



Final Conference, 22 May 2015

EM-ACE

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Overview

- Recruitment and marketing service within the University of Glasgow
- Global branding approach
- College marketing strategies
- Erasmus Mundus – joint programme experience
- Issues, solutions, tips and trends

“Creating an Erasmus Mundus power brand: selecting the partners, profiling the programme and personalising the recruitment strategies”

Central marketing

Traditional marketing and student recruitment methods

- Events – recruitment fairs, open days, student presentations
- Print materials – prospectus, posters, leaflets etc
- Advertising – newspapers/magazines, emails
- Partners – EU mobility partners, international links
- Word of mouth – family, friends, work colleagues
- Students – all levels of study
- Stakeholders – corporate approach

Useful for programme promotion, launch and raising awareness

Traditional + ...



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College/School marketing

Innovation, focus and customisation

Internal communications campaign

1. EM programme champions
2. EM ambassadors
3. Current students
4. Promotion
 - Staff
 - Current student body
 - Campus or College newsletters
 - Meetings at College/School/Services/committees

College/School marketing

Innovation, focus and customisation

External communications campaign

1. Paid advertising on Masters sites (banners, skyscrapers)
2. Enhanced listings and profiles
3. EM web links to all partners – cohesive approach
4. Social media activity (convener and partner-driven)
5. Targeted Google ad-word campaigns
6. Video testimonials and academic vox pops
7. Conversion – web chat activity
8. Consistency – unified branding messages

Engagement

- Alumni
- Partner institutions
- Employers/industry/private sector
- Placement partners
- Networks

Sustainability

- Planning
- Coordination
- Communication
- Demonstration
- Experience

Defining and sharing

- **Programme & offer - USP's**

Distinctive teaching approach, practitioner involvement, supportive learning community, employability

- **Research**

Understand your potential or intended audience (secondary evidence, focus groups,

- **Identify key contacts**

Decision-makers

- **Multiple recruitment cycles**

Understand timescales

Next steps

Future developments

1. Experience – from existing programme and new programme development & bids
2. Measurement of impact
3. Delivering enhanced student experience
4. Market intelligence & CRM
5. Branding, the tricky steps
6. The student journey



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Thank you

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