

# Branding the Study Abroad Office: How to Communicate with Your Audience

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# Understanding Branding

- A brand is a **set of perceptions and images that represent a company, product or service**. While many people refer to a brand as a logo, tag line or audio jingle, a brand is actually much larger. A brand is **the essence or promise of what will be delivered or experienced**.

[http://www.persuasivebrands.com/Topics\\_Brand\\_Definition.aspx](http://www.persuasivebrands.com/Topics_Brand_Definition.aspx)

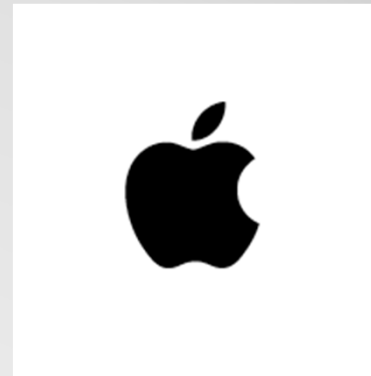
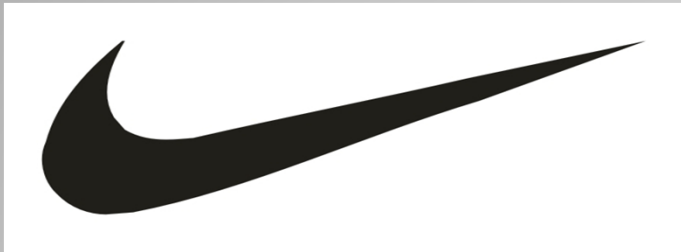
- A brand is a **mixture of attributes, tangible and intangible**, symbolised in a trademark, which, if managed properly, **creates value and influence...** ([http://www.brandchannel.com/education\\_glossary.asp](http://www.brandchannel.com/education_glossary.asp))

- ...the brand **exists in the minds of the marketplace.**" (<http://www.neubertweb.com/definitions.html>)

## Why Should I Care?

- If you do not make the effort to **build a reputable brand** that promotes your objectives, you risk that **your target audience will create a brand for you.**
- This lack of control around your reputation and perceived value is dangerous.

# Successful Branding



# Branding within I.E./Travel



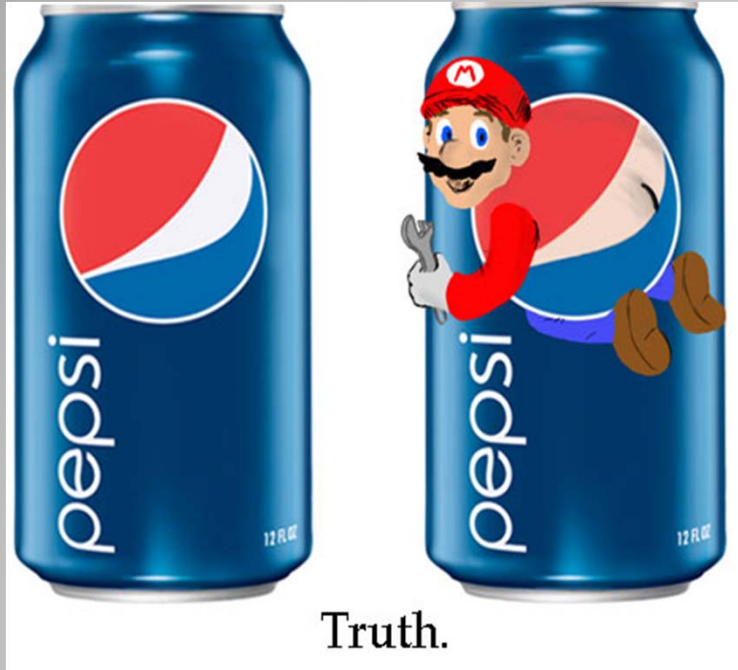
NAFSA

The logo for NAFSA (National Association of Foreign Student Assistants) features the word "NAFSA" in a blue, serif font. Below the text is a thin, curved yellow line that arches under the letters.

cīee

The logo for cīee features the word "cīee" in a blue, lowercase, sans-serif font. A small yellow crescent shape is positioned above the letter "i".

# Brand Fails/Unintentional Misbranding



## Your Office = A Brand

- Your school's strong brand doesn't mean you're off the hook!
- Need to establish a brand among schools, & even *within* a university



# Oklahoma State

- Land-grant institution with just over 23,000 students
- Nearly 2000 international students
- 48% Female / 52% Male
- 19% Minority, non-international students
- 60% In-state Students
  - 60% of those are from rural communities
- 584 students studied abroad in 2010-2011
- Study Abroad Office opened in 1996
- Currently staffed with 3 professionals, 3 student employees, and two International Graduate Assistants





# Oklahoma State

## Primary Marketing Focus Areas:

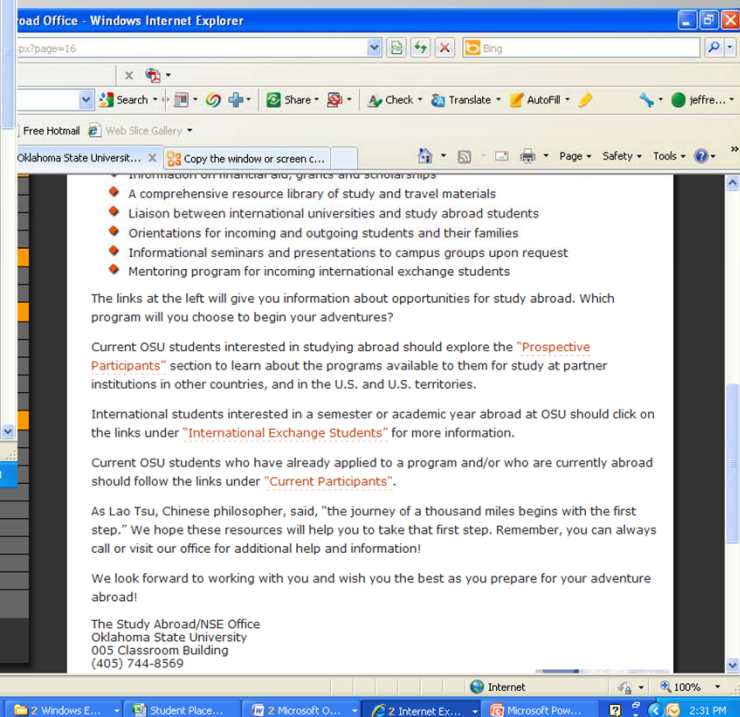
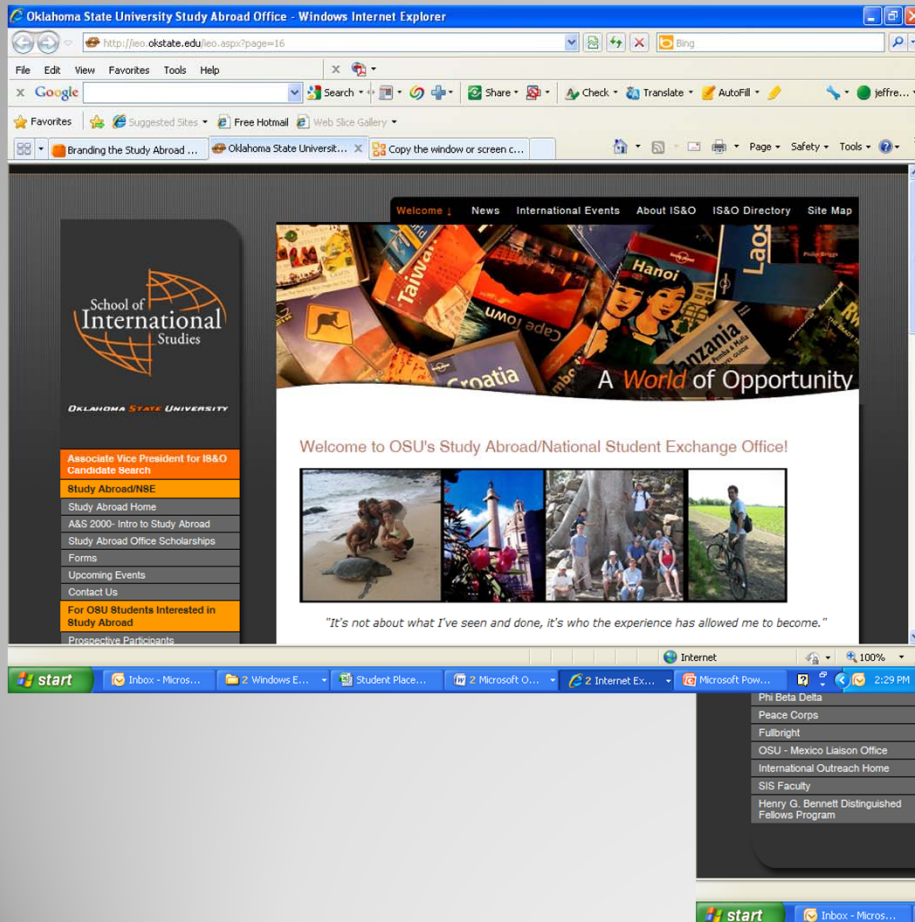
- Student to Student Programs
  - Peer Advisors
  - International Ambassadors
  - Cowboy Cousins
  - Study Abroad Living/Learning Community
- Marketing Materials
  - Brochures
  - Flyers
  - Posters
- Social Media
  - Facebook
  - Blog
  - E-mail Listserv
  - Youtube



# Oklahoma State

# Areas for Improvement

## Web Site



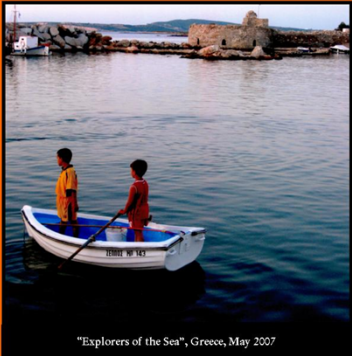
# Oklahoma State

## Areas for Improvement:

- Brochure

### OSU Study Abroad

A world of possibilities...



"Explorers of the Sea", Greece, May 2007

**OSU Study Abroad/NSE Office**

005 Classroom Building  
405.744.8569    [abroad@okstate.edu](mailto:abroad@okstate.edu)  
<http://studyabroad.okstate.edu>

**Location**

Tartu University is located in Tartu, Estonia, the second largest city in Estonia. Tartu has been inhabited since the 5th century AD.



The Republic of Estonia is located in Northern Europe. It is separated from Finland in the north, and from Sweden in the west. Estonia was a communist country for 46 years, until 1991. Today Estonia is a parliamentary democracy home to over 1 million inhabitants, 1/4 of whom are Russian in descent.



**Estimated Costs Per Semester**  
*(as of 10/2010)*

OSU Tuition & Fees	\$3,100.00
Room & Board	\$1,500.00
Books	\$200.00
Local Transportation	\$60.00
Personal/ Misc.	\$340.00
<b>Total *</b>	<b>\$5,200.00</b>

\* Tuition & Fees estimated for 12 hours Oklahoma resident credit. Total does not include round-trip transportation. Semester = 5 months.



**OSU Study Abroad NSE Office**

005 Classroom Building  
405.744.8009  
<http://studyabroad.okstate.edu>

### Tartu, Republic of Estonia

Tartu University







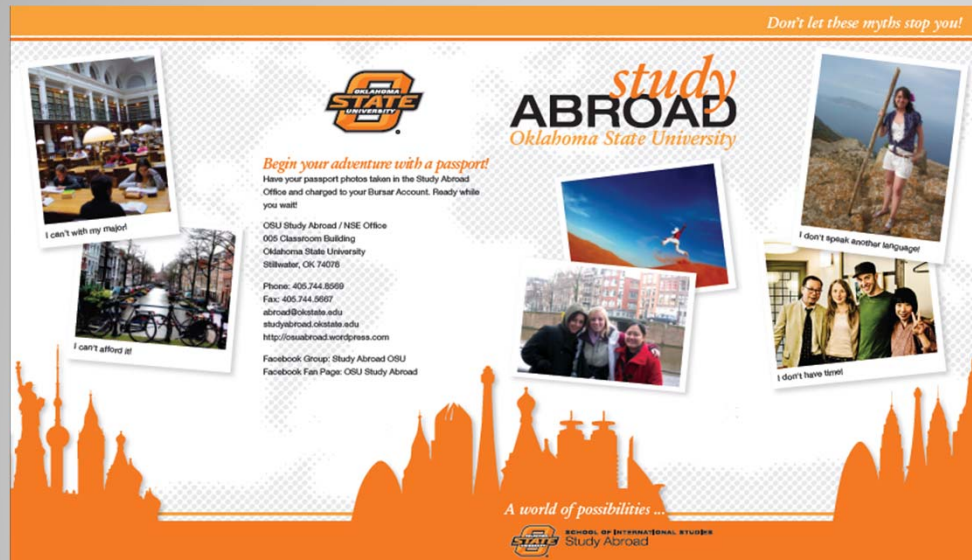
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# Oklahoma State

## Areas for Improvement:

- Brochure



Don't let these myths stop you!

**study ABROAD**  
Oklahoma State University

*Begin your adventure with a passport!*  
Have your passport photos taken in the Study Abroad Office and charged to your Bursar Account. Ready while you wait!

OSU Study Abroad / NSE Office  
005 Classroom Building  
Oklahoma State University  
Stillwater, OK 74078

Phone: 405.744.8569  
Fax: 405.744.8607  
abroad@okstate.edu  
studyabroad.okstate.edu  
http://osuaabroad.wordpress.com

Facebook Group: Study Abroad OSU  
Facebook Fan Page: OSU Study Abroad

*I can't with my major!*

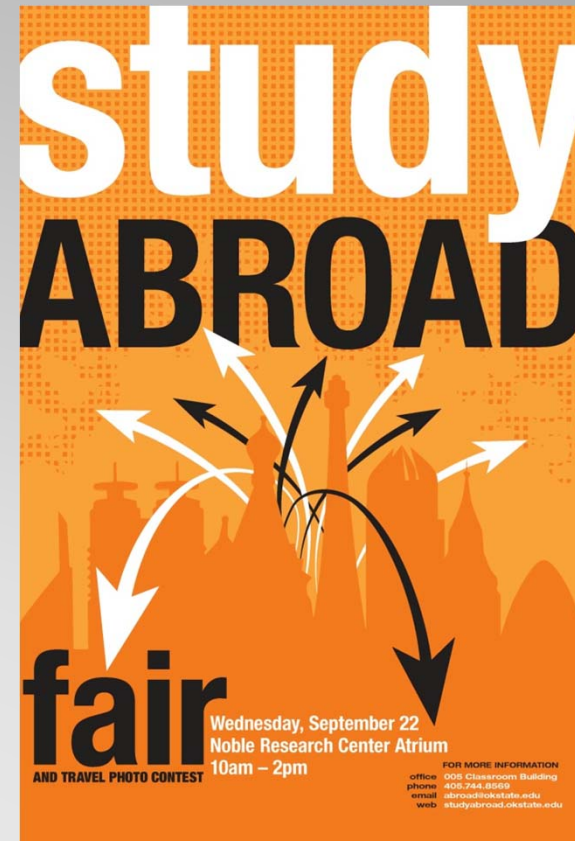
*I can't afford it!*

*I don't speak another language!*

*I don't have time!*

A world of possibilities...

**OSU** SCHOOL OF INTERNATIONAL STUDIES  
Study Abroad



**study ABROAD**

**fair**

AND TRAVEL PHOTO CONTEST

Wednesday, September 22  
Noble Research Center Atrium  
10am – 2pm

FOR MORE INFORMATION  
office: 005 Classroom Building  
phone: 405.744.8569  
email: abroad@okstate.edu  
web: studyabroad.okstate.edu

# Identify Your Students' Needs

- Study Abroad has a specific target audience, but we still need to do research!
- Stakeholder analysis: focus groups!  
Ensure perceived need = demonstrated need.
- Trends will change: research frequently and be flexible

# Education Abroad Marketing

- Study abroad can be intangible and thus harder to promote.
- College students do not always know what they need, you still need to help them figure that out and convince them to take the steps to meet those needs.
- Needs and wants are different!
- How are you creating benefits for your students?
- What are your students giving up to participate? Do they believe they are receiving more than they are investing?

# Defining Your Target Market

Factors to consider:

- Age
- Location / Region
- Gender
- Family circumstances
- Life education level
- Ethnic background
- Attitudes
- Values
- Lifestyles
- Behavior
- Economics



# Target Marketing

No matter the brand mission, the target audience is the critical component. They must value what you offer for your brand to be relevant, and they can be your best branding asset.

Conducting you own informal market analysis:

- Identify your target audience (students, faculty, administration, parents, peers ....?)
- Where is your target audience?
- What do they think about your current brand?
- What would you like them to think about your brand?
- How will you attract your potential audience?
- Who is competing for this audience's attention? Can you join efforts or do you need to outshine them?



## Ex: iPod Giveaway

- Students love free stuff! Schools want high response rate
- Leave a review, enter to win an ipod mini. Win-win, right?



- Wrong!
- “Free ipod” = gimmicky spam
- Students resonate most with helping other students. Want their insights to be valued

## Know Who You're Marketing To & Prevent Misbranding!

- 18-21 y/o has a different perception than you do!
- Ex: Facebook. Students live on it, but how do they use it?
- Students in Oklahoma may not use same technology as students elsewhere

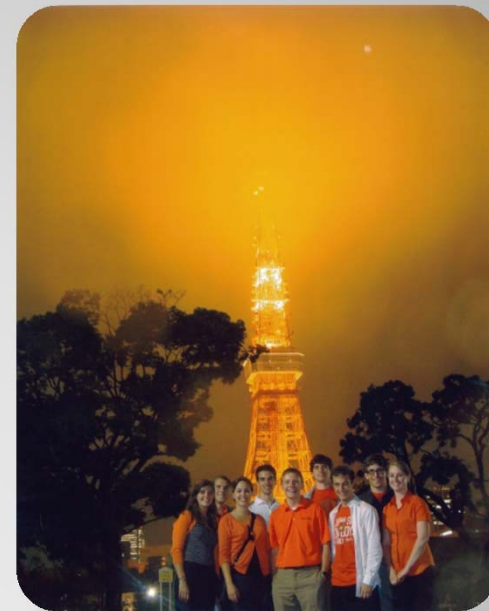
# Communication!

- What forms of communication resonate with students?



# Education Abroad Marketing Ideas

- Involve students!
- Target efforts strategically ... avoid randomness
- Photos and videos say more than words
- Be available
- Keep and USE a prospective student database
- Build relationships with academic advisors and others on campus
- Listen



## Evaluation and Assessment:

- Are we reaching enough of our audience?
- Does our audience see a benefit/value?
- Do we understand our target market?
- Can they afford what we are offering?
- How can we better reach them?



# Impact of a Tweet? Tracking Results


- Define what is success for your office
  - Brand awareness- from Nothing to Advocates
  - Product success- student numbers
- How do you know your efforts are effective/sustainable? ROI
- Set Goals (Define success, take a snapshot, pick a strategy, timeline, budget)
  - Ex: Study Abroad Fair. Not just quantity, but quality of attending students
- Track those goals
  - Social Mention (free monitoring tool)
  - Google analytics (free quantitative tool)
- Combine qualitative and quantitative metrics




### Site Usage


 **18,845 Visits**

 **76,626 Pageviews**

 **4.07 Pages/Visit**

 **51.72% Bounce Rate**

 **00:03:12 Avg. Time on Site**

 **75.80% % New Visits**

### Traffic Sources Overview



- **Search Engines**  
10,838.00 (57.51%)
- **Direct Traffic**  
3,241.00 (17.20%)
- **Referring Sites**  
2,791.00 (14.81%)
- **Other**  
1,975 (10.48%)

### Map Overlay



# Google Analytics

## Bringing it Home...

- Branding is a **job responsibility**
- Ensure your initiatives meet your office's marketing objectives helps more than hurts
- Define, advocate, & defend what's best to your colleagues
- Toolkit (need to find/prepare this)



# Thank You!

- ?? Questions ??