processes</i>	<i>Education agents</i>	<i>Q2</i>	<i>\$1500</i>	<i>20% increase in application to offer conversion rate in Sem 1 2016 over Sem 1 2015 results</i>	<i>15 March 2016</i>		

### DIRECT

Objective	Strategy	Audience	Timing	Budget	Expected outcome	Evaluation date	Actual outcome	Comments
<i>Increase conversion rate from offer to acceptance</i>	<i>2.1 Monthly Skype sessions with students who have received but not accepted an offer</i>	<i>Offer holders</i>	<i>Q3 / Q4</i>	<i>\$500</i>	<i>35% offer to acceptance conversion rate in Sem 1 2016</i>	<i>15 March 2016</i>		

### PARTNER

Objective	Strategy	Audience	Timing	Budget	Expected outcome	Evaluation date	Actual outcome	Comments
<i>Generate interest in Study Abroad programs from new US partner institutions</i>	<i>3.1 Social media campaign to promote Australian travel and lifestyle</i>	<i>Students at US partner institutions</i>	<i>Q3</i>	<i>\$5000</i>	<i>500 instances of social media engagement by end August 2015</i>	<i>15 September 2015</i>		

### PATHWAY

Objective	Strategy	Audience	Timing	Budget	Expected outcome	Evaluation date	Actual outcome	Comments
<i>Increase the number of enrolments via pathway arrangements</i>	<i>4.1 Develop and implement a digital campaign promoting the credit entitlements from pathway institutions to VU</i>	<i>Students enrolled or looking to enrol at pathway institutions</i>	<i>Q3</i>	<i>\$10000</i>	<i>30 applications submitted for Sem 1, 2016 intake</i>	<i>15 March 2016</i>		

## IMPLEMENTATION

Outline the activity and performance required to successfully implement each strategy:

### 2.1 Digital campaign to generate direct qualified postgraduate leads from Bangladesh for Semester 1, 2015

Purpose	Activity	Targeting	Key messages	Timing	Budget	Goals	Evaluation date	Results	Comments
<b>Attract</b>	<i>LinkedIn advertising</i>	<ul style="list-style-type: none"> <li>Age 25-35</li> <li>Living in Dhaka</li> <li>Graduate of Section 1 university</li> <li>Employed as a manager</li> </ul>	<ul style="list-style-type: none"> <li>International recognition</li> <li>MBA ranking</li> </ul>	1-15 June 2015	\$1000 ads \$200 agency	<ul style="list-style-type: none"> <li>1500 ad clicks</li> </ul>	16 June 2015		
<b>Attract</b>	<i>Facebook advertising</i>	<ul style="list-style-type: none"> <li>Age 25-35</li> <li>Living in Dhaka</li> <li>Graduate of Section 1 university</li> <li>Interested in IELTS, IDP, Study in Australia etc</li> </ul>	<ul style="list-style-type: none"> <li>Study in Australia</li> <li>International recognition</li> </ul>	1-15 June 2015	\$1000 ads \$200 agency	<ul style="list-style-type: none"> <li>2000 ad clicks</li> </ul>	16 June 2015		
<b>Engage/Acquire</b>	<i>Landing page</i>	<i>Visitors from Facebook and LinkedIn advertising</i>	<ul style="list-style-type: none"> <li>Affordable tuition fees</li> <li>Research or coursework options</li> <li>Alumni success story/statistics</li> </ul>	Go Live 31 May 2015	\$1000 agency	<ul style="list-style-type: none"> <li>250 enquiry form submissions</li> </ul>	7 March 2016		
<b>Convert</b>	<i>Email response template</i>	<i>Leads from landing page</i>	<ul style="list-style-type: none"> <li>Life in Australia/Sydney</li> <li>Entry requirements</li> <li>Career support</li> </ul>	1-16 June 2015	-	<ul style="list-style-type: none"> <li>50% open rate</li> <li>15% click-through rate</li> </ul>	30 June 2015		
<b>Convert</b>	<i>EDM</i>	<ul style="list-style-type: none"> <li>Leads from landing page</li> <li>Existing hot/warm postgrad prospects in Bangladesh</li> </ul>	<i>Meet Regional Manager in Dhaka for advice about future study in Australia</i>	20 June 2015	-	<ul style="list-style-type: none"> <li>40% open rate</li> <li>15% click-through rate</li> <li>10 students register to meet</li> </ul>	4 July 2016		