

London School of Business & Finance

SINGAPORE



Agenda

- Dissecting the brief
- Understanding the category
- Our target audience
- Positioning
- Campaign strategy
- Platform Strategy
- Digital Strategy

London
School of Business
& Finance
SINGAPORE



Go Further
with **LSBF**
in **Singapore**

Take your professional
career to the next level!



Objective



Create awareness and visibility around LSBF Singapore



Establish LSBF finance as the go to destination for Students



Increase Share of Voice (SOV) and conversations



Singapore the Education Destination

- Ranks 8th in the INSEAD Global Innovation Index, is a major hub for **Banking and Finance** and a **World trading port**. Its **strategic location, business-friendly policies and an international/global outlook** made it a **natural hub for trade and commerce in Asia**.
- COVID-19 has led to more interest in Singapore as “education destination”
- Singapore is a melting pot of cultures and one never really feels like an outsider
- **Vibrant student life, first-class infrastructure, safe environment and challenging academic atmosphere** makes Singapore a perfect study abroad destination
- Almost 80% of growth in the international student market “should come” from Asian countries by the year 2025, according to a new report from Western Union Business Solutions

Pros of studying in Singapore



- **Global Education standard-** Home to world-class private and public universities that have a variety of provisions on the campus. universities in Singapore is their association with other universities around the globe, affordability and strong industry connections that play a crucial role during job placements at the end of term.
- **Apt for Foreign Students-** home to a large base of international students which allow students exposure to a variety of cultures. As a go-to-destination for international students, Many universities in Singapore are home to international campuses
- **Affordable Education-** Lot more cost-efficient in comparison to more expensive destinations such as the UK, the USA and Australia, Singapore a great place for tertiary education is the privilege of subsidized fees
- **Job opportunities-** Especially for students on tight budget, Singapore is the place to be as it has a great part-time work policy for working students.
- **Places of Interest-** Singapore is home to a variety of recreational places as well. A thriving ecosystem of nature and wildlife, rainforests, wetlands and nature reserves, the island nation is an exciting place for international students
- **Great Connectivity-** Home to one of the busiest and well-connected airports in the world is a huge plus



Cons of studying in Singapore



- **Understanding Singlish-** Although English is the language for teaching, the diversity of cultures in Singapore has made way for locals to have their own unique language: Singlish; mix of Malay, Tamil, Hindi, Hokkien, Mandarin, and English
- **Maintaining a Budget-** Country is small so rental spaces are expensive, and so are utility bills.
- **International Student Limits-** Country welcomes foreigners, the government has capped the number of international students in universities since 2011. It brought down the number of foreign students from 18% to about 15% (Depends of the field)

Competition Analysis

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Success is the sum of
small efforts day in
and day out

ROBERT COLLIER



MAKING FRIENDS AT WORK

- Ask them out for lunch
- Offer your assistance
- Stay up to date with news
- Find common hobbies



From <https://blog.medis.academy/2020/06/01/5-ways-to-communicate-better-to-get-you-talking-at-work/>



MDIS GRADUATE FAIR 2022
7 MAY 2022 | 10AM - 5PM

ONLINE AND IN-PERSON PROGRAMMES
CATERED FOR WORKING PROFESSIONALS

8 GLOBALLY RECOGNISED
UK AND USA UNIVERSITY PARTNERS

5 ONLINE MBAs
TO CHOOSE FROM

INTEREST CLUBS ARE BACK!

- Football
- Badminton
- Cricket
- Basketball
- Dance
- Photography
- Toastmaster (Public Speaking)
- Angel Hearts (Community Service)

SIGN UP TODAY!
Scan the QR code to register or you can click on the link below.



MDIS Singapore



Brand Tagline- Empower Your Future

Brand Tonality- Informative, educative and Simple

Content Buckets

- Students Stories
- Events and fairs
- Live sessions, Student visit and Students clubs
- Industry Interaction- MDIS blogs
- Alumni content
- Key Occasions and Topicals
- Know your campus and Student Life

Content Format- Static, Videos, Articles, Reels, Guides and Shorts

Platforms- Facebook, Instagram, Telegram, LinkedIn, Wechat and Youtube



Kaplan Singapore

Brand Communication- Lifelong Integrated Learning Partner

Brand Tonality- Relevant, Informative and Simple

Content Buckets

- Students Stories, testimonials and Campus life
- Events and fairs
- Live sessions, Industry Interaction, Events and others
- Alumni Stories
- Key Occasions and Topicals
- Accreditation and recruitment drives
- Know your Faculty
- Did you know and 1 min insights on various relevant topic topics
- University and Degree content

Recent Campaign- Open to possibilities at Kaplan

Content Format- Static,GIFs, Videos, Articles, Reels, Guides and Shorts

Platforms- Facebook, Instagram, LinkedIn and Youtube



8 Tips to boost learning

- Get a good night's sleep
- Take your study time
- Use self-quizzing
- Take notes in class and review them
- Exercising
- Focus
- Adopting a growth mindset
- Vary your learning routine, locations and material

DIMENSIONS

Congratulations!

400

students gained admission to local govt schools

From 2019 to April 2022, nearly 400 students from DIMENSIONS were admitted to the local government primary, secondary and executive schools. This achievement was only possible with the hard work and effort by the students and teachers of DIMENSIONS and the support by their parents and the education system.

What are the benefits of entering government pre-university colleges?
Students admitted to these pre-university colleges and secondary schools will be able to integrate into the local education system and continue their education in Singapore. They will also be able to take advantage of the excellent facilities and resources available at these schools.

An outstanding approach to learn, after passing their A-level exam, students (those who did not take their secondary school government secondary schools) and successfully applied for a Permanent Resident (PR) in Singapore.

DIMENSIONS

7 tips for effective communication in the workplace

- Know where to communicate—and about what
- Build your collaboration skills
- Talk face-to-face when you can
- Watch your body language and tone of voice
- Prioritize two-way communication
- Stick to facts, not stories
- Make sure you're speaking to the right person

DIMENSIONS

Perks of being an engineer

- Exciting Challenges
- Job stability
- Global Opportunities
- Make an impact in society

DIMENSIONS

DIMENSIONS
UNIVERSITY
of DUBLIN

BSc (Hons) degree in Psychological Studies

[Register now](#)

+ Benefits of an MBA

1. Significant salary difference
2. Becoming your own boss
3. New career opportunities
4. Networking opportunities

DIMENSIONS

Dimensions Singapore

Brand Communication- Dare to Dream

Brand Tonality- Informative, Functional and Simple

Content Buckets

- Accreditations
- Professional Tips
- Placements
- Events
- Key Occasions and Topical

Content Format- Static, Videos, Articles, and Shorts

Platforms- Facebook, Instagram, LinkedIn, Twitter and Youtube



NTU Singapore

Brand Communication- Nurturing Leaders and creating social impact

Brand Tonality- Relevant, relatable and informative

Content Buckets

- Students in action
- Industry visitors
- Campus tour and Virtual videos
- Magazine- Online and offline; Relevant topics
- Research and innovation
- Celebrating Alumni

Content Format- Static, Videos, Articles, Reels, Shorts etc

Platforms- Facebook, Instagram, LinkedIn, Twitter and Youtube



Key Learnings

- **Facebook is the primary platform** followed by Instagram and Youtube
- **Facebook content is replicated on Instagram**
- **Youtube** is used for **informative and educational content**
- Major content is skewed towards grooming students for life skills
- **Industry exposure, placement and accreditations** are important content buckets to be in the **consideration sets of students**
- **Campus life is an important aspects that needs to be communicated**
- Communication around Alumni and Staff helps build trust
- **Seminars, Live interaction, discussion and live classes are gaining popularity** in the category

London School of Business Singapore- Our Analysis



Brand Tonality- Functional and Simple

Content Buckets

- Courses on Offer
- Q&A sessions with industry experts
- Key Occasions and Topical
- Do you know content- highlight the
- Know the faculty
- Events

Content Format- Static and Videos

Platforms- Facebook, Instagram and Youtube

Setting the Agenda



Where are we?

Communicating functionally to reach out to the audiences

Summarizing the gap

- Need to showcase the value we add to them
- Need to give them a sneak peak Campus life
- Bring alive opportunities and exposure with us
- Showcase how are we creating and nurturing Industry ready talent



Where we should be

Need to bring alive the “value addition” in a relevant and relatable way

Setting the Agenda



Where are we?

Communicating functionally to reach out to the audiences



Summarizing the gap

- Bring alive Students life at LSBF Singapore- Academics, personal and Cultural
- Campus Tours- Online and Virtual
- Events, Industry Interactions, On Job training etc
- Showcase Our Institute strength- Network, Teachers and Alumni

Where we should be

Need to bring alive the “value addition” in a relevant and relatable way

Consumer Understanding

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Audience Segmentation



Aspirants

16-40 years
M+F
India | Indonesia |
Vietnam | Singapore

Freshers / Graduates and
professionals with
experience

Seek reputed brand that
would significantly improve
their candidature



Industry Leaders

31-54 years
M+F
Global/Country specific
recruiters

Experienced campus
recruiters from top
MNCs (HQs)

Seek the best quality
candidates for their
company



Parents

30-60 years
M+F
India | Indonesia |
Vietnam | Singapore

Look at good career as a
way of secured and good
life for their kids

Seek the best of learning
and exposure

Location safety is one of
key parameters

Price and location plays
an important role in their
decision making process

Audience Psychographics



Aspirants

"I want to study at the most reputed/ best institute with the best of resources and opportunities for me to avail."

Seeks
BEST OPPORTUNITY



Industry Leaders

"I want the most credible candidates to join our company, and I know I will get those kind of candidates only at the top IIMs."

Seeks
HIGH CREDIBILITY



Parents

"I want my kid to get the best learning experience and exposure along with safe environment. Money is not a constraint but a cost effective option would be great"

Seeks
Assurance

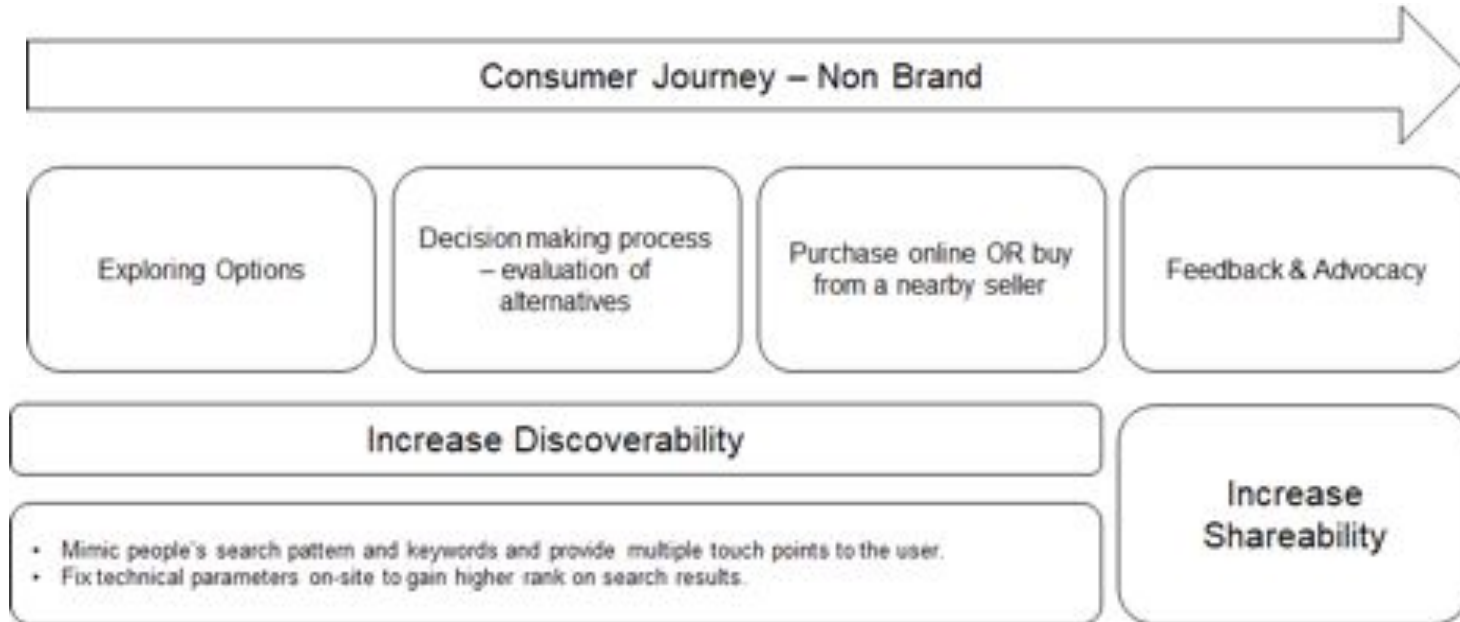
Understanding the Audience Attitude



- Youth are becoming **increasingly fascinated by the idea of living in a foreign countries** because of **professional and educational opportunities** are getting easily accessible
- Looking for **programme to add to her academic qualifications while providing .the much needed international exposure.** The right balance between academia and practical application of concepts
- **Look for opportunities facilitate the perfect ground for international exchange and social interactions.**



Understanding Consumer Search Journey



Action points- Increase Brand Discoverability and lead admission intent along with consumer's search journey

Brand Understanding

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LSBF Singapore - Our Understanding



Quips its students with the necessary knowledge and skills

Highly Experienced Faculty

University Partnerships

Range of programs;
Law, Logistics, Business,
Accounting and Finance.

4 Year EduTrust status

Industrial attachment
theoretical learning in the
classroom to be applied to
practical learning situations

And all of the above at Competitive Price

Understanding Audience Perception abouts the brand

Flexible study options for local and international students. Students are welcome to study full-time or part-time and online or on-campus

Great student learning experience – in and out of the classroom.

Equips students with the requisite knowledge and skills through 7 unique learning entities

Member of the Global University Systems, a growing network of 20 academic partners providing education to over 75,000 students worldwide.

Range of Program- Offers diploma, undergraduate, postgraduate, professional qualification, and executive education programmes

Students' learning experience will be surrounded by leading companies and enterprises

Starting Point

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Consumer Insight

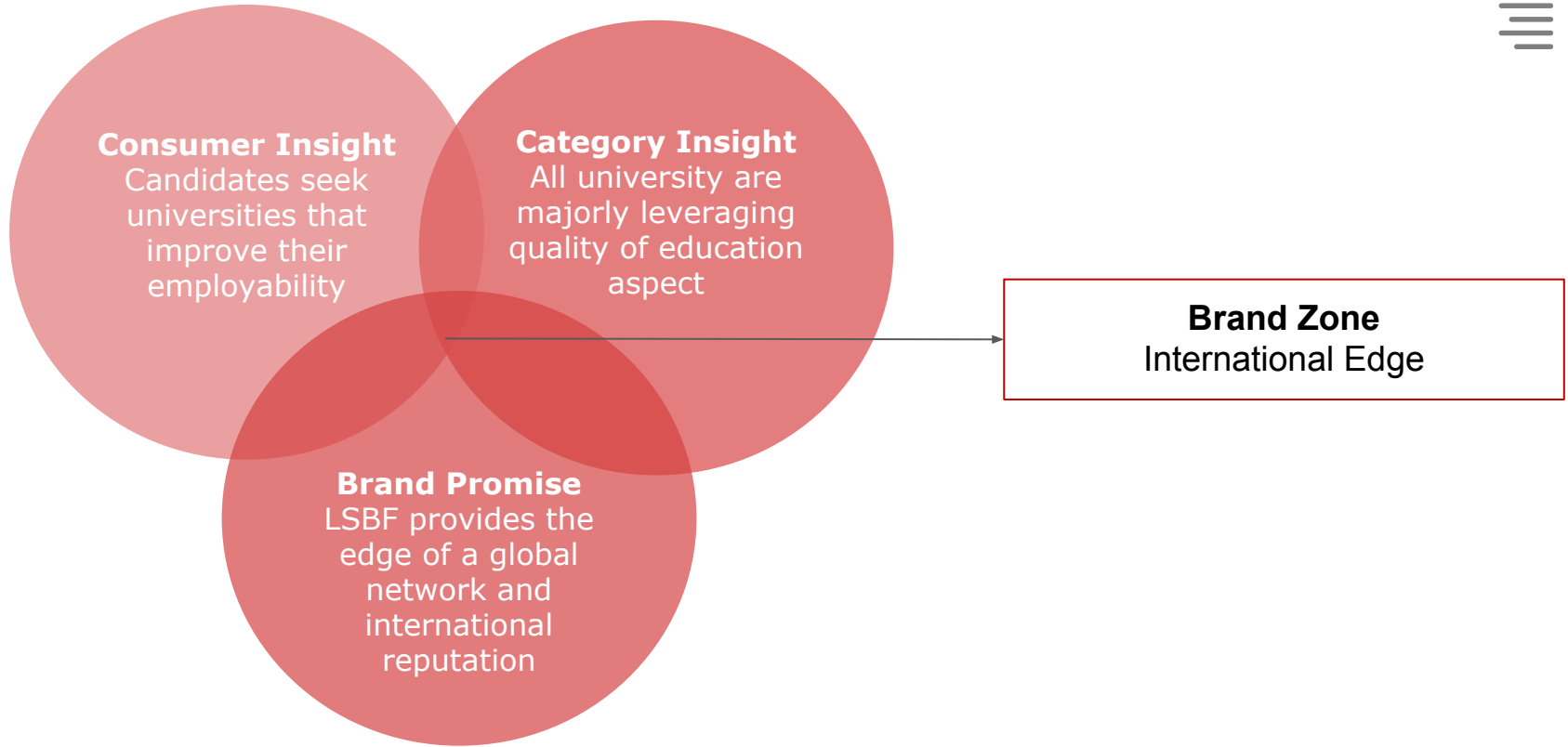
Candidates seek universities that improve their employability

Category Insight

All university are majorly leveraging quality of education aspect

Brand Promise

LSBF provides the edge of a global network and international reputation





Get candidates from nearby asian countries

Who want to study at universities that improve their employability

To consider LSBF Singapore for their overseas education

By communicating that LSBF candidates get priority and recognition globally by employers

Thought



LSBF Singapore equips its students with the necessary knowledge and skills

With highly sought-after lecturers, holistic student services and resources

Committed to breaking down geographical barriers by providing the highest quality education to students from every corner of the globe.

Singapore, on the other hand, is one of the safest countries known for its diverse culture, technological advancement, and vibrancy.

Campaign Route One



#SetsYouApart

Campaign Route One



#SetsYouApart

Mix of **aspirational as well as competitive approach** which brings alive the **value that LSBF adds to an candidate.**

#SetsYouApart

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#SetsYouApart

#SetsYouApart

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Campaign Route



Everybody wants to get a degree but not be just another candidate.

LSBF is the answer to this globally prevalent conundrum, it is the place to be in, if you're looking for a course, experience and location, that will truly shape you in a unique way, ensuring it **#SetsYouApart**

Teasers



Establish that there is more to education than just being a student,
and LSBF Singapore helps you achieve that!

Campaign Roll Out Strategy



HERO

Establishing the campaign and reaching out to the consumers

HUB

Keep the consumer engaged with relevant and relatable content

HYGIENE

Regular content for top of mind recall

Hero

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#SetsYouApart - DVC Option One



Film Opens on busy streets, shopping malls, workplaces and many such places where we witness crowds everywhere. It's chock-a-blocked all over and we see scores of people walking, moving, and doing their thing.

VO: In a world of clones where everybody is chasing a dream, building a future, making a career and living a lifestyle, how do you dare to be different?

Cut to the same set of places, but this time, we see a limelight falling on one of the people in every space - for ex, a limelight falls on a college student as he walks on a busy street, a limelight covers another young man as he is seen shopping and a spotlight falls on a young woman as she is seen working in her office.

Fades off:

Super: #SetYouApart

LSBF, Singapore logo appears.

#SetsYouApart - DVC Option Two



The video revolves around the many aspects of the institution and covers the heart and soul of LSBF- Be it the college, the canteen, the banter, the lab, the fun, the education, the skill development, the learning or anything else.

#SetsYouApart - DVC Option Two



Life gives you two choices.

Either you follow the herd or set yourself apart.

And to set yourself apart, you need a platform that lets you be more.

A platform that challenges your intellect only to enhance it.

A platform that helps catapult your skills to the next level.

A platform that reinforces your believe in self, and instils confidence.

A platform that brings you closer to a world of diverse and new ideas.

#SetsYouApart - DVC 2



It's where you

Learn.

Teach.

Listen.

Talk.

Laugh.

Give.

Take.

Develop.

Build.

And Create.

And that's how you

#SetYourselfApart.

LSBF.

Singapore

#SetsYouApart - DVC 2



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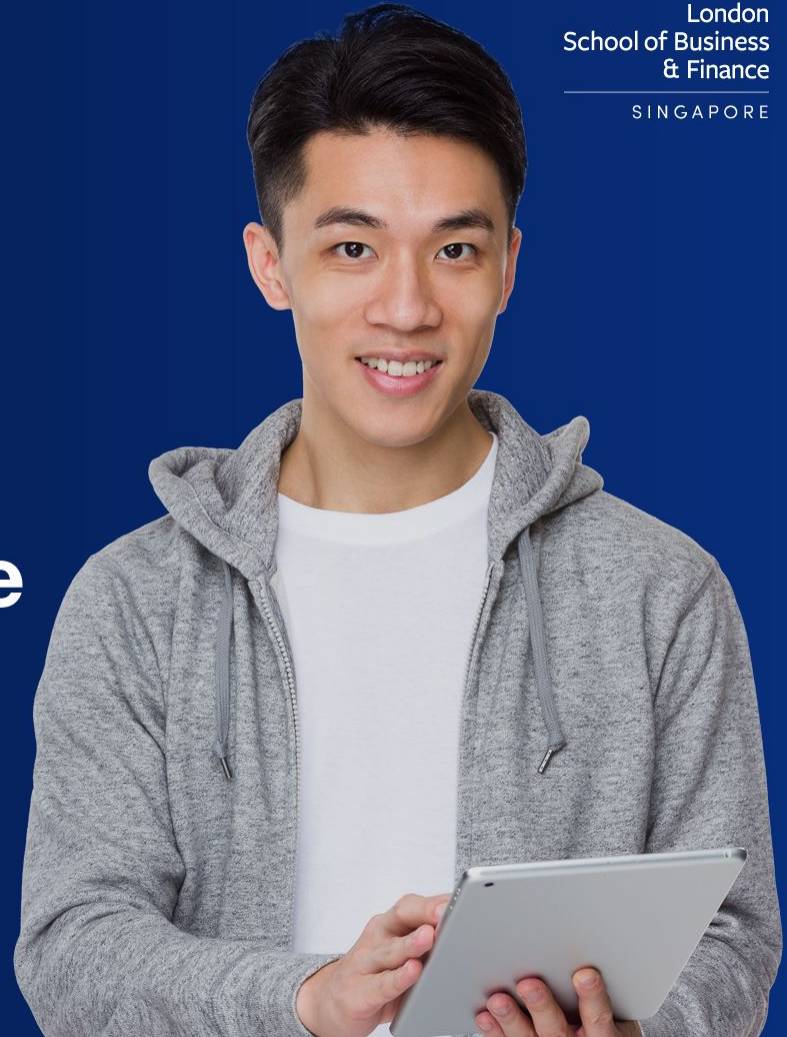
A platform that reinforces your believe in self, and instils confidence.

A platform that brings you closer to a world of diverse and new ideas.



When the legacy
of London meets
the vibe of Singapore

#SetsYouApart





When academic
brilliance meets
cultural excellence

#SetsYouApart





When quality
education meets a
growing destination

#SetsYouApart





From a
student to a
global talent



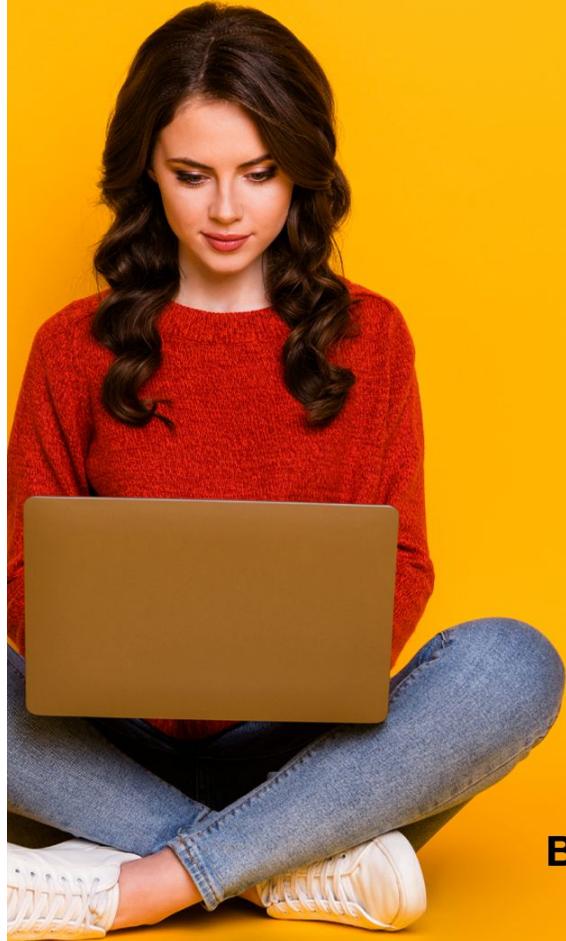


From a student
to a true
cosmopolitan





From a student to
**“I am prepared
for the World”**



**Become an
expert in
Cyber threat
and risk
mangement.**

**Become a Global talent
#SetsYouApart**

Hub

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career to the next level!



#SetsYouApart Podcast



Podcast series on LinkedIn that emphasizes on the various aspects of the brand that churns out Global Talent

With leading influencers and talk about Skills, courses, specialities and Culture

LinkedIn

LinkedIn Podcast Network

The Voices at the Heart of Professional Conversation

[Learn more](#)



Any conversation you want to hear on career and business is on LinkedIn. Find our shows wherever you listen. Then find our hosts and talk with us on LinkedIn.

#SetsYouApart Skills

Create a series of videos with renowned influencers/KOL and talk about various skills that will help them create a benchmark for themselves, and how you can #SetYourselfApart



THE TOP 8 SKILLS

employers look for, and how to demonstrate that you have them in an interview

Industry Update

Future Jobs:

Subject oriented future and present career opportunities.

Content angle - how a degree from LSBF will help them land these jobs.

Separate landing pages should be made for specific courses.

**Growing Jobs
for business
graduates**



#SetsYouApart

#SetsYouApart Guide

Interactive post series
guiding potential candidates
for choosing a degree that
will help them set a different
benchmark for themselves



**Question to ask
about yourself
before choosing
a career**

Students Testimonials

Alumni testimonial and Student testimonials showcasing what has set them apart on a global platform with LSBF Singapore

Faculty testimonials talking about how LSBF Singapore can help you set yourself apart

**Best possible for
an aspiring
successful lawyer.
The support is
fantastic**

Lynn John - Batch 2022

LSBFSTORIES

Content buckets

Life @LSBF

Talk about the students, the faculties, their achievements. In a nutshell, talk about the experiences we are offering, the people you might meet, the places you are going see, etc..



Virtual College Tour

Provides a sneak peak to the campus and culture the college provides

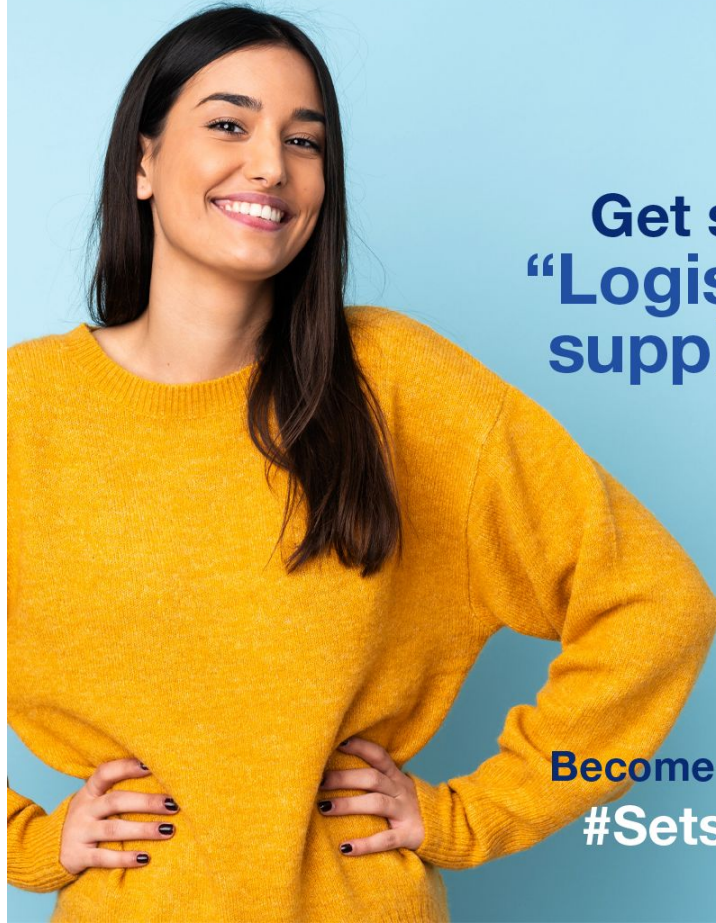
Helps students to visualize themselves as a part of campus life and its culture





Get skilled in “Logistics and supply chain”

Become a Global talent
#SetsYouApart



Hygiene

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in **Singapore**

Take your professional
career to the next level!



**Save big.
Learn big.**





Get skilled in
"Logistics and
supply chain"



Learn from renowned
lecturers
and a city that breaks
geographical
barriers.



Become a
global talent.



#SetsYouApart

APPLY NOW >

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Discover the
finest of lecturers
and a city filled with
opportunities.



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Become a
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#SetsYouApart

APPLY NOW >



**Become an expert in
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and risk
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**Discover the
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and a city filled with
opportunities.**

**Become a
global talent.**

#SetsYouApart

APPLY NOW >

Campaign Route Two

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**Go *Further*
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Take your professional
career to the next level!



Thought



An institution as **famed as LSBF has everything one could ask for.**

World-class campus

Renowned faculty

Located in a Cultural destination Singapore,

With so much and more to offer, LSBF Singapore is literally is **where everything starts;** great learning, global exposure, affordable education, and a dream student life

Campaign Route Two



#WhyGoAnywhereElse



Why Go Anywhere Else?



Recommended Campaign Two



DVC

Create a collage that focuses on the myriad aspects of the institution (campus shots, facilities, fun, learning etc)

SUPER: LEARN

Cut to people from different ethnicities coming together and creating an environment of learning and sharing, fun, shopping and partying .

SUPER: EXPERIENCE

Cut to the beautiful Singapore that it is; monuments, food, culture. festivals, et al.

SUPER: CHERISH

Super : #WhyGoAnywhereElse

Content Development Strategy



Media Amplification-

- Sponsored social media posts
- Google display network banners
- Direct buys (ad banners on management and b-school related websites and portals)

KOL Amplification

- Content resharing by LSBF Singapore top management and associate K.O.L.s
- Macro-influencer shoutouts during campaigns
- Micro-influencer resharing for S.O.V.

Publisher Partnerships

- Co-written blog articles by content publishing platforms
- Third-party created informative content
- Content seeding in youth interest groups and meme pages

Brand Voice on Social Media



Personality

Authoritative
Inspiring
Professional

Tone

Expert
Respectful
Matter-Of-Fact

Language

Formal
Simple
Conversational

Purpose

Educate
Enable
Empower

Focused Platform Strategy



Audience Outreach

Create awareness via reach-&-frequency to:

- Students
- Parents
- Geographies
- Languages
- Specializations
- Cross-platform promotion capable



Community Building

- Primary social platform for the youth
- Platform enables content creation as well as sharing
- Use the platform to strengthen salience among students



Thought Leadership

- Fast-growing platform
- Create and collaborate with KOLs from the industry to strengthen salience
- Create content to help students improve soft skills



Resource Hub

- Second largest search engine after Google
- Hub of all long-form video content - ads, acquisitions, webinars, events, etc.
- Educate school students via content



Newsroom

Industry updates- Courses, People and Jon

Social Content Framework



Obj. Awareness

History and milestones

Awards and Accolades

Ranking and Ratings

Informative Content

Initiatives- Social/CSR

Obj. Advocacy

Student Testimonials and stories

Parent Testimonials

Alumni Stories

Staff Credentials

Industry Experts and Mentors

Obj. Engagement

Quizzes and trivia

Topical Post

Shareable/Relatable content

Polls

Ask us a question

Facebook, Instagram, LinkedIn

Media Approach

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E-Learning Market

By Region



North America ↑

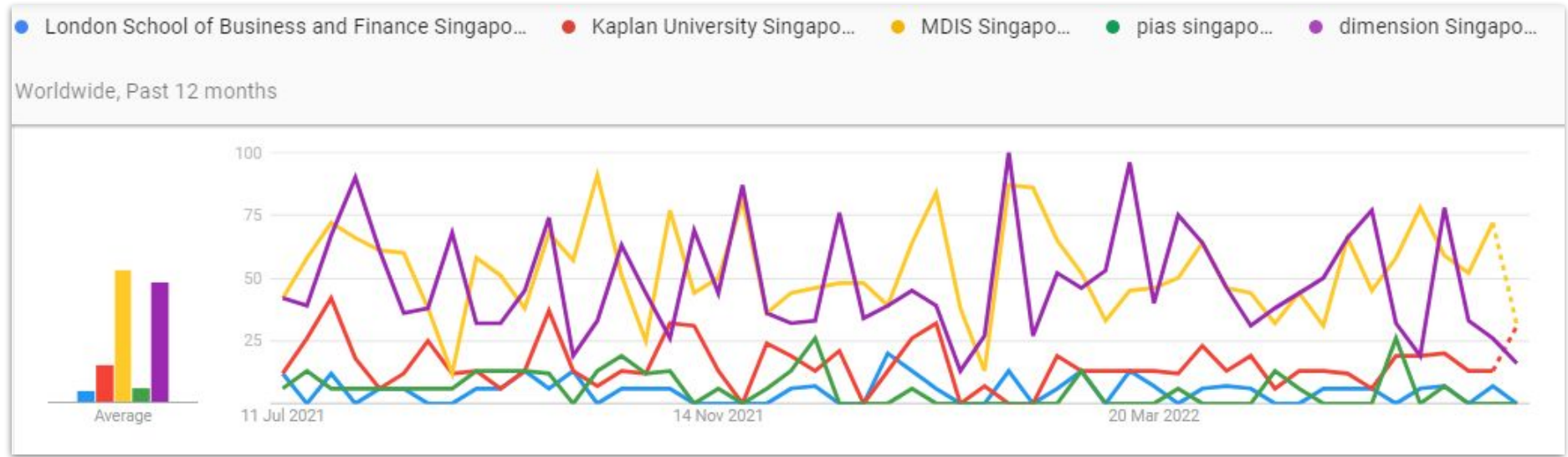
Europe

Asia-pacific

Lamea

Asia-Pacific would exhibit highest CAGR of 17.4% during 2021-2030

Google Trends (LSBF VS Other Brands)



MDIS has the highest searches in past 12 months

Google Trends (LSBF VS Others)

Compared breakdown by region

- London School of Business and Finance Singapore
- Kaplan University Singapore ● MDIS Singapore ● pias singapore
- dimension Singapore

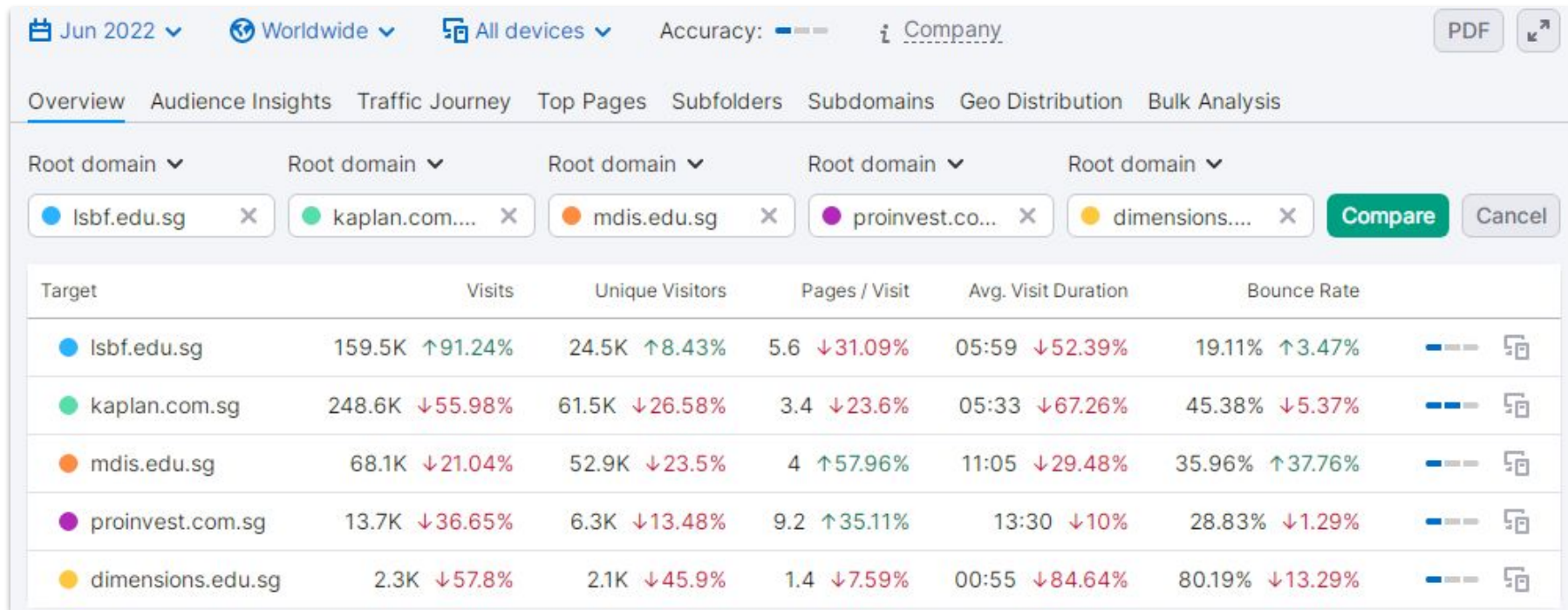


Colour intensity represents percentage of searches [LEARN MORE](#)

Country	London School of Business and Finance Singapore	Kaplan University Singapore	MDIS Singapore	pias singapore	dimension Singapore
Singapore	1%	11%	40%	5%	43%
Uzbekistan	—	—	100%	—	—
Malaysia	—	—	100%	—	—
Vietnam	—	—	100%	—	—
Indonesia	—	60%	40%	—	—
India	36%	—	64%	—	—
Philippines	—	—	—	—	—

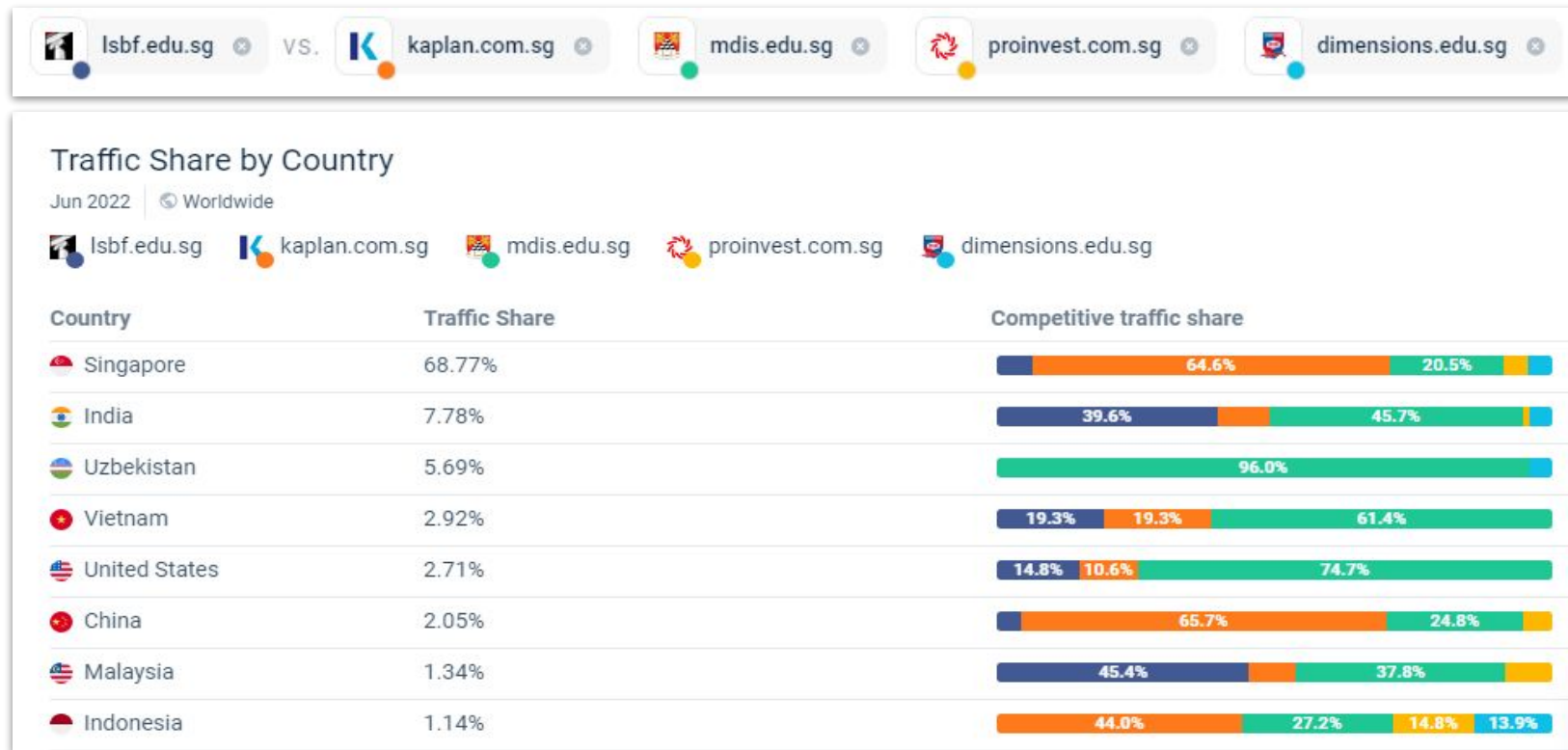
Takeaway- Focus on visibility in APAC markets to increase SOV

Traffic Analysis



Key Takeaway- Kaplan generates maximum traffic with unique monthly visitor around 61.5k & Proinvest has max average time spent on website is 13+mins

Traffic Share By Country



Key Takeaway- Kaplan.com.sg is getting maximum traffic from Singapore

Consumer Searches

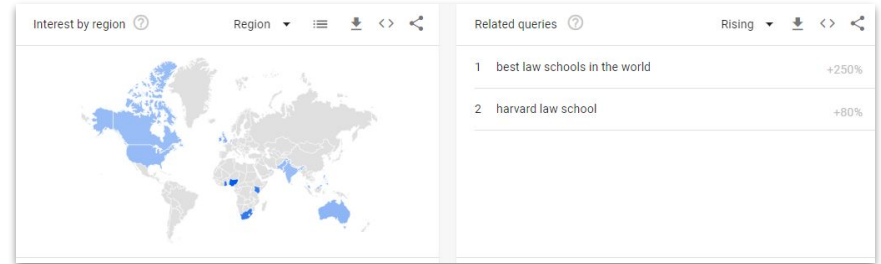
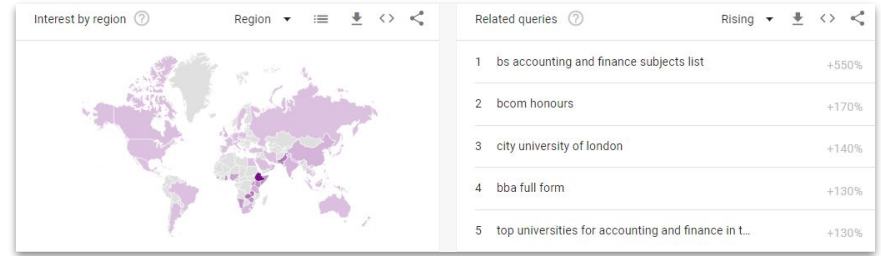


Consumers are searching for

- accounting and finance is the most
- Master of law next
- Masters of business administration
- Diploma in accounting
- masters of business management

Region wise affinity with Product type

- accounting and finance has a string pull
- Master of law is searched a lot by people



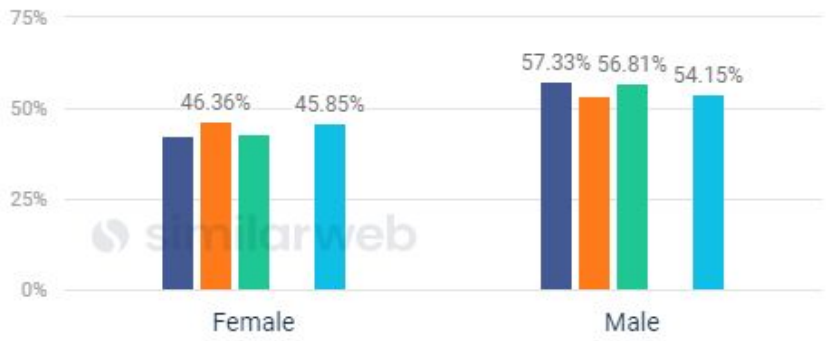
Consumer Demographic Analysis

lsbf.edu.sg vs. kaplan.com.sg mdis.edu.sg proinvest.com.sg dimensions.edu.sg

Gender Distribution

Jun 2022 Worldwide

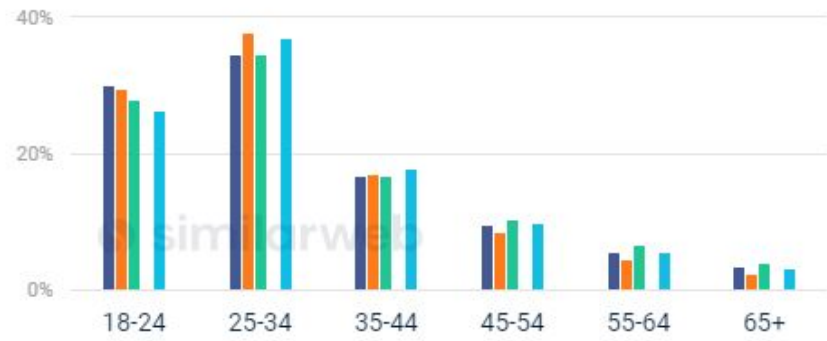
lsbf... kapla... mdi... proinv... dimensi...



Age Distribution

Jun 2022 Worldwide

lsbf... kapla... mdi... proinv... dimensi...



Key Takeaway- All competitors are targeting male audiences more than female audiences (6:4 ratio), 25-44 years is the key target audience for all competitor brands

Summing up the Category and Proposition for the Launch

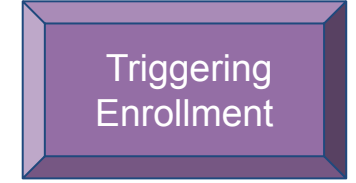
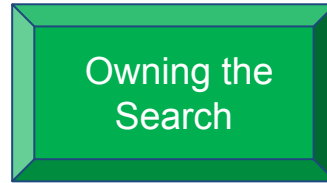
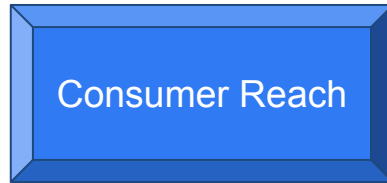
Our Understanding of the Category, Competition and Opportunity



CATEGORY
Online Education

COURSES
Diversify & Recognized

PRICE
Affordable



Building consistent Online reach
across various platforms (Discovery)

- Digital
- Social
- Owned platforms

Owning the Search: 25% to Higher SOV

- Trending
- Category Relevance
- New Campaigns
- Category first conversation

UGC

- Information
- Relevance
- Trust and Brand Love

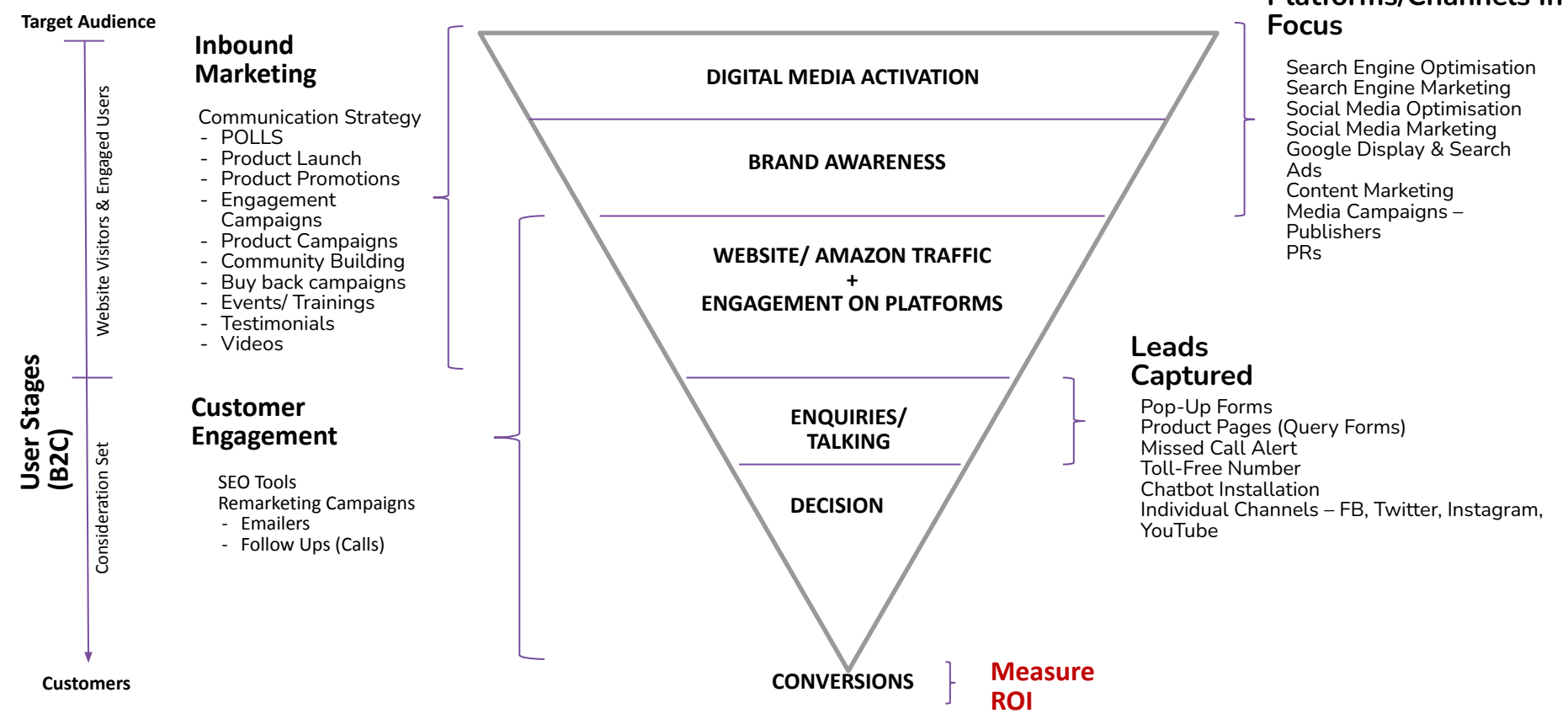
Factors that drive Online purchase:

- Courses variety/ Affordable

Lets understand the Online Consumer Journey

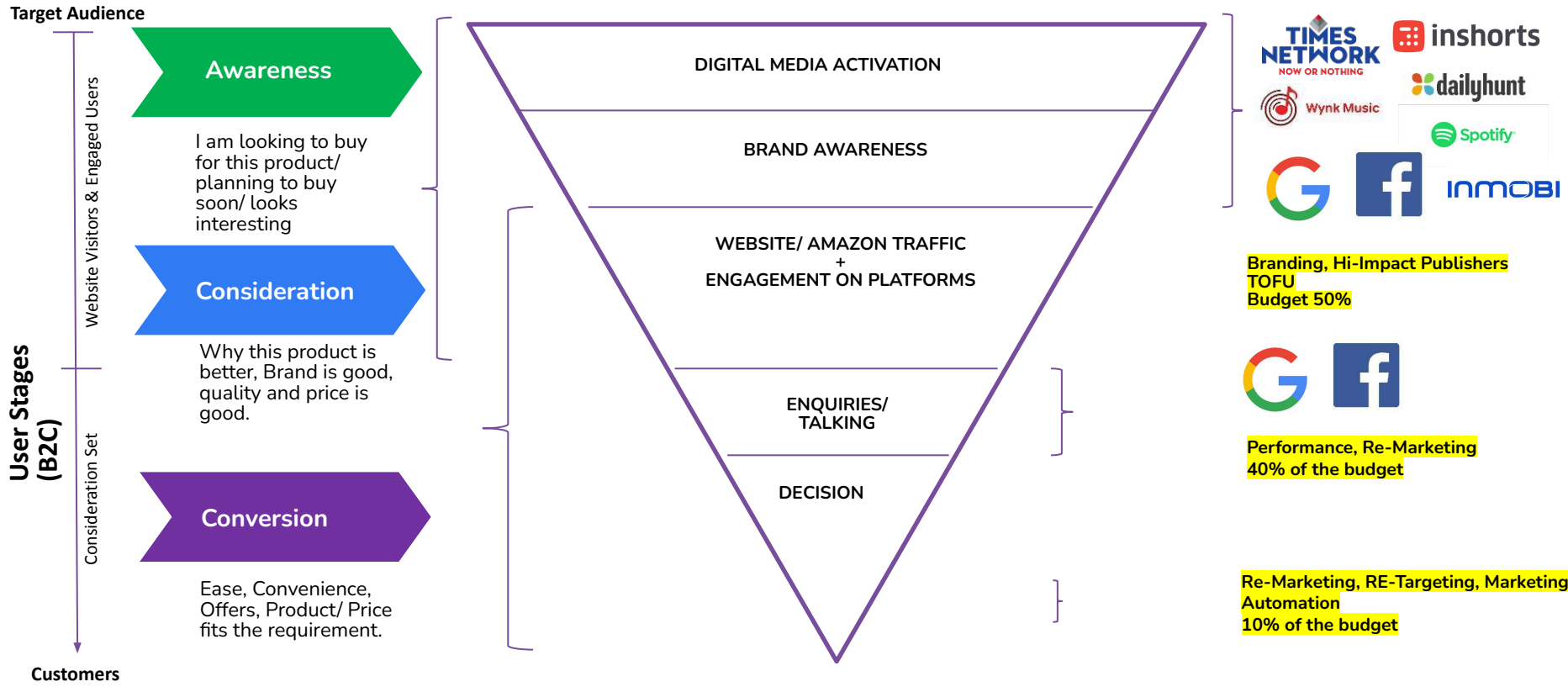
UNDERSTANDING THE MARKETING FUNNEL & USER POSITIONING

ACTIVATION>>> AWARENESS>>> CONSIDERATION>>> SALES



UNDERSTANDING THE MARKETING FUNNEL & USER POSITIONING

ACTIVATION>>> AWARENESS>>> CONSIDERATION>>> SALES



Aligning Marketing Funnel with Google Ads



Campaign Funnel

Awareness

Consideration

Conversion

Google Solution

- Generic Keywords – Category & Launch Specific
- Display Network

- Competition Keywords
- Generic Keywords: Feature Specific
- GDN Remarketing

- Brand Keywords
- Generic Keywords: Price Specific
- Remarketing

KPI

- SOI
- Relevant Traffic

- Cost per Click
- SOI
- TOM

- Cost per Lead

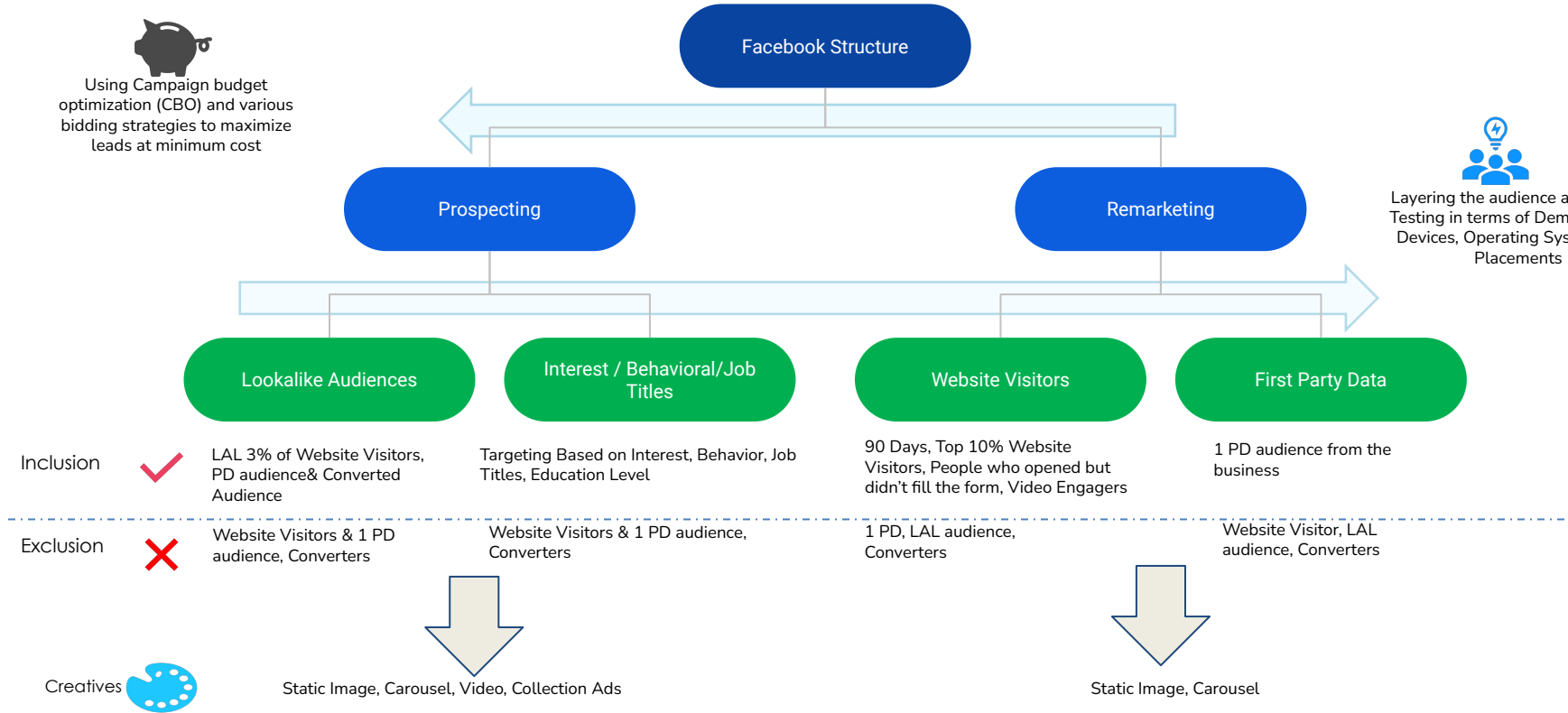
Facebook Structure



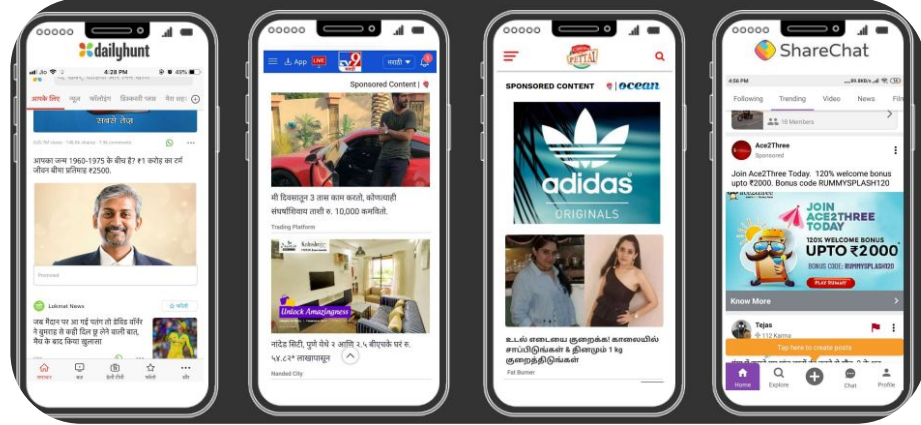
Using Campaign budget optimization (CBO) and various bidding strategies to maximize leads at minimum cost



Layering the audience and do A/B Testing in terms of Demographics, Devices, Operating Systems and Placements



Native Ads



Intent	Segment
Education	Professional Course
	Skilled Course
	Admission
	Institute
	Overseas Education
	University



Audience Segmentations

Audience Size | Google

Online & Distance course

Segment insights
India (+5 more), All languages, All ...

Weekly impressions
10B - 1T

Gender
69% male

Age
34% 18 - 24

Parental status
86% non-parents

Topics

This segment visits websites related to these topics

Colleges & Universities

Education

Distance Learning

Business Education

Jobs & Education

Part time education

Segment insights
India (+5 more), All languages, All ...

Weekly impressions
10B - 1T

Gender
69% male

Age
34% 25 - 34

Parental status
84% non-parents

Topics

This segment visits websites related to these topics

Singapore

Southeast Asia

Colleges & Universities

Education

Executive / Diploma

Segment insights
India (+5 more), All languages, All ...

Weekly impressions
10B - 1T

Gender
69% male

Age
34% 25 - 34

Parental status
85% non-parents

Topics

This segment visits websites related to these topics

Colleges & Universities

Business Education

Education

Business & Industrial

Similar visitor of competitor websites

Segment insights
India (+5 more), All languages, All ...

Weekly impressions
10B - 1T

Gender
65% male

Age
34% 18 - 24

Parental status
83% non-parents

Topics

This segment visits websites related to these topics

Singapore

Education

Colleges & Universities

Southeast Asia

Volume on Google : Category Keywords

Avg. search volume
100K+ for category &
non branded
keywords

Keyword	Search Volume
study in singapore	5000
online mba programs	5000
distance learning courses	50000
distance education university	5000
study master in singapore	500
online study	50000
distance learning in singapore	50
accountant finance	50000
chartered accountant singapore	500
master courses in finance	500
business university singapore	50

Keyword	Search Volume
certified public accountant	5000
institute of singapore chartered accountants	50
study in singapore for international students	50
study in singapore for foreigners	50
mba in international business	5000
post graduate diploma in management for working executives	50
part time education in singapore	50
masters in law singapore	50
singapore finance university	50
private business schools in singapore	50

Volume on Google : LSBF Keywords

Avg. search volume
5K+ for all brand
keywords

Keyword	Search Volume
lsbf singapore	5000
lsbf online courses	50
london business and finance	50
lsbf executive education	50
lsbf singapore acca	50
london finance university	50
lsbf singapore mba	50
lsbf singapore course fee	50

Keyword	Search Volume
lsbf singapore campus	50
lsbf singapore study	00
lsbf sg	50
lsbf distance learning	50
lsbf university singapore	50
lsbf singapore courses	50
lsbf global mba	50

Segmented Audience Size | Social

Location:

Singapore

Age:

30-40

Gender:

Female

People who match:

Interests: Business school, Business education, Master of Business Administration, Postgraduate education, Distance education, Undergraduate education, Master's Degree or Executive education, Field of study: Master of Laws (LL.M.) or MBA



FEMALE INTEREST

Estimated audience size
2,86,400 - 3,37,000

Location:

Indonesia, India, Malaysia, Philippines, Singapore, Vietnam

Age:

21-50

People who match:

Interests: London School of Business and Finance, Curtin University, Kaplan University, National University of Singapore, Master of Business Administration, Distance education, Nanyang Technological University, MDIS, International education, Grenoble School of Management, S. P. Jain Institute of Management and Research or ESSEC Business School

COMPETITOR + DISTANCE-EDU

Estimated audience size
16,37,00,000 - 19,26,00,000

Segmented Audience Size | Social

Location:

Indonesia, India, Malaysia, Philippines, Singapore, Vietnam

Age:

21-50

People who match:

School/University: NUS Business School, National University of Singapore, Amity University, Singapore Polytechnic, Republic Polytechnic, Temple University, Kaplan Singapore, James Cook University Singapore, EDHEC Business School, Temasek Polytechnic, SIM Global Education, Singapore Institute of Management, INSEAD, Alliance Manchester Business School, National University of Singapore, Singapore Management University, EHL Group, DigiPen Institute of Technology, University of Chicago Booth School of Business, LASALLE College of the Arts, ESSEC Business School, London School of Business and Finance (LSBF), Institute of Business Management, BMC International College, Embry-Riddle Aeronautical University, UNLV, Curtin Singapore, Nanyang Polytechnic or MDIS, Field of study: Master of Business Administration, Master of Laws (LL.M.), Bachelor of Business Management, Bachelor Business of Administration or Master Degree of Business Administration (MBA)

Location:

Indonesia, India, Malaysia, Philippines, Singapore, Vietnam

Age:

21-50

People who match:

Interests: University of Nottingham, Universiti Tenaga Nasional, London School of Business and Finance, Swinburne University of Technology, Bandung Institute of Technology, Curtin University, Amity University, James Cook University Singapore, Kaplan University, Singapore Management University, National University of Singapore, Sunway University, Polytechnic University of the Philippines, Airlangga University, INSEAD, UCSI University, Nanyang Technological University, University of the Philippines, RMIT International University, Monash University Malaysia Campus, Asian Institute of Management, Ho Chi Minh City University of Information Technology, MDIS, Lovely Professional University, Institute of Chartered Financial Analysts of India or IMT Ghaziabad



SINGAPORE UNIVERSITY+COURSE

Estimated audience size

7,31,700 - 8,60,800

OTHER-OPEN UNIVERSITIES

Estimated audience size

5,69,00,000 - 6,70,00,000

Media Plan & Budgets

Half Yearly Forecast

Objective	Type	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Total
Leads	Branding	900,000	900,000	700,000	600,000	600,000	500,000	₹4,200,000
	Performance	700,000	700,000	900,000	900,000	10,00,000	1,000,000	₹52,00,000
	Remarketing		200,000	200,000	400,000	600,000	700,000	₹2,100,000
Total		1,600,000	1,800,000	1,800,000	1,900,000	2,200,000	2,200,000	₹1,15,00,000

Note: For Awareness, Online Aggregators & Consideration will share month on month plan.

Monthly Media Splits

BRANDING								
Objective	Property	Est. Impressions	Est CPC/CPV	Est. Clicks	Est. Video Views	Est. Results	Est.CPA	Budget (INR)
Branding	Native	3,600,000	3	133,333	NA	800,000	0.5	₹400,000
	FB & IG	1,200,000	8	25,000	NA	400,000	0.5	₹200,000
	Youtube	1,000,000	1	200,000	200,000	NA	NA	₹200,000
	Adgebra Rich Media	66,66,667	150	3,333	NA	NA	NA	1,00,000
Total		1,24,66,667		358,333	1,200,000		0.5	₹900,000

Monthly Media Splits

PERFORMANCE								
Objective	Property	Est. Impressions	Est CPC	Est. Clicks	Est. Website Visits	Est. Results	ECPA	Budget (INR)
Leads	FB & IG	600,000	6	33,333	20,000	400	₹ 500	₹ 2,00,000
	Google	800,000	8	25,000	17,500	350	₹ 571	₹ 2,00,000
	Native Int. Mkt.	40,00,000	30	6,666	2,666	293	₹ 682	₹ 2,00,000
	Native IN Mkt.	66,66,667	10	10,000	5,000	150	₹ 667	₹ 1,00,000
Total		1,20,66,667	13.5	74,999	37,500	1,875	₹ 605	₹ 700,000

Let's Talk...

Leveraging Other Platforms



YouTube

'How to..' videos by top teachers and professors
Campus Life- Events, seminars, competitions, sports etc

Do Know- Overall Skill Development etc

Campus Tour- online and Virtual

YouTube shorts videos

Pre-Roll and Trueview ads for admission time

News Apps

Banner ads

Informative content and updates

LinkedIn

Monthly live webinars with industry experts

Case studies and reports

Education portals

Partnered/co-authored articles

Banner ads

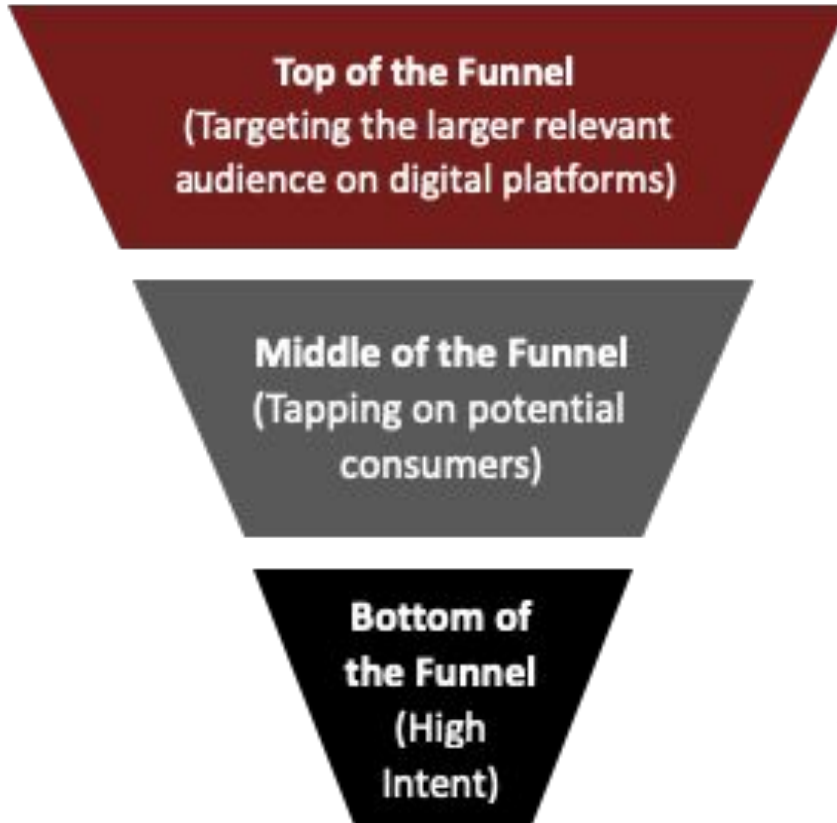
Interviews of university's board members

Articles and write-ups on university's milestones and

Media Strategy



Consumer Funnel



Objective: Branding >> Awareness

Who: Males & females, 15-28, Device, Interests:-Career, English, Education, Geography, Specialization

Channels: FB, IG, YT, LI, GDN Ad, Display, Direct buys on education portals

Objective: Contextual Targeting + Retargeting >> Increase Consideration

Who: Seen our ads once | Website visitors | Competitor page followers | Searched for competitor institutes | Searched for courses and degrees

Channels: FB, IG, Search, Display, Native Advertising and Blogs

Objective: Drive Traffic >> Get high-intent consumers to drop an inquiry for admission

Who: Get high intent consumers to website and drive lead generation

Channels: Google Search, FB, IG, LI, Sequential Retargeting Ads



**Let's Talk numbers
now...**

