



CREATING KICK-ASS CONTENT MARKETING CAMPAIGNS



EDge Interactive | The SchoolFinder Group



YOUR SPEAKERS

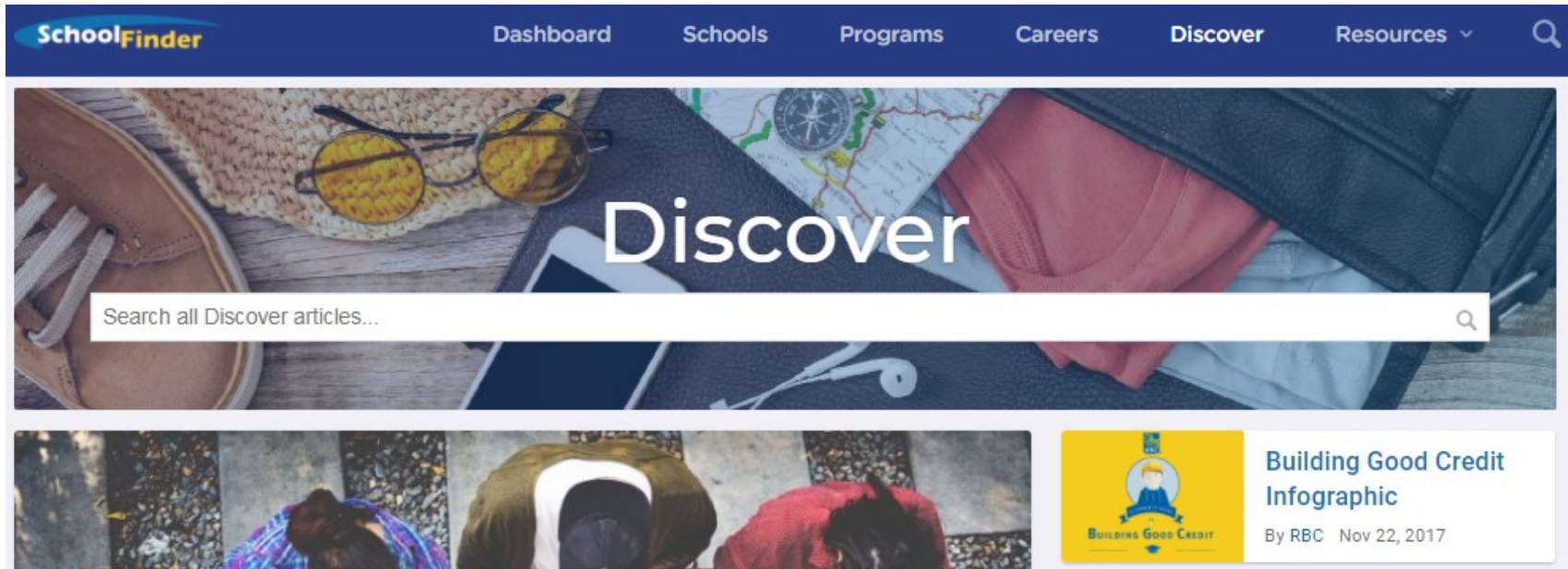


Manager, Marketing & Community
EDge Interactive
The SchoolFinder Group



Founder & CEO
Higher Ed Points

The SchoolFinder Group loves content!



Since **October 1, 2017** there have been...

- **117** articles contributed
- **868** articles viewed
- **88,232** total article views





**"Content marketing is the
only marketing left."**

-Seth Godin

Why does content matter?

- People are very wary of advertising!
- The average person sees **3,000 to 20,000 ads** and brand messages per day – *Forbes*
- Developing amazing/valuable content is a great strategy to have your audience trust and listen to your story
- Content marketing costs **62% less** than traditional marketing and generates **3x as many leads** - *DemandMetric*



Creating a value exchange

- Creating amazing content is all about **creating value** for your audience
- People care about themselves, not you – so provide them with something that is of **value to them**




Content marketing is NOT selling

- Your content should not be an advertisement; it should NOT be about YOU
- Nobody wants to be directly sold to

Stop selling.
START HELPING.

- Zig Ziglar



Fighting friction is about improving people's lives. It's about **helping people** fulfill their hopes, dreams, aspirations and their mundane day-to-day goals.

There needs to be content, and tools, and experiences to **help improve people's lives** one small step at a time.

Jeff Rosenblum



What to do instead of selling...

- Build a value exchange!
- Your content should be **authentic**, **relatable** and **valuable** to your audience's life
- Purpose of valuable content is to build trust and loyalty before selling
 - a) What problems are your audience trying to solve? Answer them and they will thank you!
 - b) When it comes time for them to make a decision, there will be a positive response towards your brand

Develop your brand voice and authenticity

Having a **brand tone** and **voice** helps develop personal relationships with your audience

- Consider brand voice throughout the entire content process

Authenticity is the key to building trust

- Be truthful and authentic in the information you provide and the interactions you have with your audience

“Tone is important to attracting the right demographic, but the right content is also crucial to keeping them interested.” – Kelly Samuel, Forbes



What's working on the Discover platform

Based on Google Analytics **page views** and **time spent on page**, these are some of the **best** performing articles:

1. Tips to Win Scholarships and Awards
2. Finding the Right School For You: 5 Factors to Consider
3. Twelve Student Survival Tips to Eating Well
4. Essentials for Succeeding at University
5. How to Deal with Living Away from Home



Twelve Student Survival Tips to Eating Well

By RBC
Modified on August 25, 2017

Here are 12 ways to eat like a boss on a student



I was a victim of the Freshman 15.

I had lived with my parents up until university and ranged from boiling water to calling the pizza delivery diet. Adding to the fact that I was on a tight student budget was home for Christmas.

Fresher's Guide To Managing Your Money

By Cardiff Metropolitan University
Modified on August 30, 2017

Cardiff Met student blogger Lorna shares some tips.



One thing you'll have to learn whilst at university is how to manage your money well. It'll mean you don't have to go running to Mum or Dad and you'll learn how to become self-sufficient to a certain extent. So here I am to share with you how I've been managing my money!

To start, don't throw away all your money during your first few weeks of university. A lot of students spend a lot when school first starts and end up scrimping for the rest of the year. So plan ahead and allocate more money for when you first start - your first food shop will cost a lot as you'll need to get all your basics in, and you might also need to buy anything you forgot to get over summer.

At the beginning of the year calculate how much money you'll have each week - split your yearly student funds by how many weeks you need that money to last (whether that's just for term time or for the whole year including the holidays). Then you'll have a rough amount of how much you can spend each week without having to get a job or ask for help from family. Each week I made a list (albeit a rough one) of what I was spending so I knew if I was under or over my weekly budget.

Finding The Right School For You: 5 Factors To Consider

By Concordia University
Modified on September 21, 2017

for future self!



Factors come into play when it comes to choosing WHERE to

With over 46,000 students, we still manage to keep 75 per cent

feeling at home? get the inside scoop.

city (or a town, depending on the size of your destination), location or your professional prospects? (Macquarrelli Symonds, 2017). It's also uniquely well-suited

Here's what's not working so well...

Based on Google Analytics **page views** and **time spent on page**, these are some of the **poorest** performing articles:

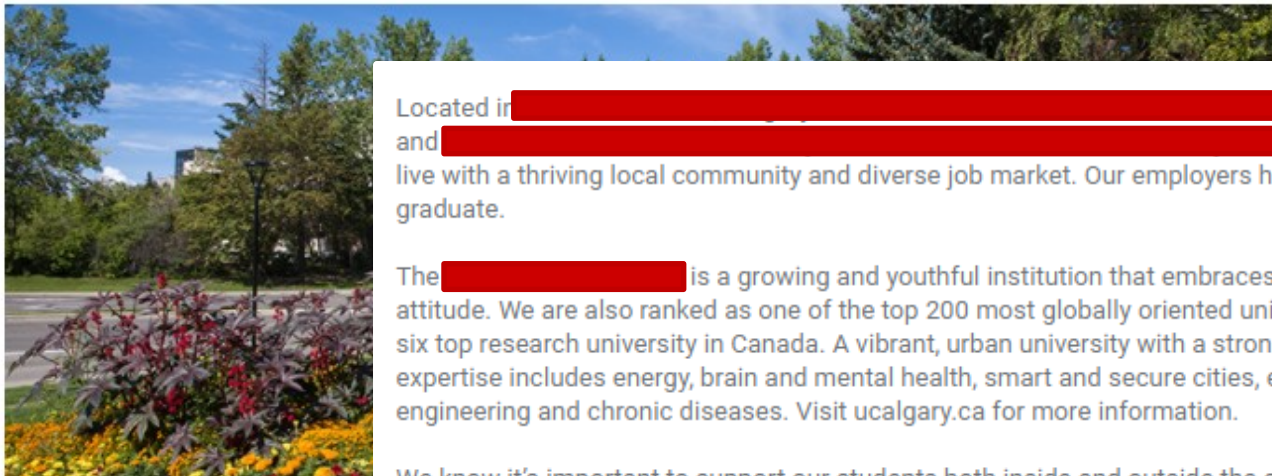
1. Let *XYZ* Help Get You into the School of Your Dreams
2. *XYZ* Offers Some of the Best Entrance Scholarships
3. You're Set Up for Another Great Year at *XYZ*
4. Pick the University that Best Fits Your Needs
5. Get Set for Success

Here's what's not working so well...

Pick the university that best fits your needs

By [REDACTED]
Modified on October 11, 2017

[REDACTED] is a top Canadian institution offering incredible student experience



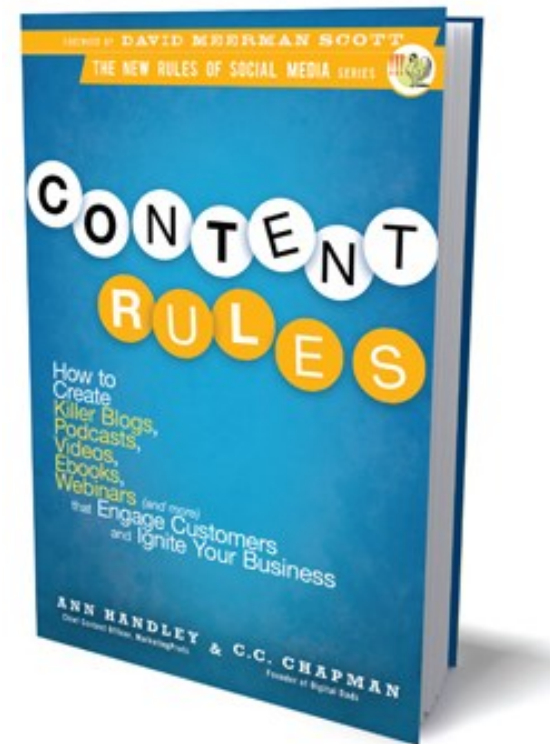
Located in [REDACTED] It's Canada's energy and [REDACTED] ty is a safe, fun place to live with a thriving local community and diverse job market. Our employers hire our students before they even graduate.

The [REDACTED] is a growing and youthful institution that embraces change and opportunity with a can-do attitude. We are also ranked as one of the top 200 most globally oriented universities in the world and are the number six top research university in Canada. A vibrant, urban university with a strong sense of community, our research expertise includes energy, brain and mental health, smart and secure cities, earth-space technologies, biomedical engineering and chronic diseases. Visit ucalgary.ca for more information.

We know it's important to support our students both inside and outside the classroom. As a [REDACTED] student, you can take advantage of the many free programs and services provided on campus to help you achieve success. Make the most of your student experience by joining a club (there are almost 350 to choose from) or finding activities and events that interest you. Calgarians also live an active lifestyle, and as a student, you'll have access to all kinds of fun activities, indoor and out. Visit [REDACTED] to learn more.

Six characteristics of a good content idea

1. True
2. Relevant
3. Human
4. Passion
5. Original
6. Surprising



The title matters!

- So, you've made a valuable piece of content – that's great! But **don't forget about the title!**
- The title is the **first thing** your audience will see, and it **determines** whether or not your piece will be **read**



5 tips for writing better titles

1. **Ensure accuracy in your title** – don't create expectations you can't fulfill
2. **Make your title pop!** Include things like alliteration, strong language and numbers
3. **Ensure your title resonates** – speak your audience's language
4. **Keep your title short** – under 70 characters or 8 words is best practice
5. **Create a list of a few titles** – you can then ask around and select the best one

Titles that have worked well

Titles that have performed well across the SchoolFinder Group Sites:

3 Unlikely Places to Find Scholarships

The 10 Best Programs in Canada

Scholarships Can Make Studying Abroad a Reality: Here's How!

6 Things to Know About Canada Before Moving Here

Hit Paydirt with these Lucrative Student Summer Jobs!



ENGAGE

YOUR TARGET AUDIENCE

Once they're in, it's time to engage!

- Inform your audience why they should care at **the start**
- Ensure your content provides your audience the **answers they're looking for** and how they can **apply the information**
- Create content that elicits an **emotional response** – relatable and shareable!

Styles of content that perform best



How-To's and Tutorials

Answer your audience's questions directly!



Controversial Posts

Take a stance on a subject your audience cares about



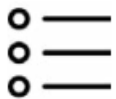
Stories

Great way to engage, elicit emotion and clarify your message



Guest Articles

Be relatable with student-written content



Lists

Easily addresses your audience's needs



Video

Engage your audience with video

Where to get content ideas?

Try gathering content ideas from these sources!

- Chat with existing students and prospects
- Ask your student-facing colleagues
- Monitor search and social media keywords
- Scan industry news and non-industry related news
- Go behind the scenes
- Engage in social listening
- Repurpose existing content



Writing tips for content success

A lot can be done to improve your content by the way it is structured and written. Try following these tips:

- **Avoid** writing in the **passive voice**
- Use **exciting** and **unique verbs** in your article
- Keep your article lively by **breaking it up**
- **Edit** your work!



**CONTENT
IS KING**



**DISTRIBUTION
IS QUEEN**

From Idea to Creation to Distribution

“How often is student selection for schools based on luck?” - *Student*



Potential content ideas:

- 10 Application Myths Debunked
- The School Admission Process Explained
- 6 Things You Need for a Great School Application





WHERE SHOULD YOU BE DISTRIBUTING YOUR CONTENT?

WE RAN A SURVEY
TO FIND OUT!



Survey methodology and demographics

- Online survey conducted between October 30 and November 8, 2017
- Respondents are members of the ScholarshipsCanada and SchoolFinder community
- 3,182 respondents – 95% were students



Survey respondent demographics

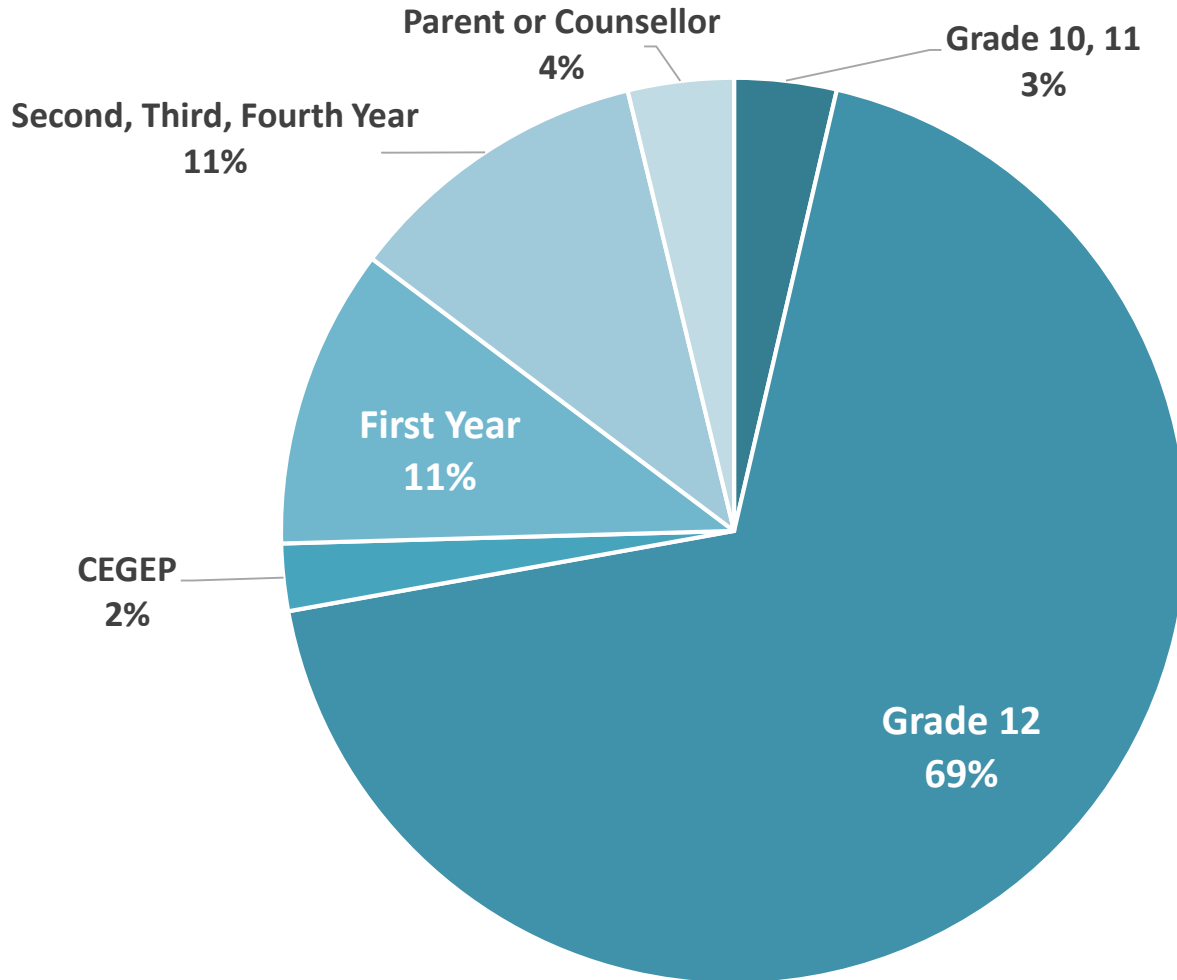


75% Female

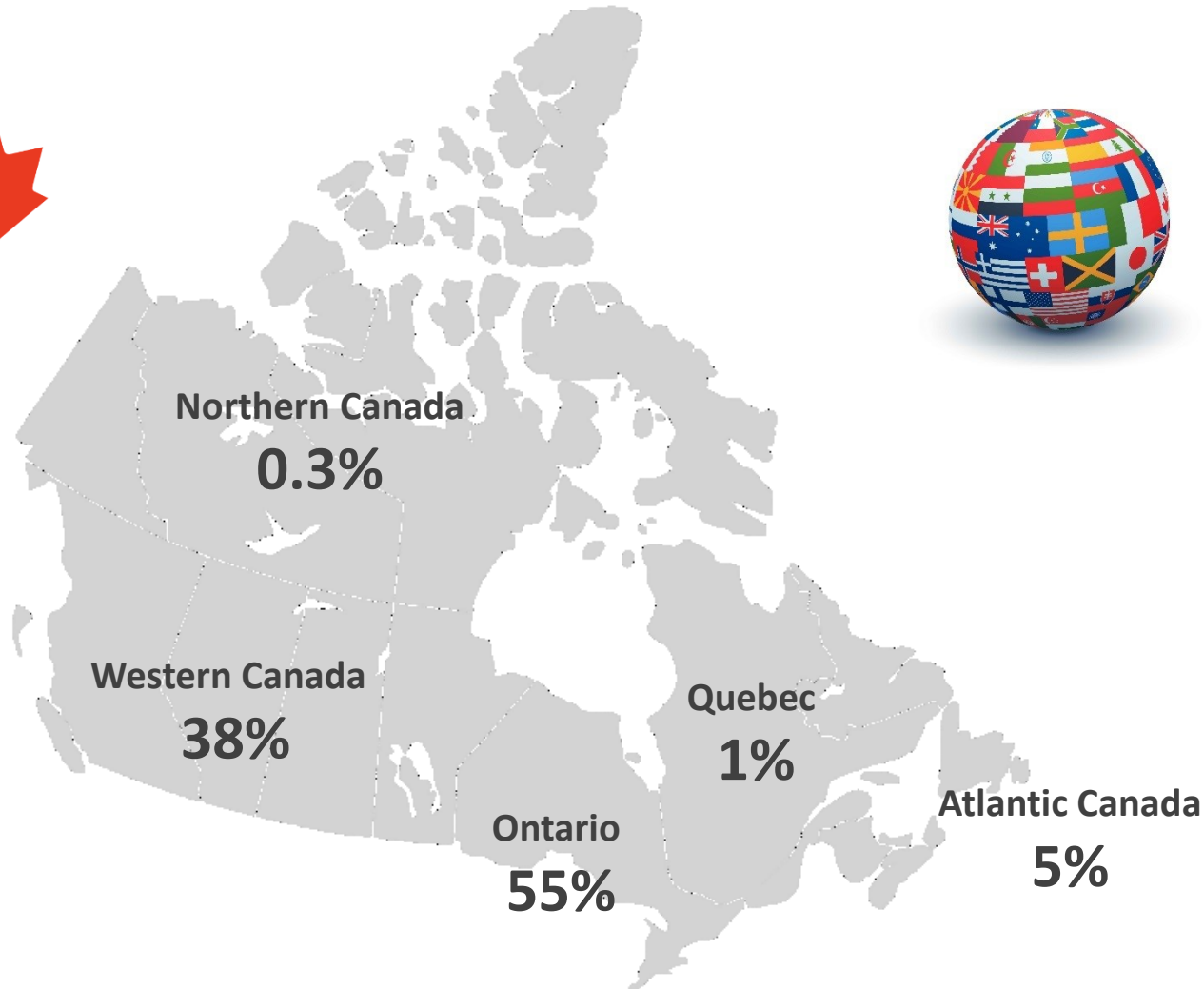


24% Male

1% Prefer not to say

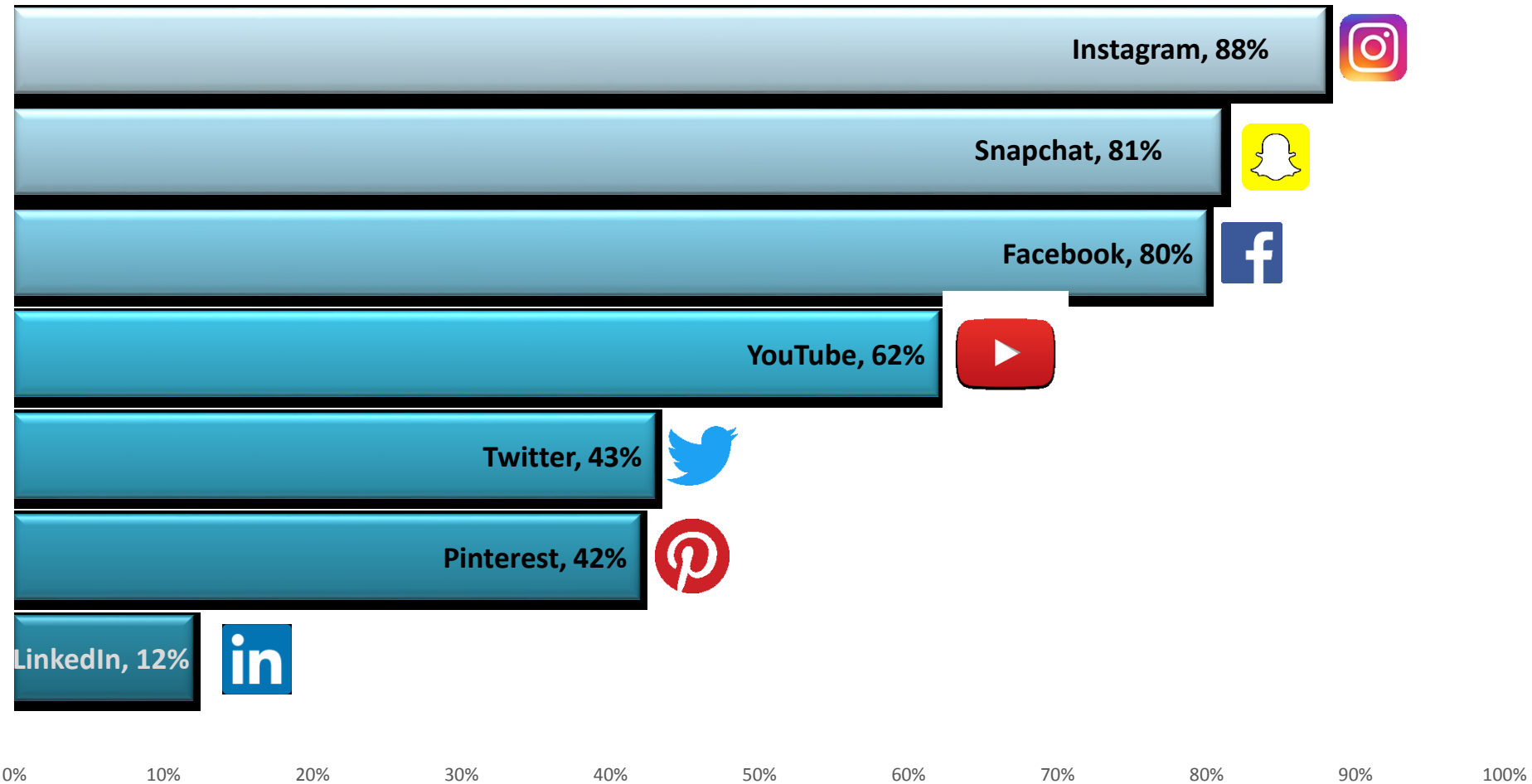


Where are our survey respondents from?

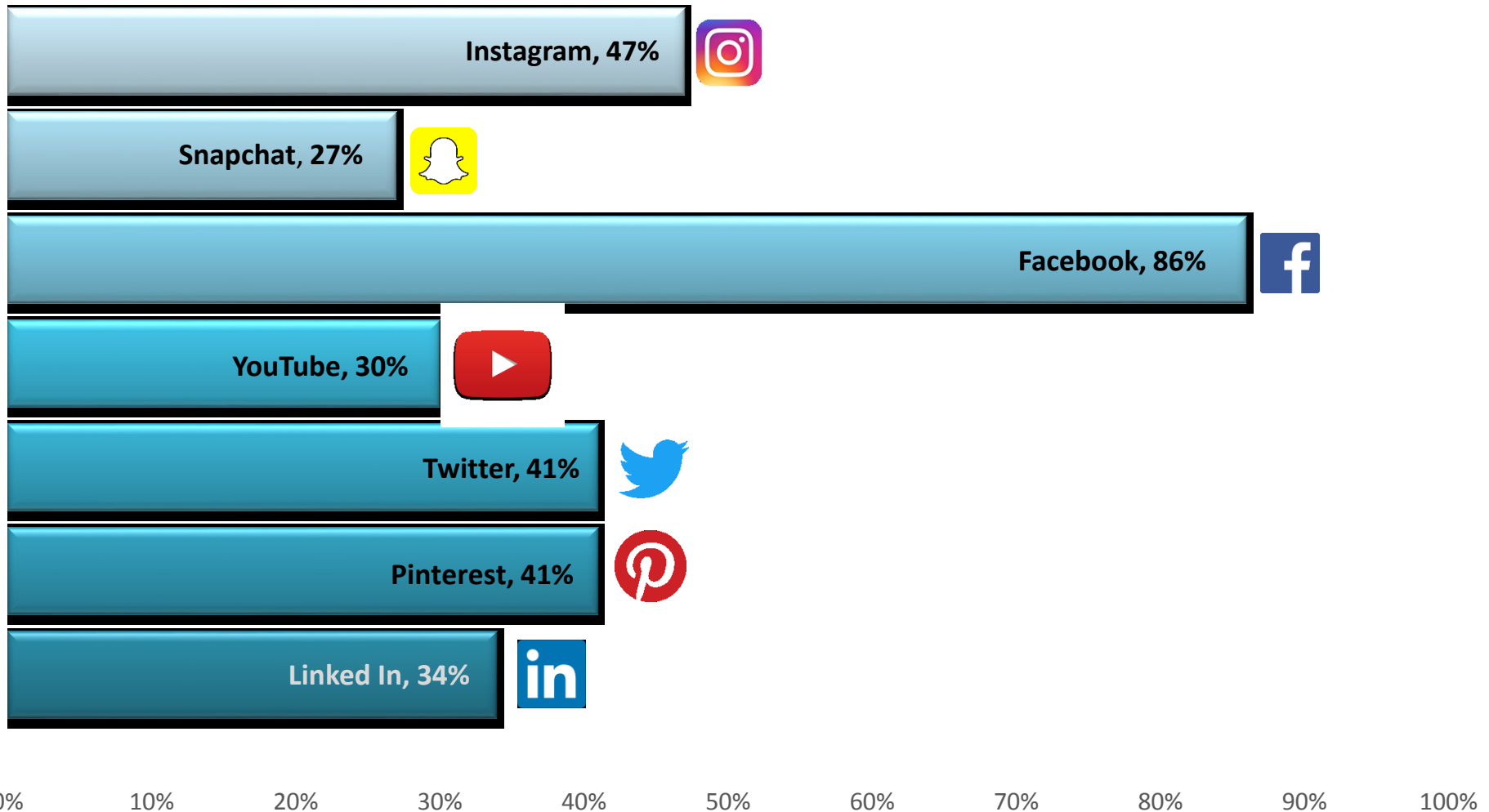


International
1%

Social Media Use: Students




Social Media Use: Parents & Counsellors

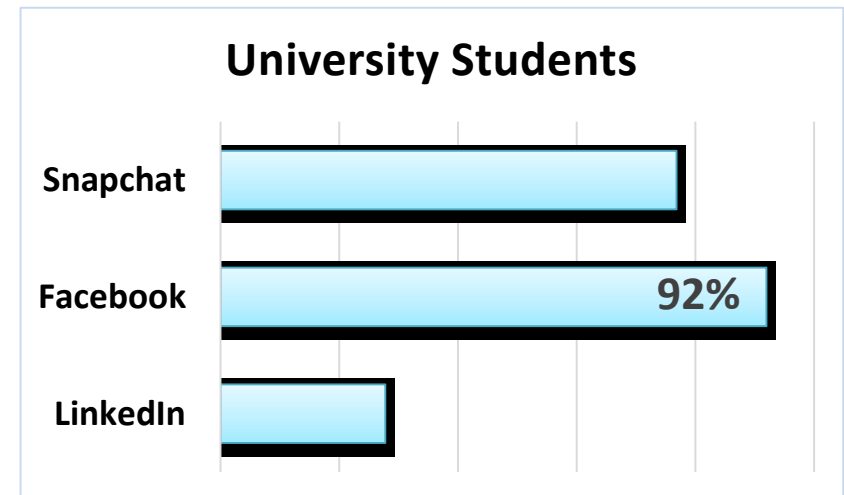
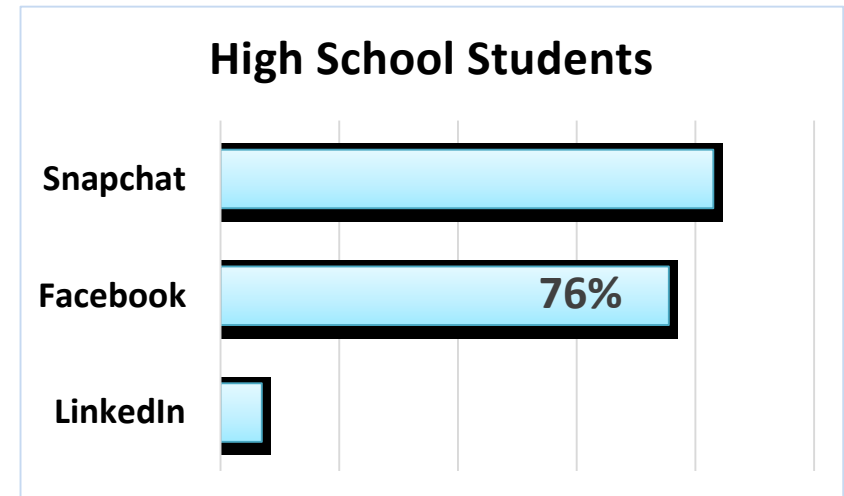


Social Media Use: Students

According to *Social Media Week*:

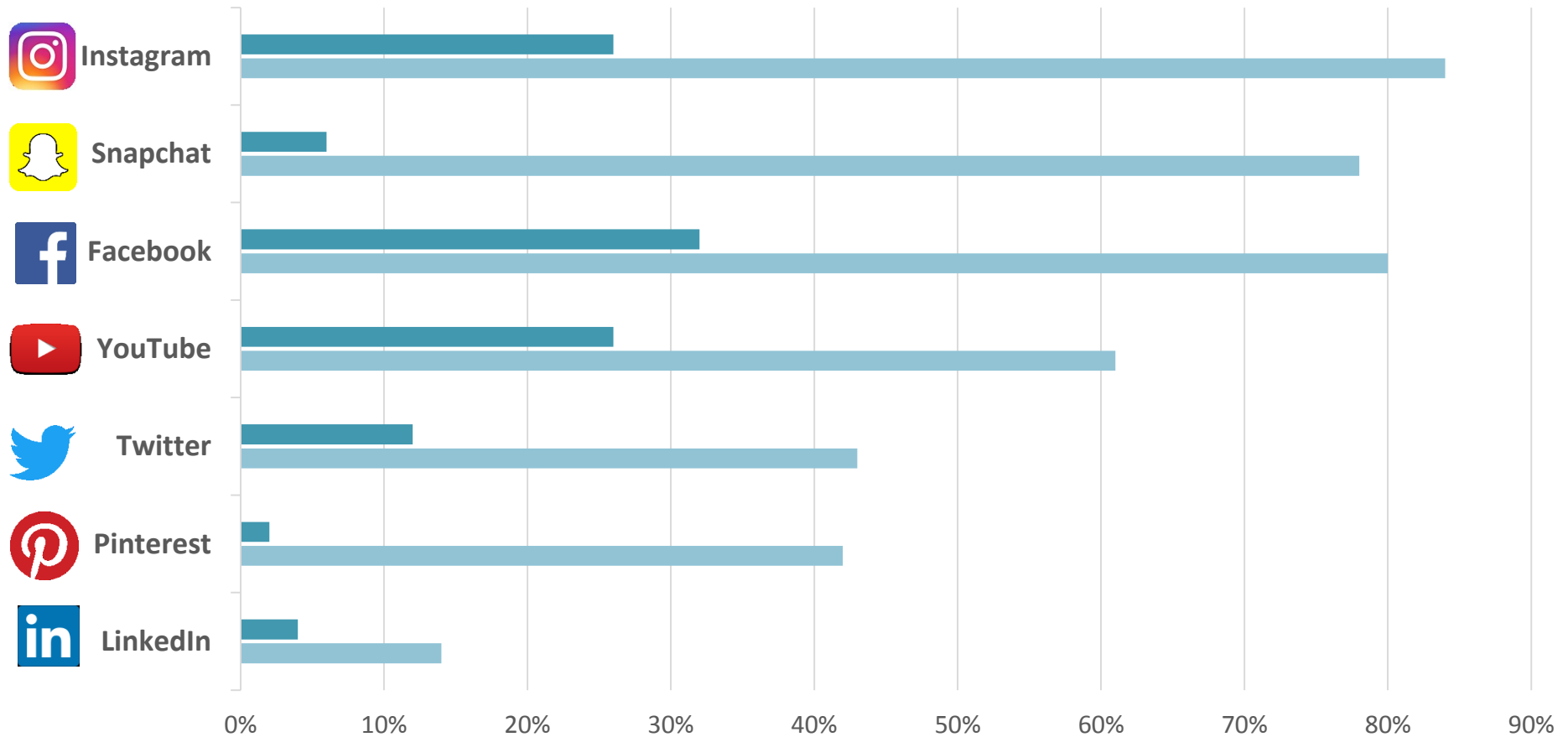
- Teens (13 to 18) today spend **9 hours** a day consuming media
- Teens are **disengaged** with **traditional media** – only consume 14% of video through TV
- Teens are **less engaged** with traditional social networks

Our data shows that **76%** of high school students are on Facebook  versus **92%** of university students



Which social media are used for research?

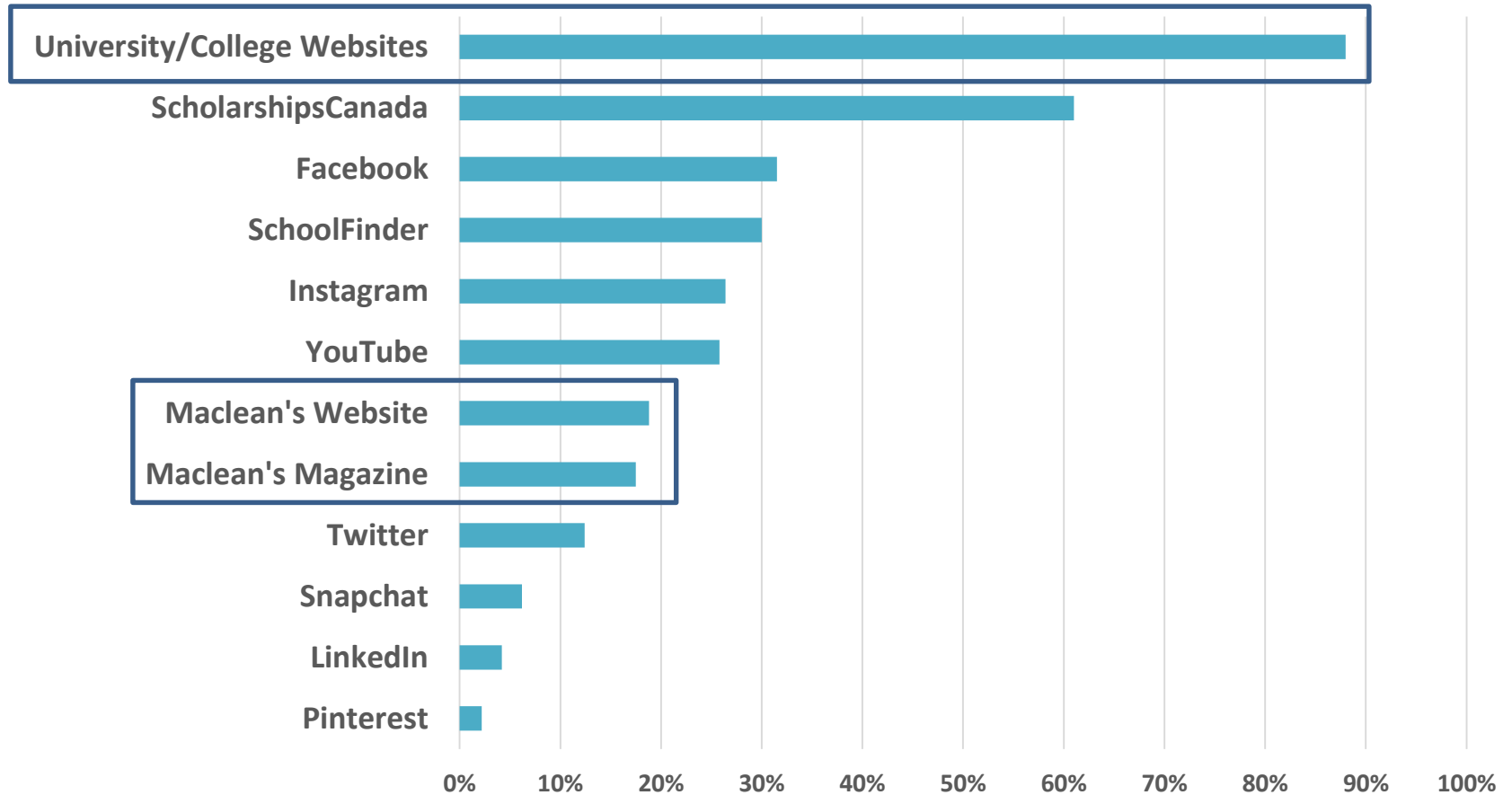
■ % Who Use For School Research ■ % Who Have an Account



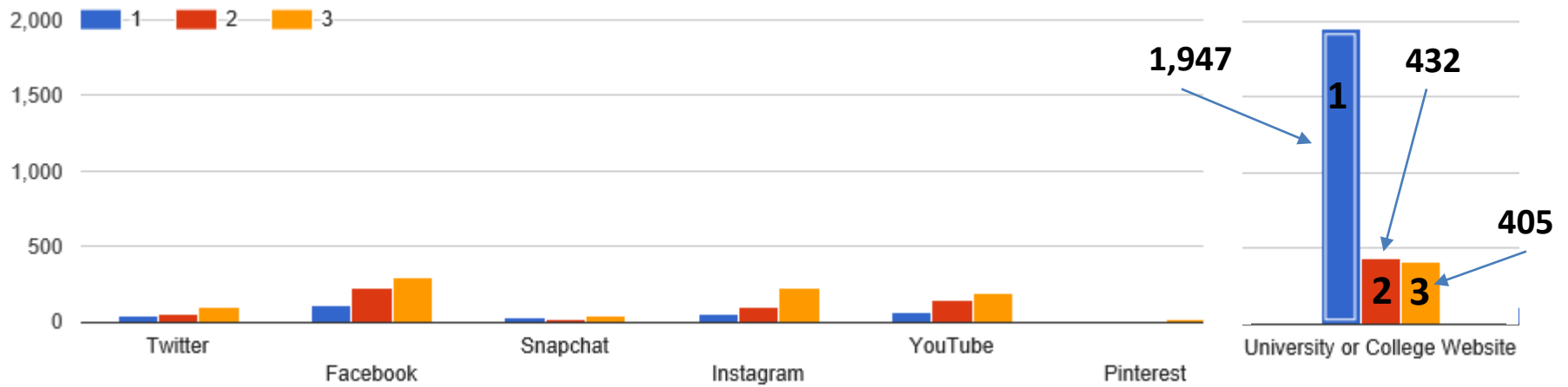
School sites are the #1 resource for school research



88% said your website is the #1 resource for research

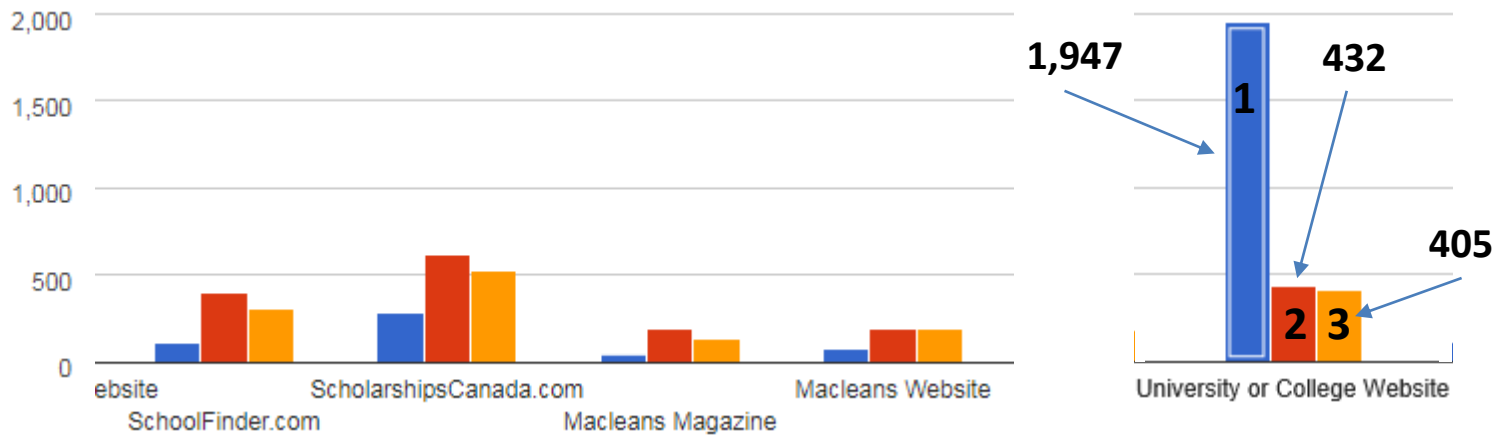


... and the most useful of all research resources



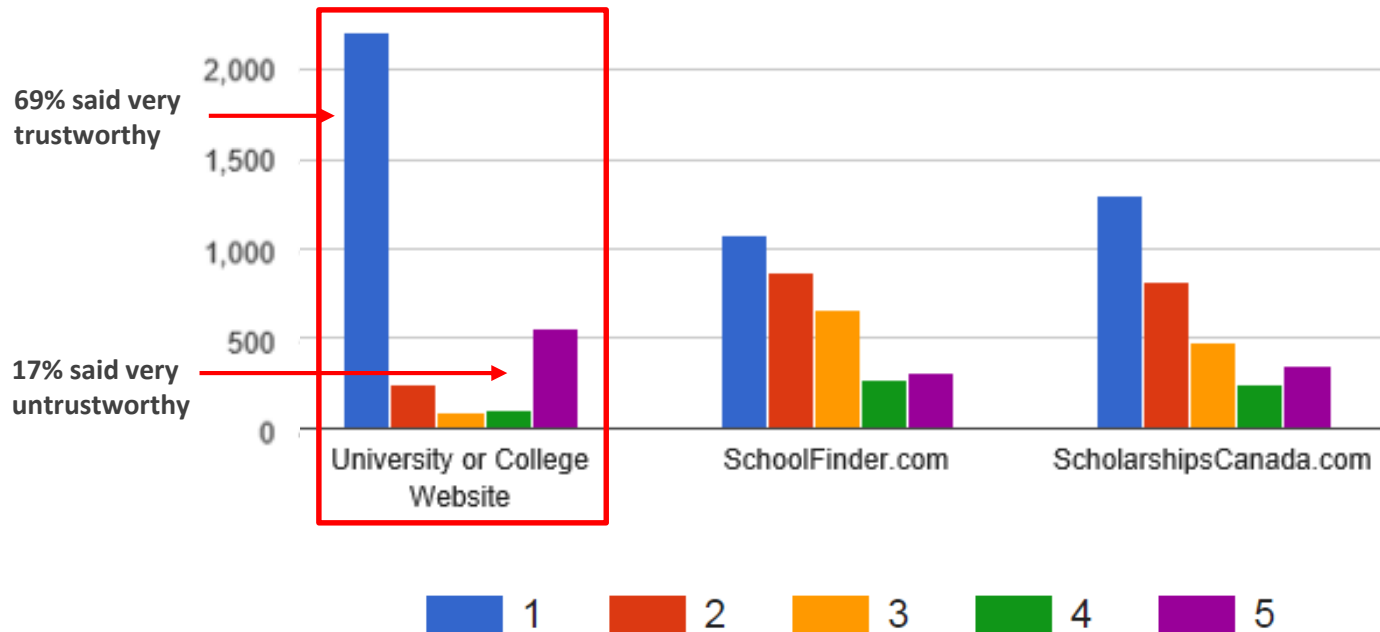
This question was a single select ranking for only 3 choices with #1 being the most useful resource, then #2 and #3.

... and the most useful of all research resources



Scholarships Canada had the next highest usefulness rating, then SchoolFinder. Macleans did better than social media, but <50 gave the magazine a #1 rank.

Which resources are most trustworthy?



1 = Very Trustworthy

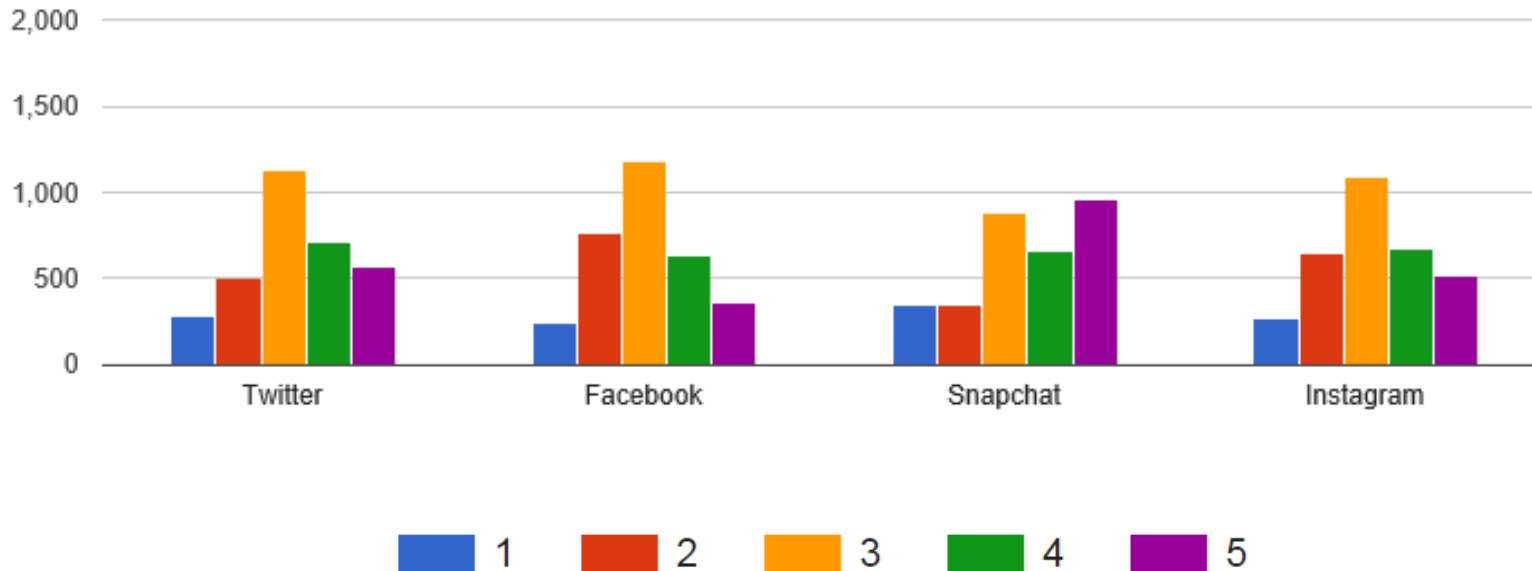
2 = Moderately Trustworthy

3 = Indifferent

4 = Moderately Untrustworthy

5 = Very Untrustworthy

Which resources are most trustworthy?



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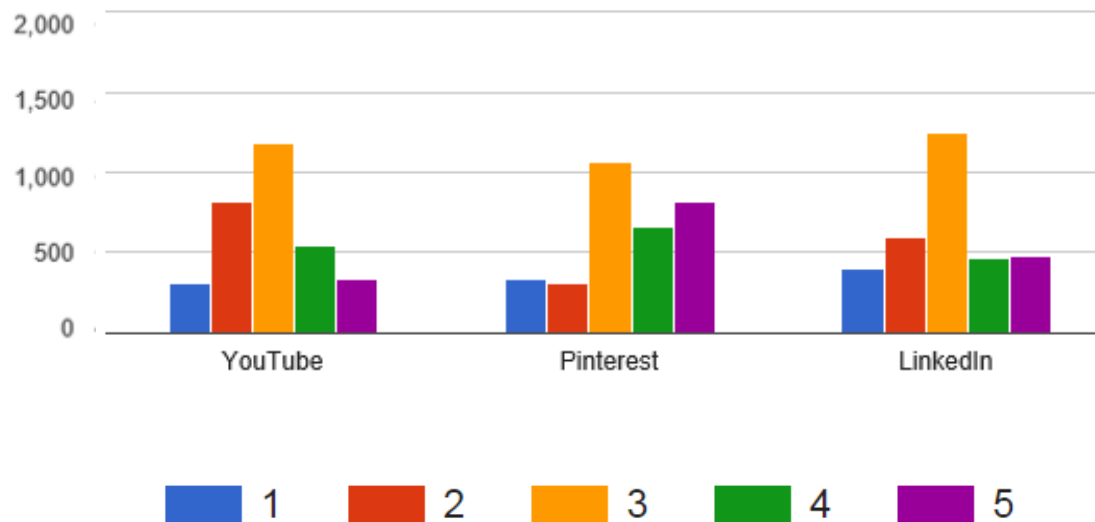
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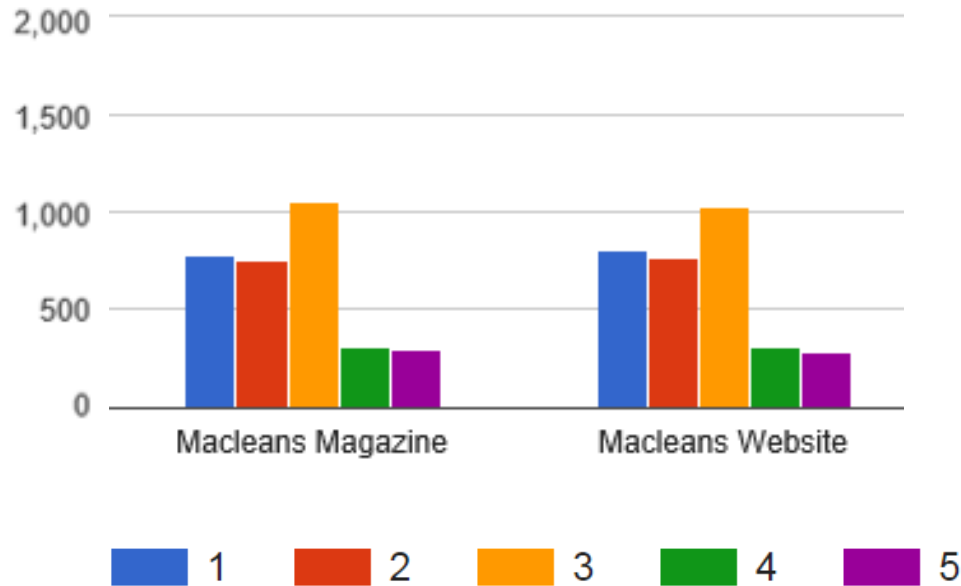
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Most pressing questions about the selection process



Costs and Scholarships



Admission Requirements



The Right Fit

Students' other most pressing questions:

- What jobs can I get after taking your programs?
- Why should I choose one university over another?
- How important are extracurricular activities?
- How can I learn more about the culture of the university?

What information do you wish universities and colleges would provide to make your search easier?

In addition to more responses regarding costs and admissions:

- **Jobs, career paths** (and courses required)
- More information about **co-op programs**
- **Student life**
- **Testimonials** from current/former students
- Peer-to-peer **discussion boards**

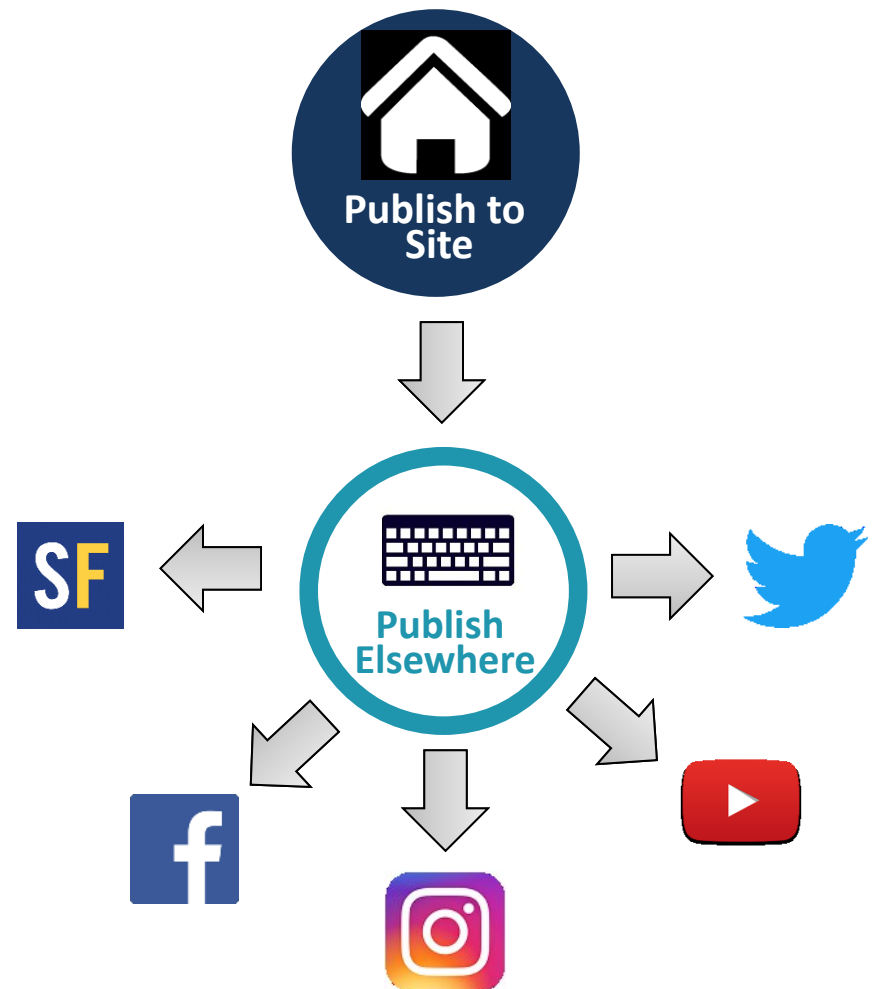


A report with all open-ended answers is available upon request.

Contact: lauren.lord@edgeip.com

Your website is the top of the distribution channel

- Create **site-wide** and **discipline specific** content
- Publish and **house** on your website
- **Republish and/or repurpose** content to social media and other channels
- Keep your **target** and **platform audiences** in mind



Who's doing a great job with website content?

Check out some of these sites for content inspiration:

- **University of South Wales**

The logo for the University of South Wales, featuring a red square with rounded corners containing the text "University of South Wales" and "Prifysgol De Cymru" in white.

University of
South Wales
Prifysgol
De Cymru

- **Bucknell University**

The logo for Bucknell University, featuring the word "Bucknell" in a large, blue, serif font above the word "UNIVERSITY" in a smaller, blue, sans-serif font.

Bucknell
UNIVERSITY

- **University of Wisconsin-Eau Claire**

The logo for the University of Wisconsin-Eau Claire, featuring the text "University of Wisconsin" in a blue, serif font above the word "Eau Claire" in a larger, blue, serif font.

University of Wisconsin
Eau Claire

University of South Wales

University of South Wales
Prifysgol De Cymru

Home > Student Life > Student Blogs

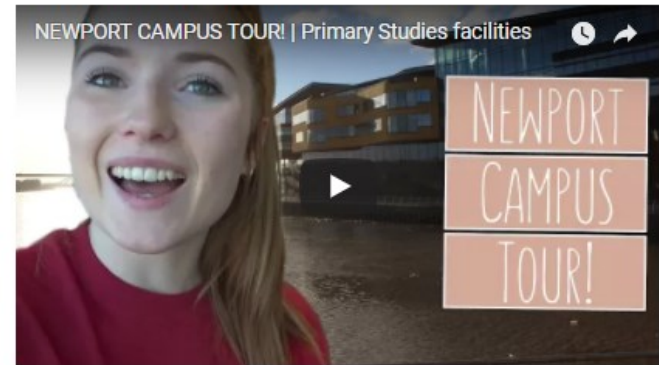
Student Blogs

Our USW Bloggers share what student life is like through their vlogs and blogs. Our bloggers offer lots of advice about applying to university and how to make the most of your student life. Ask them anything about being a student here - just get in touch through [Youtube](#), [Tumblr](#), [Instagram](#) and [Twitter](#).

Latest Vlogs!



UNIVERSITY OPEN DAY! | What to expect



NEWPORT CAMPUS TOUR! | Primary studies facilities



GLYNTAFF CAMPUS TOUR | Jonas takes you on a tour ...



CARDIFF CAMPUS TOUR! | Tom takes you on a tour of ...

HAPPY CONTENT CREATING!

**HAVE
QUESTIONS?**

**WANT MORE
INFO?**

FEEL FREE TO REACH OUT TO ME AT
LAUREN.LORD@EDGEIP.COM

