

Case Study

The Overview

In this case study, I would like to talk about an instance where I had to undertake a campaign for an educational institution. The campaigns were dedicated to promote the University of Limerick as a world-class education provider and to raise the profile of Ireland as a top destination for international students.

Since our team had to build everything from scratch, we had to undergo various challenges in planning and executing activities related to the campaign. But, with constant improvements, I was able to understand the expectation of prospects and thereby increasing the online follower base as well. When I recall, the main success factor was the connection of alumni members to the potential students who were coming from various parts of the world. Utilizing the first-hand student experiences made a key difference in the University's ability to recruit international students.

For one year, we implemented many online activities to attract students to the campus. The results were truly overwhelming and the campaign was a huge success.

The Challenges

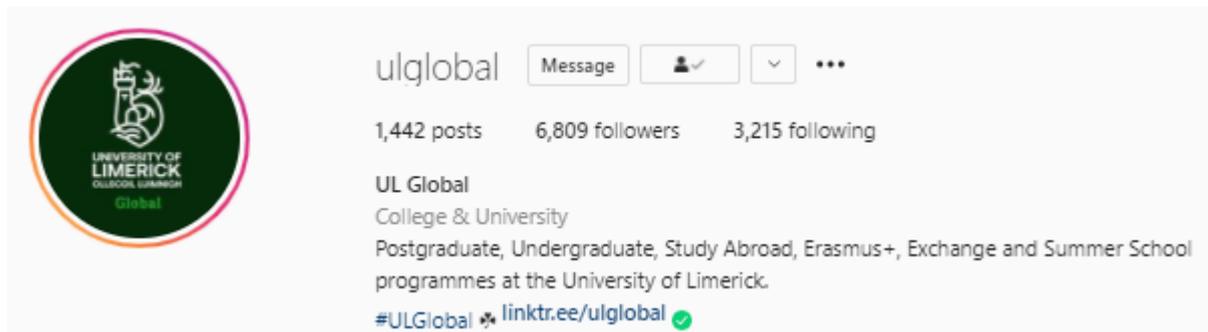
- The Instagram and Facebook pages were relatively fresh with a small follower base. It lacked the content quality to attract the masses as well. So, **the challenge was to reactivate the existing pages with good and shareable content.**
- The management was **not able to provide updated information on the previous batches of students.** So, making a database of relevant contacts (for student counseling) had to be sorted out.
- **Students were from various nations.** So, a plan needs to be drafted to target them based on countries.
- **Developing a less formal way of communicating** with the prospective students was another challenge. The majority of the student population falls under the ages of 18-25. Choosing the right approach was very important.

The Solutions

Instagram and Facebook Content Creation

- Instagram stories with **polls, ask any questions, and quizzes were used** to get better engagement.
- Updates on student counseling and live sessions were **promoted mainly through Instagram Stories.**

- Started posting content that covered the beautiful **travel destinations in and around the University.**



- **Hashtags were used to target students from the major cities across Europe and the USA.**
- The captions were simple and welcoming.
- Also, **separate pages** were managed **for the major clubs and societies** on Instagram.

International Student Ambassador Program

- Launched the International Student Ambassador Program **that provided mentorship and counseling to new students.**
- Application links were promoted using the website and Instagram page.
- Once selected, they were **assigned based on their respective countries to provide more customized responses to students.**

Blogs

- Started writing blogs **about my perspectives, experiences, and knowledge.**
- The student ambassadors were also requested to submit entries. I **proofread the contents and made changes accordingly.**
- Created a database for the blogs on the website and made sure that anyone who visits the website will be able to notice it promptly.

- Used FB and Instagram **story updates to promote the blogs** from time to time.

Here is a glance from one of the blogs I had published for the University:

“The University was in close touch with nature and seeing the Shannon River from the Living bridge was the most memorable view I had in my life. I made new friends from all around the world. It made me feel that I was living in a very small world and there is so much to see for myself. Limerick is a very peaceful and safe place. There is a very large community of students living here. There are many places for entertainment and they have free music performances during weekends. The native people are down-to-earth and caring.

I slowly found myself very happy. Looking back, it was the best decision of my life. There are lots to see and experience from the land of the culture!”

Live Sessions

- Utilized the **LinkedIn page to get in touch with the noted alumnis** that graduated from our University.
- Personalized messages were sent to **invite them as Guest Speakers for the live Q&A sessions** that were conducted to interact with interested prospects.
- The details and **registration link were promoted well in advance across various platforms.**



International Events on Campus

- **Sharing student experiences** were very important to attract more followers.
- Started organizing events to **celebrate international festivals**. For instance, we organized the Diwali and Holi celebrations for the Indian students.
- The **pictures were used to create content on Facebook and Instagram**. These festivals were celebrated for the first time on campus.

The Results

- **Response time** for online student queries was **reduced from 2 days to just 6 hours**.
- The number of **students enrolling from international countries increased by 12 %** for the next intake.
- Over **22 live sessions** were conducted between alumni speakers and students during that academic year.
- The international festival celebrations organized on the University campus attracted a lot of international crowds and good responses were received on the Instagram page as well. A **hike of 1000+ likes on such event-related posts** was noticed on the Facebook page.
- The number of **followers on Instagram increased by 3000** in less than 8 months.
- The **click-through rate rose from 3% to 8%** in one year.

Lessons Learned

- **Research on the interests and expectations** of prospective students aided in creating more fun and engaging campaigns across Instagram and Facebook. **Reaching out to influencers** proved to be a good strategy while promoting on Instagram.
- **Cultural Exchange** was a major driving force that drove these events to success. The Diwali celebrations were arranged in the convention hall and pulled in the crowd from other nationalities as well.
- Realized that **non-academic content generated more traffic through the website and other platforms**. On average, **1000 more likes were received for the Instagram posts** about traveling or local cuisine.
- At first, I was confused about selecting the right counselors for the prospective students. But, I made the right move by running the Student Ambassador program to **recruit student volunteers and alumni members to answer student inquiries**. Sharing their first-hand experience was a good strategy to attract more students. **LinkedIn was a better platform to reach out to alumni members**.
- Finally, using the **trending as well as localized hashtags** on Instagram posts proved to target my audience in a better manner.