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INTERNATIONAL EDUCATION ADVANTAGE, LLC

Digital Media & Strategy in China: The Why & How to Make It Work

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Benjamin Waxman, Intead

Contents

- **A few macro facts**
 - The significant players
 - Importance of Social Media and Mobile
 - Highest use digital media tools for student recruitment
- **How to approach China**
 - Do this, but DON'T do that
 - Finding out how your brand presents in China
- **Handouts**
 - Social Media Planning Grid (sample and blank worksheet)



CHINA

We all know that China is big and has impressive statistics for many services, but the important question for us as marketers and recruiters is: How important are digital technologies for information gathering for students and parents on our services? Note the significantly larger number of people who prefer mobile devices (916M) to access the internet. In rural China, mobile access is far more reliable and less expensive than purchasing a computer.

For perspective, the entire population of the United States is 300 million people.

1,339,724,852

TOTAL POPULATION



50%

50%

URBAN

RURAL

485,000,000

INTERNET USERS



36%

INTERNET PENETRATION

536,000,000

USERS ON TOP SOCIAL NETWORK



40%

SOCIAL NETWORK PENETRATION

916,500,000

MOBILE SUBSCRIBERS



67%

MOBILE PENETRATION

we are social

SOURCES: UN DATA, ACCESSED NOV 2011; INTERNET WORLD STATS, ACCESSED NOV 2011; LATEST SITE-REPORTED FIGURES AS AT NOV 2011; OPERATOR-REPORTED FIGURES AS CITED ON WIKIPEDIA, ACCESSED NOV 2011

Source: <http://www.slideshare.net/wearesocialsg/we-are-socials-guide-to-social-digital-and-mobile-in-china-dec-2011-10474962>

Universities' favorite marketing and communications tools are blocked in the Chinese market

So let's take a look at what the Chinese ARE accessing online?.



YouTube is blocked in China

Video is an extremely important marketing tool. Youku, China's version of YouTube, is the second largest video site in the world after YouTube and has 26.5 million visitors daily.

youku 优酷

搜索

登录 | 注册 观看记录 上传

首页 电视剧 电影 综艺 音乐 动漫 全部 资讯·科技 娱乐·搞笑 旅游·母婴 排行 个人中心 会员 APP下载

一段超越感官的 极速追逐

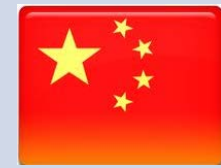
越界动能 当先不让 全新一代揽胜运动版 一触即发 了解更多

数学滚粗高考? 一起吐槽被虐过的那些年 资讯快车 24.5万 289 深度阅读

揭泔水如何变身地沟油

INTERNET WATCH

Social Media



Microblogs



Tencent (QQ), Weibo,
Sina Weibo

Social Networks



Qzone, RenRen

Video Sharing



Youku, Tudou

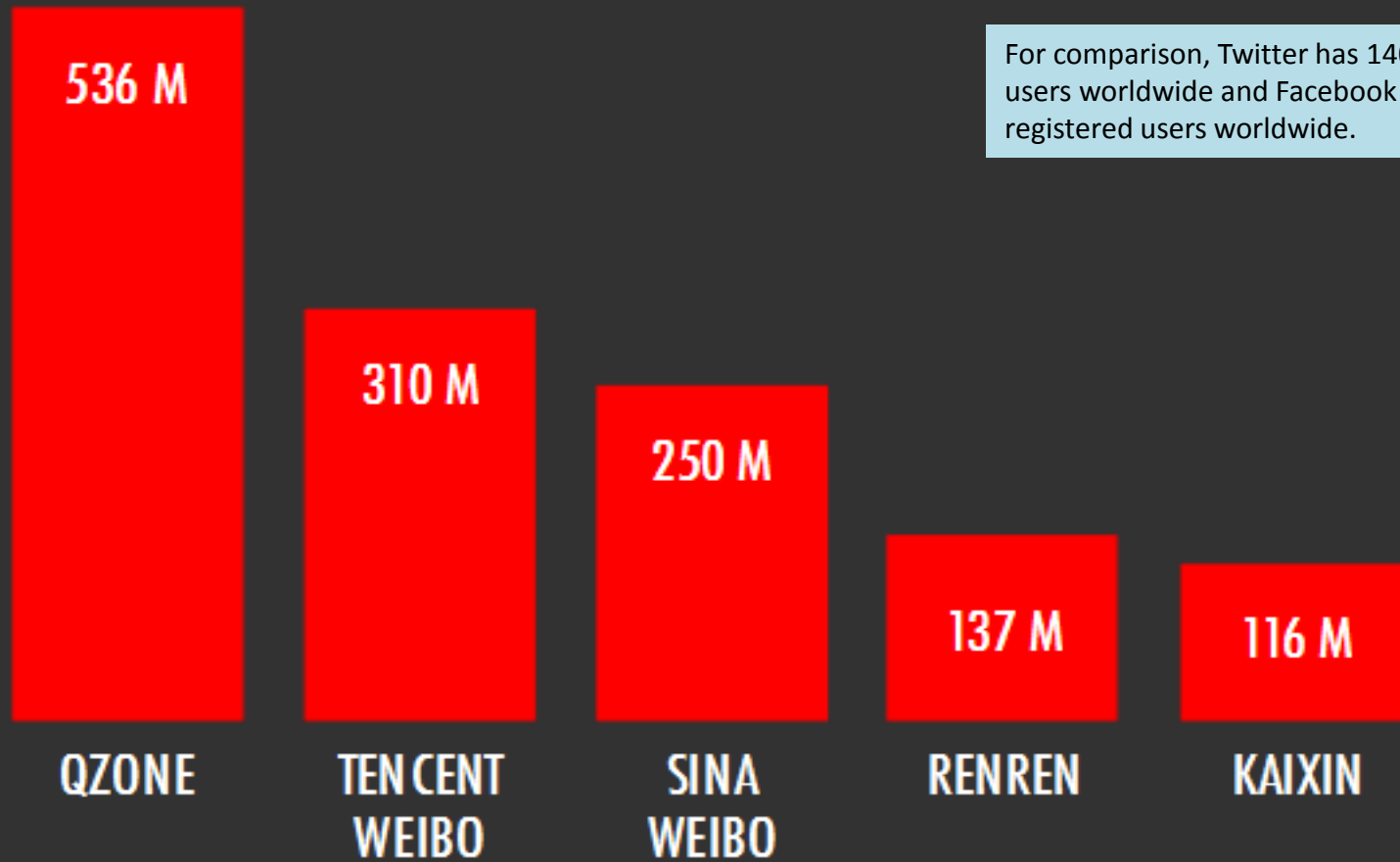
Publishing



Baidu Baike

China has a large number of homegrown social media solutions that differ from our services in the U.S and in other recruiting markets.

TOP SOCIAL NETWORKS IN CHINA BY USER NUMBERS



For comparison, Twitter has 140 million active users worldwide and Facebook has 1.2 billion registered users worldwide.

we are social

SOURCE: BASED ON LATEST SITE-REPORTED REGISTERED USER NUMBERS, NOVEMBER 2011

Cannot display this webpage

With the www.youtube.com connection has been interrupted.

The following are some suggestions:

Later please reload this webpage.

Please **check your Internet connection**, **restart** you may be using any router, modem and other network equipment.

"Google Chrome browser" as allows the program to add to your firewall or antivirus software settings. If it is allowed to program, try from allowing the program list will be deleted, and then add it again.

If you use a proxy server, please check your proxy settings or contact your network administrator, in order to ensure the normal work of the proxy server. If you think that we should not use a proxy server, please adjust your proxy settings : to the wrench Menu > Settings > Advanced Options > change proxy settings... > LAN settings, uncheck" use a proxy server for your LAN" checkbox.

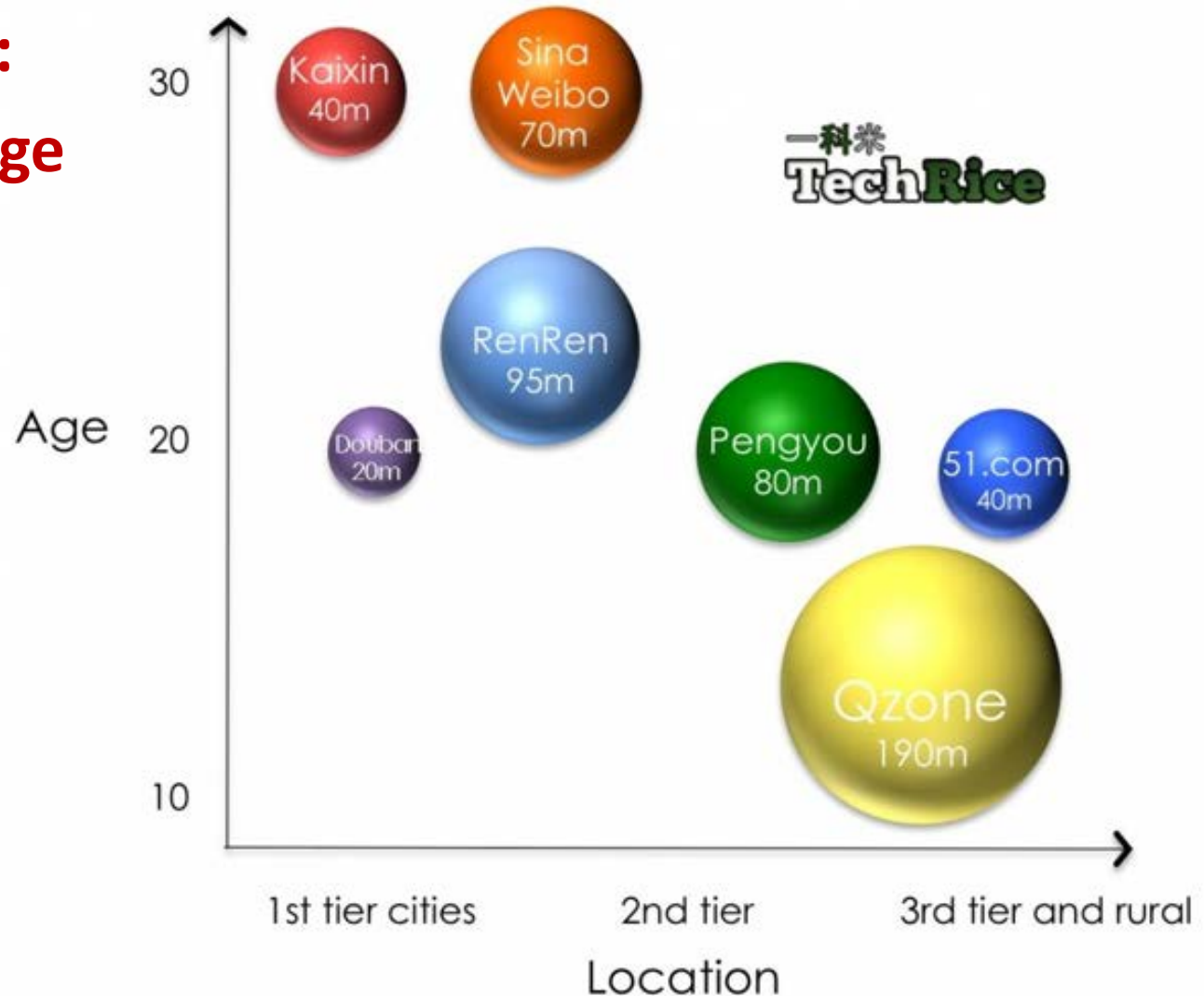
So when you put your Facebook, Twitter, Google+ or YouTube feed on your website, this information (in Chinese) is what your Chinese visitors see -- essentially saying "Your technology is not working." The meaning of that is: You are **not** going to see this content.

Powered by  Google™ Translate









Social Media Use: Geography and Age

Just like in the U.S., different social media tools have different followings. In the U.S., we know that LinkedIn has career-focused professionals, whereas Facebook is more inclined toward family and social activities.

Different age and regional demographics in China play into which social media channels are popular.



China's Top Social Networks

			Type	User Demographics	Active Users (millions)	Reg. Users (millions)	Alexa CN Rank
1	Qzone (Tencent)		Nickname SNS	Teens	190 ²	481 ³	#12 (Qzone only est.)
2	RenRen		Real-name SNS	Students, white-collars	95 ¹	170 ¹	#16
3	Pengyou		Real-name SNS	Students, white-collars	80 ²	131 ³	#36
4	Sina Weibo		Microblog	White-collars	65	120	-
5	Kaixin001		Real-name SNS	White-collars	40 ¹	95	#19
6	51.com		Real-name SNS	Lesser-tier cities, rural users	40	178	#51
7	Douban		Nickname SNS	Urban youth	20	40	#22
8	Taomee (Seer, Mole, etc.)		Children's SNS / Games	Children, mothers	20 ²	180	-

Ren Ren is the social media network we recommend as a starting point for reaching college bound students in China. You can add more social media channels as you develop an internal content production/dissemination process and become proficient.

The Latest Entrant: 400M Users – Launched in 2011/2012

We are watching WeChat closely. This one has grown to 400M users in only about 16 months.

For perspective: The first iPad was introduced in 2010. Tablets did not exist before then...

The field is changing rapidly.

WeChat

首頁 下載 功能特性 常見問題 聯絡我們 繁體中文

我的設定 我的收藏

21:08 86%

搜尋

Nathan 今天
旺角 (英文: Mong Kok) 是位於香港九龍西油尖旺區北部的地區。旺角新舊樓宇林立; 舊住宅樓宇地舖...

Tim 今天

LeoMessi 昨天
Hola, soy Messi, gracias por tu atención!

Henry 昨天
Three Idiots - 2009
Movie DB

The new way to connect

聯繫好友不分平台

免費下載

NEW NEW NEW NEW

YES

Is Mobile Important in China?

Most U.S. university websites with lots of text are a challenge to view on mobile devices.

Mobile adapted delivery is critical for your content. Mobile handsets and tablet computers are a far more popular access point than desktop and laptop computers. **Mobile access continues to grow increasingly popular in the U.S. and China.**

Remember our previous slide — there are 916 million mobile subscribers in China. That's 3 times the entire U.S. population.

Smartphone and Tablet Penetration in BRIC, Dec 2011 % of internet users

China



India



Brazil



Russia



■ Smartphone

■ Tablet

Note: ages 16-54; daily or every other day internet access

Source: UM, "The Business of Social: Social Media Tracker 2012," Feb 23, 2012

138081

www.eMarketer.com

Consider how you can maintain multiple touch points.

It is important to determine what the best social network is to reach your target audience. For best results, repost your content in multiple locations. Consider internal staff support or outsourced assistance to manage your outreach and content flow.

Let's review a bit of what we've learned so far.

We know:

- China is online in large numbers
- Social media use is huge
- U.S. social media tools are NOT being used
- Mobile access is used more than traditional online connections

So lets take a look at what Chinese social media looks like...

THE AVERAGE CHINESE
SOCIAL MEDIA USER HAS

2.78

SOCIAL MEDIA PROFILES

we are social

SOURCE: CHINA INTERNET WATCH

Ren Ren pages
mimic Facebook.

Branded Pages: Institution Logo

Member Posts

Member List

中国人民大学文学院 [+ 加为好友](#) 我有微博啦!! 大家迅速来加关注哦!! 我的名字叫“中国人民大学”。。。。哈哈! 2011-07-12

俱乐部 资料 状态 讨论区 **new!** 日志 相册

全部人人公共主页 [送TA礼物](#)



中国人民大学文学院
SCHOOL OF LIBERAL ARTS, RENMIN UNIVERSITY OF CHINA

[加为好友](#) [+ 分享](#)

相册 (1) [查看全部](#)

文学院讲座
2011-07-10
23:31更新

日志 (7) [查看全部](#)

文学院第六届谢无里学术论
NEW! 学创作大赛

给中国人民大学文学院留言 0/140

写点什么来支持中国人民大学文学院吧...

[留言](#)

中国人民大学文学院的新鲜事 [好友留言](#) [中国人民大学文学院的回复](#)

 中国人民大学文学院: 我有微博啦!! 大家迅速来加关注哦!! 我的名字叫“中国人民大学”。。。。哈哈!
07-12 11:36 [收起回复](#) | [转发](#)

 朱敏JEWEL 2011-07-12 11:53
。。。你的名字。。。为什么木有文学院。。。

[显示全部4条](#)

 中国人民大学文学院 2011-07-26 19:55
新浪的

[添加回复](#)

 中国人民大学文学院 上传了12张照片至 [文学院讲座](#)





好友 (257) [查看全部](#)

 陈圆	 代磊	 杨天润
 王可莹	 戴文鹏	 吴婕
 崔国杰	 李桂芬	 杨宇船
 姜心宇	 吕亭豫	 王娟
 李凤鸣	 张丽霞	 张曙光

[人人的用户还关注](#) [查看全部](#)

On Ren Ren: 25 Ohio Institutions have been mentioned ...

Only 2 seem to have official sites

- Bowling Green State University
- Case Western Reserve University
- Cleveland State University
- Kent State University
- **Miami University Oxford**
- **Ohio State University**
- Ohio University
- Union Institute
- University of Akron
- University of Cincinnati
- University of Dayton
- University of Toledo
- Wright State University
- Denison University
- Heidelberg college
- Marietta College
- Oberlin College
- Tiffin University
- College of Wooster
- Kenyon College
- Ohio Wesleyan University
- Wittenberg University
- University of Findlay
- Ashland University
- Ohio Northern University

If you think your institution is not being discussed on Chinese social media, consider this:

Ohio and New England have more universities per square mile than any other regions of the US. So we decided to look at just Ohio.

25 Ohio institutions have been listed by at least one user in his/her education section on Ren Ren.

Yet, only 2 schools have official Ren Ren sites:

- Ohio State University
- Miami University Oxford

Consider your audience



Most parents do not speak English and will not understand or use your website in English. This leads to no college tours, no alumni, and no regional affinity. You need to provide the talking points that parents crave when they choose a U.S. school. They want to tell their friends and colleagues, “My child is going to a **great** place.” Your message, your collateral, and your digital presence need to give parents the pride and the bragging points that will make them feel great about their child’s plans.

Balancing all the factors:

- Rarely will Chinese students and parents have the opportunity for a campus visit
- Chinese education and society is very ranking oriented
- Less than a dozen U.S. universities have broad name recognition
- Parents are concerned about the safety of their children as much as the academics
- Academics are what matters, not sports, extra-curricular activities, or nice dorms

Questions to ask yourself:

- Whom am I trying to reach?
- Where am I reaching the user?
- How am I reaching the user?
- Are recruiting agents an audience I need to reach?

NOTE: Irrespective of whether you are using recruiters, they are a powerful force in the decision making process in China. 2 out of 3 Chinese student applicants rely on the help of a recruiter.

Top 3 reasons students seek guidance:

1. Little knowledge of college application process (72% of respondents)
2. Little knowledge of U.S. visa process
3. Little knowledge of U.S. higher education institutions

Build and support your brand awareness

- Create a professional, relevant, local language presence
- Support your off-line marketing with digital (and offline material)
- Become active in the social media conversations
- Create a positive voice, success stories – remember that little information is published about most universities. So a negative voice can affect your reputation significantly.
- **NONE** of these efforts alone will offset or replace your personal recruitment touch

Why this is so important: Your school's academics and your students' successes result in word-of-mouth reputation — this beats all other forms of marketing in terms of convincing prospects that your institution is worth a look, worth an application, worth enrolling in.

The use of digital marketing/social media supports the proliferation of this story.

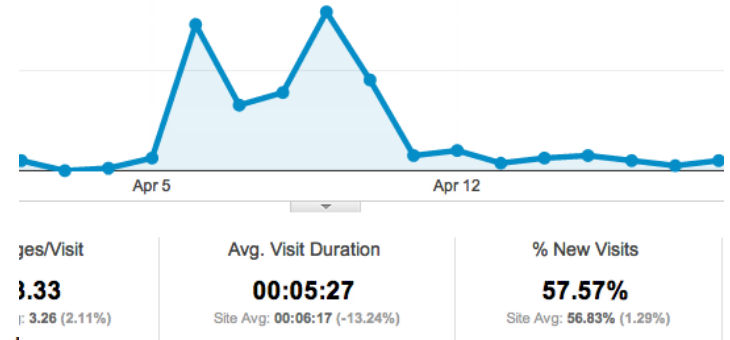
Next Steps

- Create Mandarin Wikipedia version (if it does not exist)
- Create dedicated landing pages for Chinese prospects
- Create Mandarin language content sections on your website
- Ease into social media involvement with one tool at a time and build

Relying on translation tools (google translate) for your website misses the point of reaching a target audience—what marketing is all about. Creating content in Mandarin shows your respect, interest, and dedication. Providing content in the local language makes your information more welcoming, more accessible. When was the last time you spent a lot of time on an inaccessible, uninviting website?

Use Digital Analytics to Make Decisions

Analytics provide you with worldwide insights on your digital investments, whether in China or elsewhere. Digital marketing is highly measurable.



1.	(direct) / (none)	New Visitor	181	3.16	00:04:58	1
2.	(direct) / (none)	Returning Visitor	138	3.25	00:09:26	
3.	webmail.mail.163.com / referral	Returning Visitor	13	5.31	00:06:57	
4.	twebmail.mail.163.com / referral	Returning Visitor	11	3.27	00:04:31	
5.	36ohk6dgmcd1n-c.c.yom.mail.yahoo.net / referral	New Visitor	10	2.80	00:03:02	1
6.	webmail.mail.163.com / referral	New Visitor	10	2.80	00:05:21	1
7.	twebmail.mail.163.com / referral	New Visitor	7	9.71	00:07:40	1
8.	cwebmail.mail.126.com / referral	Returning Visitor	6	2.00	00:01:44	

Use Digital Analytics to Make Decisions



Consider conducting a digital media audit to know where your brand stands:

- Do Chinese ISPs provide access to your site? How much of it?
- What kind of results come up on Chinese search engines?
- What are my alumni, prospects, and parents saying about my school on social media sites?

What We All Want

More well-placed

well-prepared

international students



We get there through clear and compelling information that highlights the best of your institution in an accessible format.

Contact

Ben Waxman, bwaxman@intead.com

Information Sources

Public sources and marketing partners:

- www.emarketer.com
- www.wearesocial.com

Thank you

intead[™] INTERNATIONAL **EDUCATION** ADVANTAGE, LLC
Digital technology to attract, recruit, orient, retain international students

info@intead.com

Digital Media Planning Tool: *Sample Worksheet 1*



Step 1: Define Targets For Digital Communications Plan Vis-à-vis Your Recruitment Funnel

• Target Country:	China
• Target Audience:	Undergrads (consider your test scores and other criteria)
• Target Results:	Increase YIELD from 30% to 40% (admitted → enrolled)
• Social Media Tools Used by Target Audience:	Ren Ren, Catch A Dream, Baidu, YouKu
• Social Media Tools Used by Influencers (Parents, Agents):	QQ, Baidu, YouKu

Step 2: Consider Ground Game Components: Your digital communications will strengthen your other recruitment initiatives and they will support your digital communications.

Initiative	Considerations
• Travel Tours	Fall and/or Spring Major City (high level of competition) vs. Major Region (lower level of competition)
• Print Collateral	Content translated & culturally appropriate Materials specifically for parents, agents/counselors
• Counselor/Agent Program	Commissions at market rate Communications plan (updates monthly, meeting annually) Print collateral

Step 3: Define Digital Tactics and Processes: Consider where these tactics fit in your recruitment funnel

PRIMARY TARGET AUDIENCE: Undergraduate Students (China)

Tactic	Frequency	Content Source	Staff Responsible	Vendor Partner	Budget
Ren Ren	Weekly Posting	In-Country Alumni, Current Students, Relevant Facebook activity,	Junior Level Enrollment Marketing Staff person	Account creation, translation, posting coordination	\$12,000
Catchdream.cn/ Wikipedia	Annual Profile Update	Current marketing content edited for international	Junior Level Enrollment Marketing Staff person	Translation, posting coordination	\$750
Baidu	Monthly Maintenance & Review of Brand Use	n/a	Junior Level Enrollment Marketing Staff person	In-Country implementation of SEO and monitoring of search results, translation	\$1,200
YouKu	Monthly Video Posting	Relevant Facebook and other marketing content – brief, simple, engaging to international audience	Junior Level Enrollment Marketing Staff person	Account creation, translation (subtitles?), posting coordination	\$6,000
Digital Orientation w/Email Marketing	Early Spring Launch	Current marketing content edited for international + licensed content	Senior Level Enrollment Marketing Staff	Microsite creation, translation, licensed content, email marketing support	Yr 1: \$24,000 Yr 2-5: \$15,000

INFLUENCER TARGET AUDIENCE: Parents & Counselors/Agents (China)

Tactic	Frequency	Content Source	Staff Responsible	Vendor Partner	Budget
QQ	Weekly Posting	In-Country Alumni, Current Students, Relevant Facebook activity	Junior Level Enrollment Marketing Staff person	Account creation, translation, posting coordination	Included in above social media work

Digital Media Planning Tool: *Sample Worksheet 1*



Step 1: Define Targets For Digital Communications Plan

- Target Country:
- Target Audience:
- Target Results:
- Social Media Tools Used by Target Audience:
- Social Media Tools Used by Influencers (Parents, Agents):

Step 2: Consider Ground Game Components: Your digital communications will strengthen your other recruitment initiatives and they will support your digital communications.

Initiative

- Travel Tours
- Print Collateral
- Counselor/Agent Program

Considerations

Fall and/or Spring
 Major City (high level of competition) vs. Major Region (lower level of competition)

Content translated & culturally appropriate
 Materials specifically for parents, agents/counselors

Commissions at market rate
 Communications plan (updates monthly, meeting annually)
 Print collateral

Step 3: Define Digital Tactics and Processes

PRIMARY TARGET AUDIENCE: Undergraduate Students (China)

Tactic	Frequency	Content Source	Staff Responsible	Vendor Partner	Budget

INFLUENCER TARGET AUDIENCE: Parents & Counselors/Agents (China)

Tactic	Frequency	Content Source	Staff Responsible	Vendor Partner	Budget