

eMarketing

Building an effective eMarketing strategy for your institution

Presenter

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Event

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eMarketing strategy for your college...



1. Why
2. What
3. Who
4. How
5. Issues & potential pitfalls
6. A case study
7. Conclusions

Why?

Remember this day like it was yesterday...??



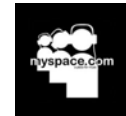
On 9/11/2001 no one had heard of :



OR :



OR:



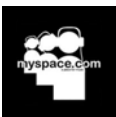
Today...



= **2nd most popular website** in the world. 20 hours of video uploaded *every minute*.
(bought by Google for USD1.65bn on 13 Nov 2006)



= **6th most popular website** in the world. 195 million accounts. (Microsoft bought a 1.6% stake for USD240m in Oct 2007.)



= **7th most popular website** in the world. 120 million accounts; 230,000 new users a day. (Bought by NewsCorp in July 2005 for USD580m.)

Remember this day...??



On 19/10/97 no one had heard of this:



Or this:



Or this:



Today...

Google



= **Most popular website** in the world
(Market capitalisation of USD219bn. Today 5th biggest US company. Only ExxonMobil, General Electric, Microsoft and AT&T are bigger)

= **8th most popular website** in the world
(First Web 2.0 user-generated site. As of Sep 2008, 12.4 million articles in 253 languages.)

= **240 million units sold** (Feb 2009)
(Has become a Generation Y icon.)



Remember the day he was elected...?



Answer: 11/03/1996

Most of the people in this room had never sent a single email when John Howard became Prime Minister of Australia.

A very different world from 10 years ago...

The way we communicate with people has changed



YouTube



skype

... the faster the better!

A very different world from 10 years ago...

The way we meet people has changed



A very different world from 10 years ago...

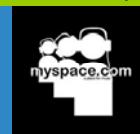
The way we conduct our marketing has changed:

- Less time & space
- More complexity
- More transparency & accountability
- Higher expectations on the part of everyone for everything



Our Students ... have also changed

Most of our prospective & current students are 'Generation Y' (Born 1978 – 1994)



Our students are:

- ⇒ Online
- ⇒ Opinionated
- ⇒ Informed
- ⇒ Networked
- ⇒ Socially active
- ⇒ Environmentally aware
- ⇒ Early adopters of new technology



Most of our students have:

- ⇒ A mobile phone
- ⇒ A laptop/PC + Internet connection at home
- ⇒ An iPod/MP3 player
- ⇒ Their own website/web space
- ⇒ A group of at least 50-350 'friends' with whom they communicate and share online information and their views about the world



Our students... are a different generation

- ⇒ Connected
- ⇒ Impatient
- ⇒ Incredibly demanding
- ⇒ Socially Responsible



*They want everything **FAST**, **GOOD** and **CHEAP***



Our students... hang out in places we've never been

- ⇒ Everquest
- ⇒ Second Life
- ⇒ Cyworld
- ⇒ Daum Café



Our students... are the most connected generation in history

- ⇒ **The way we used to market to them** (brochures, fairs, print advertising, etc) **is becoming less relevant. A new style of marketing is required.**

What?

3-year roadmap

eMarketing Strategy



Key strategy areas:

1. Web position
2. Customer value
3. Student recruitment
4. Organisational culture

Who?

Who are the stakeholders?

eMarketing Strategy



Key stakeholders

1. Students
2. Agents
3. Staff

How?

How?

eMarketing Strategy



1. Get your managers on board
2. Appoint an eMarketing coordinator
3. Get your students involved (and agents?)
4. Draw up a plan

Issues & Potential Pitfalls

Beware...

eMarketing Strategy



1. Results may take time
2. Low take up
3. One size *does not* fit all
4. The “conversation” may not always be positive
5. Access issues
6. Allocation of staff time
7. Wrong people making the decisions

A case study

Case Study: ACE

ACE Web strategy

ACE Social Networking



Conclusions

Conclusions...

eMarketing Strategy



1. Embrace the new marketing realities, or risk getting left behind
2. The new world order is a level playing field. The impact of established 'brands' is being whittled away (particularly by Google)

Conclusions...

eMarketing Strategy



3. Your younger staff can probably assist more than your older staff (and don't forget your students)
4. Different approaches will be required in different markets
5. Expect transparency on every eMarketing \$ spent (but don't expect immediate miracles)

A final thought...



"Most people overestimate the change that will occur in the next two years, but underestimate the change that will occur in the next ten. Don't let yourself be lulled into a false sense of security."

Bill Gates - former CEO, Microsoft