



Australian Government  
Austrade

# How to market your institution to the Japanese market

E-marketing for Education Exporters Workshop

Sydney 1 June 2009



**Fumi Matsumoto**

**Education & Training team leader  
Austrade North East Asia**

**Business Development Manager  
Austrade Japan**

# How do the Japanese make their mind?

## AIDMA

- Attention
- Interest
- Desire
- Memory
- Action

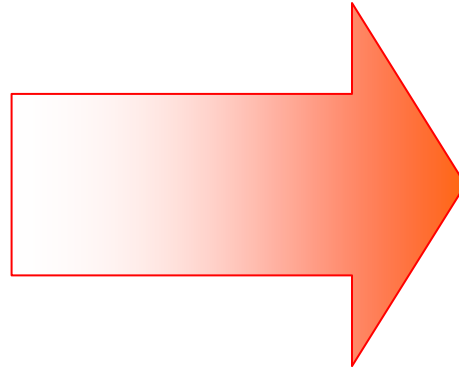


# New marketing strategy

## Japanese decision making process

### AIDMA

- Attention
- Interest
- Desire
- Memory
- Action



### AISCEAS

- Attention
- Interest
- Search
- Comparison
- Examination
- Action
- Share



## Please assess your marketing activities

Score: 1. Not at all ~ 3. Sometimes or close ~ 5. Yes, of course!


Q 1. Participated in fairs in Japan?

Q 2. Official Japanese website exists?

Q 3. Is the website listed in Top 5 of Yahoo Japan / Google Japan?

--

Q 4. Information on location, courses and fees can be found within 3 clicks?


Q 5. Credible information (CRICOS/NEAS etc)?

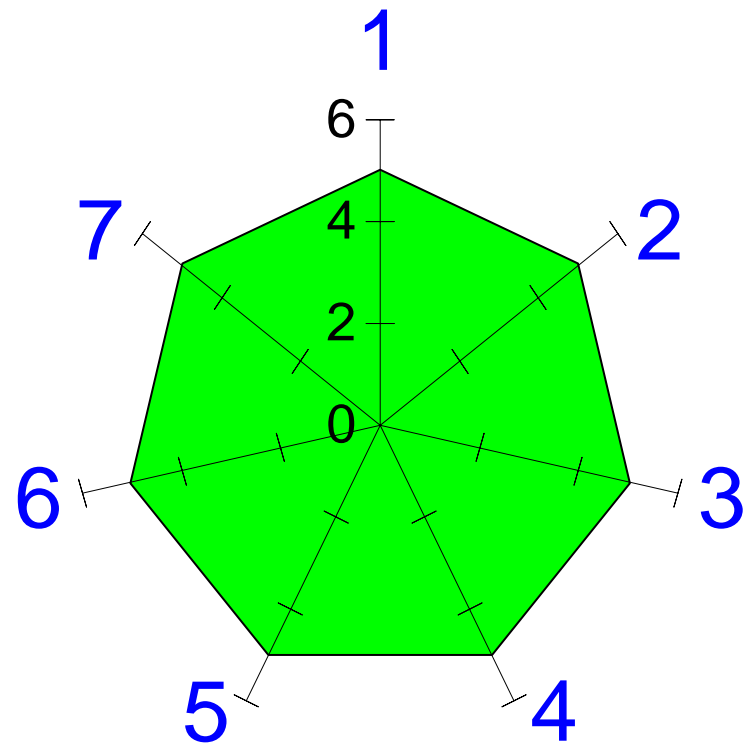
Q 6. Easy to apply and ask questions?

Q 7. Blog / Alumni / Testimonials on website?

**TOTAL SCORES:**



## Japan Marketing Strategy - AISCEAS



## Please assess your marketing activities

Score: 1. Not at all ~ 3. Sometimes or close ~ 5. Yes, of course!

➤ Attention

Q 1. Participated in fairs in Japan?

➤ Interest

Q 2. Official Japanese website exists?

➤ Search

Q 3. Is the website listed in Top 5 of Yahoo Japan / Google Japan?

➤ Comparison

Q 4. Information on location, courses and fees can be found within 3 clicks?

➤ Examination

Q 5. Credible information (CRICOS/NEAS etc)?

➤ Action

Q 6. Easy to apply and ask questions?

➤ Share

Q 7. Blog / Alumni / Testimonials on website?

**TOTAL SCORES:**

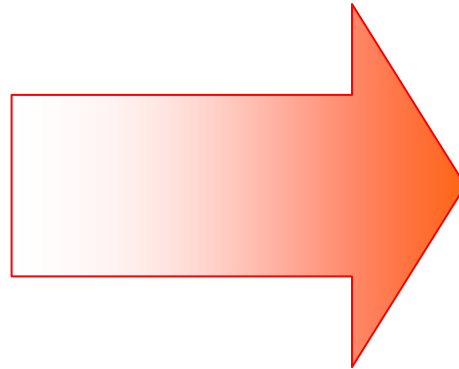


# New marketing strategy

## Japanese decision making process

### AIDMA

- Attention
- Interest
- Desire
- Memory
- Action



### AISCEAS

- Attention
- Interest
- Search
- Comparison
- Examination
- Action
- Share





*Can Japanese students find your school through Yahoo or Google in Japanese?*

Your website must provide official information in the way Japanese students expect to see it. Implementing an effective Japanese web marketing strategy will provide Australian institutions with the opportunity to directly access Japanese students and potential business partners to increase enrolments.

- Can your potential Japanese students find your Japanese website through Yahoo or Google in Japanese?
- Can your potential Japanese students find school information in Japanese from your website?
- Have you developed an effective marketing strategy related to the Japanese decision making process?

#### Who should consider this marketing package?

- Australian institutions who recruit Japanese students and study tours
- Recommended timing : four months before your next visit to Japan
- The total fee for this marketing package is AUD\$950

#### What you get from this marketing package:

Austrade will provide the following services in this marketing package:

- An assessment report of your Japanese website
  - if your site can be found in Yahoo/Google Japan
  - if your site provides appropriate information
  - if your site provides an easy-to-use interface
- Tailor-made advice on
  - what information should be included in your website
  - how you should structure your Japanese website
  - how you can develop Japanese marketing strategy on "AISCEAS"



#### Key contact

For inquiries about this marketing package, please contact:

Mr Fumi Matsumoto  
Business Development Manager  
Austrade Fukuoka, Japan  
Ph:+81-92-734-5055

#### What is "AISCEAS" ...??

"AISCEAS" is known as a new web based marketing strategy related to the Japanese decision making process.

Attention - Interest - Search - Comparison - Examination - Action - Share

# Austrade service

✓ **Assessment report**

✓ **Tailor-made advice**

✓ **How to develop Japanese marketing strategy on "AISCEAS"**



Australian Government  
Austrade

# How to market your institution to the Japanese market

E-marketing for Education Exporters Workshop

Sydney 1 June 2009



**Fumi Matsumoto**

**Education & Training team leader  
Austrade North East Asia**

**Business Development Manager  
Austrade Japan**