

SIEBA WEBINAR: TUESDAY 2 JUNE 2020

Guest Presenters: Education New Zealand

Dan Smidt, Director, Channel Services and Partnerships

Euan Howden, Director, Marketing Platforms and Campaigns

Dan and Euan shared the Digital First Attraction and Marketing presentation they gave to a recent global Climate Action Network for International Education conference.

Key Points

Make Digital Connections

ENZ has invested in a digital transformation journey to develop capability to connect to audiences digitally and remain relevant, engaged, and able to influence decisions about study in NZ. Their digital marketing systems now allow them to deliver the ENZ brand and engage with audiences across the globe.

Target Specific Audiences

Students are attracted to NZ because of our values of kaitiaki, ingenuity, and sustainability and are interested in a place that is not just focused on the present but starting to think about future generations. They are becoming more likely to be focused not just on their own futures but that of the planet.

Virtual Recruitment Space

This is going to be increasingly important at a time when we need to be creative in finding ways to market as activities used in the past are no longer available.

The Way Students Get Their Information

There have been significant changes in the way students research study options and destinations. KANTAR TNS Research has shown that students are increasingly turning to their peers and student cohorts to get information about where they want to study. ENZ Kiwi (student) Ambassadors post user generated content on ENZ channels, produce blogs, video content and host regular Instagram Live sessions. The use of current students provides authentic storytelling and help in answering questions.

Websites

A web search is the most impactful information source. A relevant and high performing website is

critical. Students expect to access quality, informing and engaging online content that is tailored to their specific needs. The information provided needs to anticipate their questions.

Agents

Whilst we cannot visit agents face to face there are still mechanisms available to engage with them and keep them motivated and satisfied with the work they do. Agents are wanting more digital solutions and technology from providers, including online enrolment systems. Agents understand that digital engagement can be integrated with more traditional face to face recruitment to provide a better overall experience for students.

ENZ Agent Lab was launched in July 2019 and enables digital engagement for agents. 3,700 registered users; content tailored towards current events and agents' immediate needs including specific Covid-19 information. Regular webinars host between 600 to 700 agents. There has been a huge increase in agents using digital platforms to get information.

Future Opportunities

Member portal soon to be launched which will provide:

1. Market intelligence
2. New digital services to align with Immigration NZ to give information about students' visa processing
3. Virtual fairs and conferences

Questions:

Are there plans to hold any virtual fairs in 2020?

An events calendar for the next 12 months is being developed which is expected to include virtual fairs. A survey has been sent out seeking provider input on the value of online and virtual events as a useful recruitment tool in the next 6 months and then beyond as things go back to normal.

There are companies already running virtual events FPP, IDP and others are emerging. Many agents are also working on virtual platforms.

Is there any data on school age students that traffic through My Study NZ website?

There are more schools than leads and there is a wide range across

How important is it to keep schools profile updated?

A school's profile must be kept current – it is the engine that powers all of ENZ marketing. Schools are encouraged to get their content updated.

How do schools access and edit their profile on the ENZ site?

To edit a school profile, go to the Study in NZ site studyinnewzealand.govt.nz scroll right down to the bottom and click on institution login. If you have forgotten password it will take you through a reset process.

Has ENZ surveyed agents to gauge what they need from schools and what value they see in virtual fairs and online solutions?

Offshore ENZ teams engage with agents regularly. Many agents are already working on virtual platforms. Agents are also going to ENZ to seek what they should be offering.

ENZ plans to develop a virtual agent seminar format.

How to keep engaging with agents while borders are closed?

Keep them engaged and motivated, ENZ is developing more digital collateral.

In the current environment, how important are school websites for marketing and recruitment and what advice do you have for schools for their websites?

Institutions' websites are the single most important recruitment source and influencer of student choice for NZ. This is not the case for other countries where the role of the agent is more critical as in Australia and UK.

It is vital that websites are intuitive and up to date. Create a customer journey to provide a structure that takes a student from the landing page to the key international detail to a clear call to action to have the student make the decision to enrol. Basic information must be up to date including contact details, staffing, current fees.

How important is other social media for schools marketing?

Social media is a powerful channel but needs a dedicated resource. If it is not managed well it is a waste of time and should be tailored to scale of school, ambition, money, and expertise.

If schools do not have the resource or ability, then schools could look at using a social media marketing company, but it is costly.

Be where the audience is – it is social. User generated and live streamed content works across all markets. Facebook is still relevant everywhere except China.

70% of efforts should be on schools' own channels eg website, videos, Instagram which are mostly free or low cost. Good content is essential. Use students to run channels. Students talking to other students most effective.

Korean platforms?

Facebook is still effective with high usage rates especially within target audiences.

What platform equivalent to Instagram/Facebook can be used in China?

@THOM WeChat, Weibo, Zhihu are what ENZ is active on, but they warn that it is fraught with complications if schools try and do it themselves.

What is the best link to direct parents/younger students to on the ENZ website?

<https://www.studyinnewzealand.govt.nz/study-options/schools/>

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Resources

Log in to ENZ Skills Lab <https://skillslab.enz.govt.nz/learn/> for a wide range of resources including digital and social media marketing tools.