



ThinkNew

HECG
HIGHER
EDUCATION
CONSULTING
GROUP

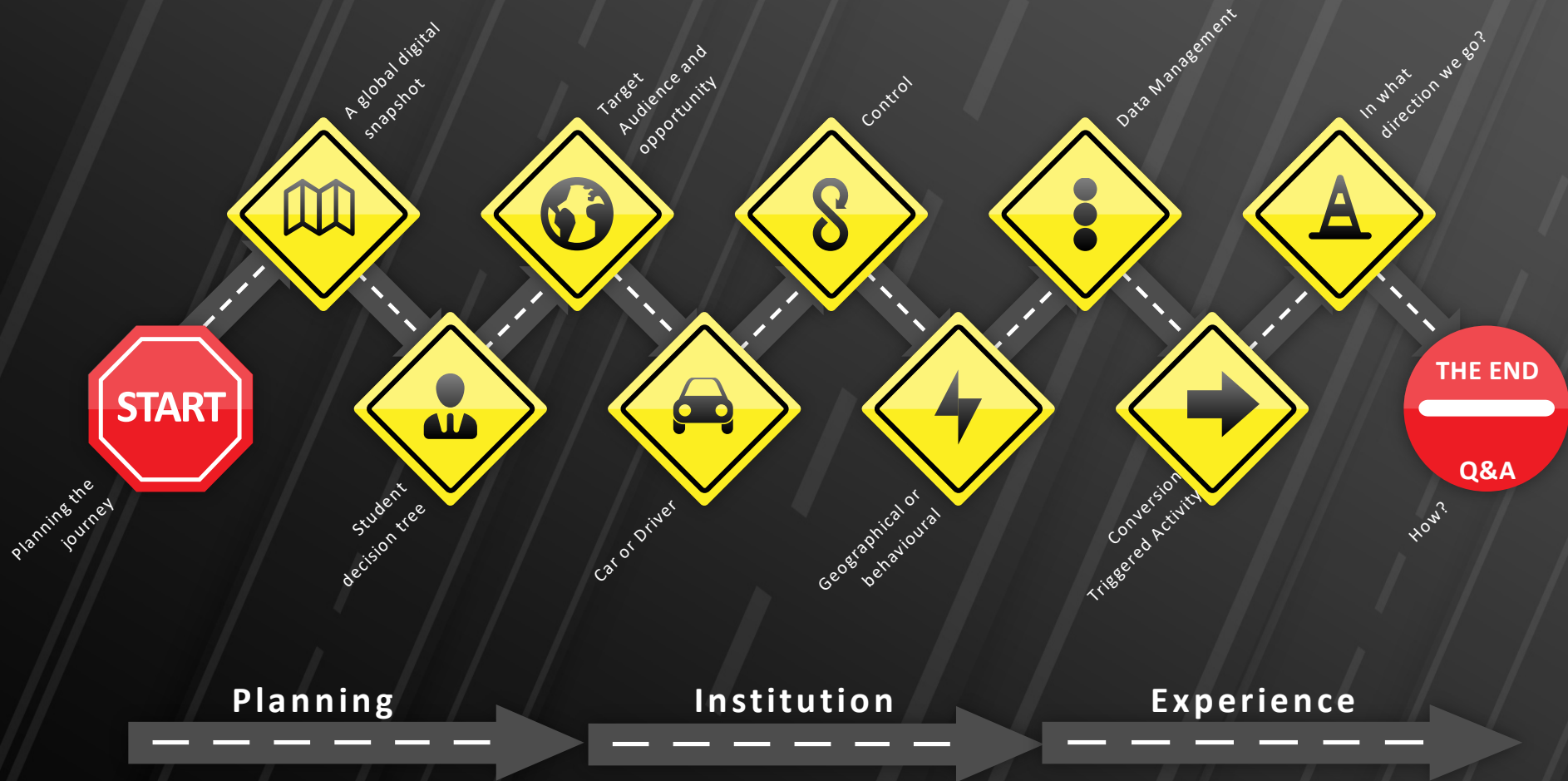
Students view from their window travelling along the digital freeway

New Zealand, September 2018

George Hernandez
Founder and CEO, Sofiri
Digital Lead, HECG

Dr Susie Robinson
CEO, HECG

The journey today

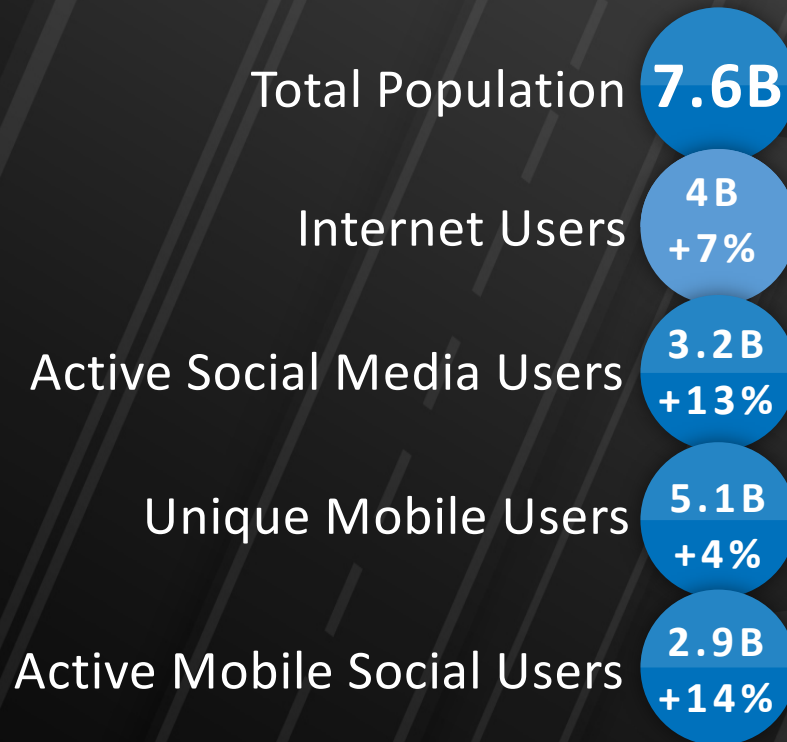


Planning the journey



Digital around the world in 2018

Key Statistical Indicators for the world's internet



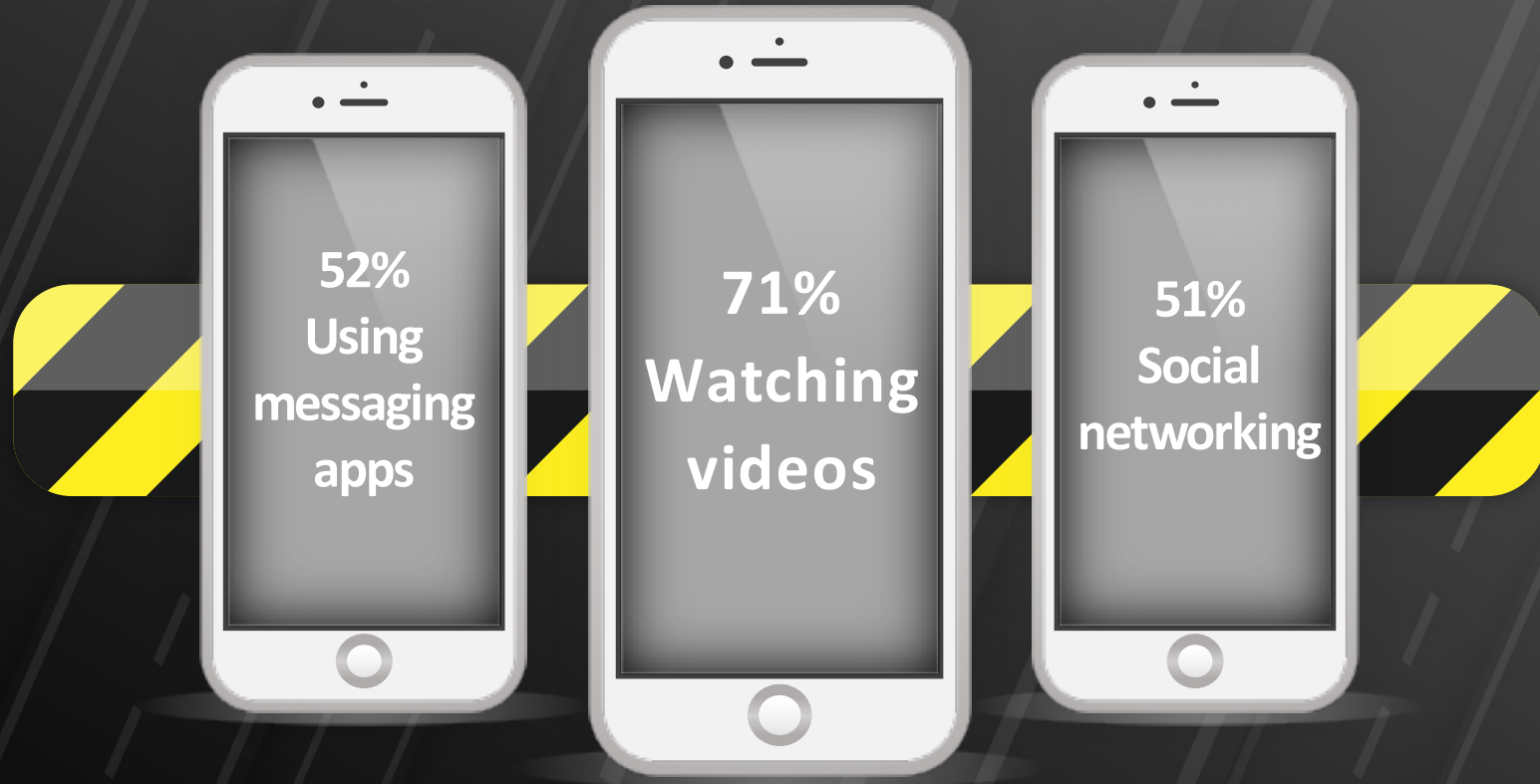
While teens have a reputation as gamers; laptops, TVs, and of course smartphones still reign supreme.

	Smartphone	Laptop	Television	Gaming Console	Tablet
All Teens	78%	69%	68%	62%	52%
Ages 18-24 ▾	87%↑	86%↑	66%	43%	41%

Top 5 screens used

Mobile is the new primetime

% All Teens who say they spend 3+ hours per day on this activity:



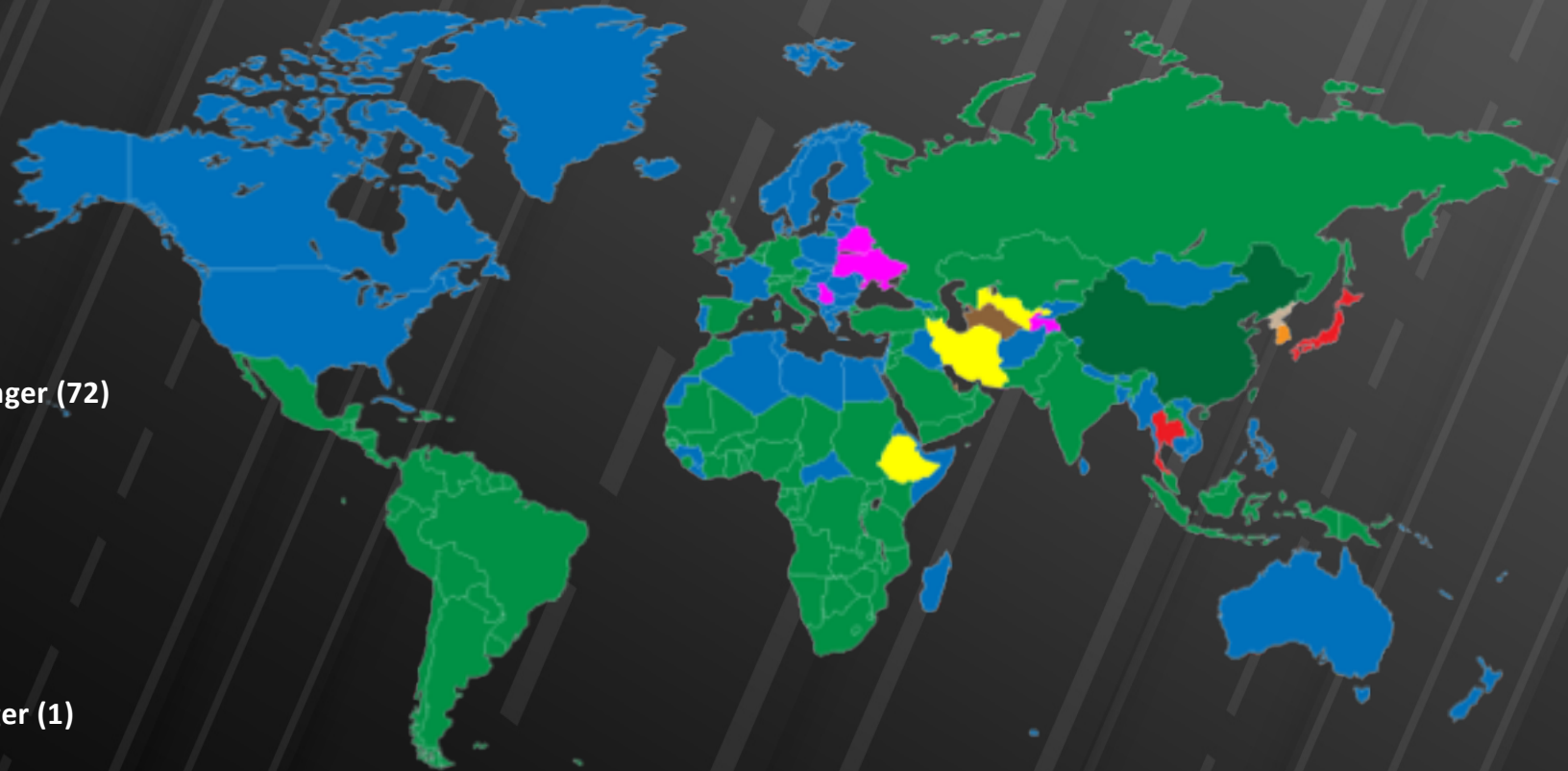


Top Messenger
Apps by Country

Is email dead?

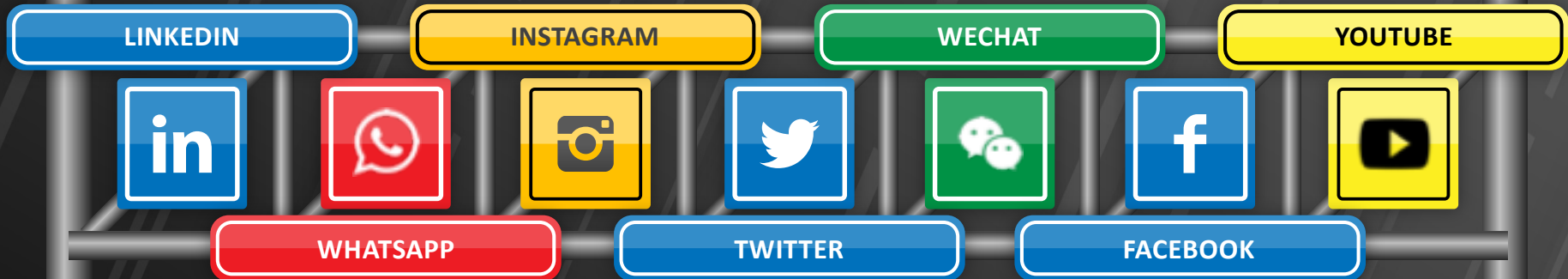
Based on the Google Play Store rank for each country

- ▲ WhatsApp (128)
- ▲ Facebook Messenger (72)
- ▲ Viber (10)
- ▲ WeChat (3)
- ▲ Line (3)
- ▲ Telegram (3)
- ▲ IMO (3)
- ▲ KakaoTalk (1)
- ▲ Hangouts (1)
- ▲ Android Messenger (1)
- ▲ No data (14)

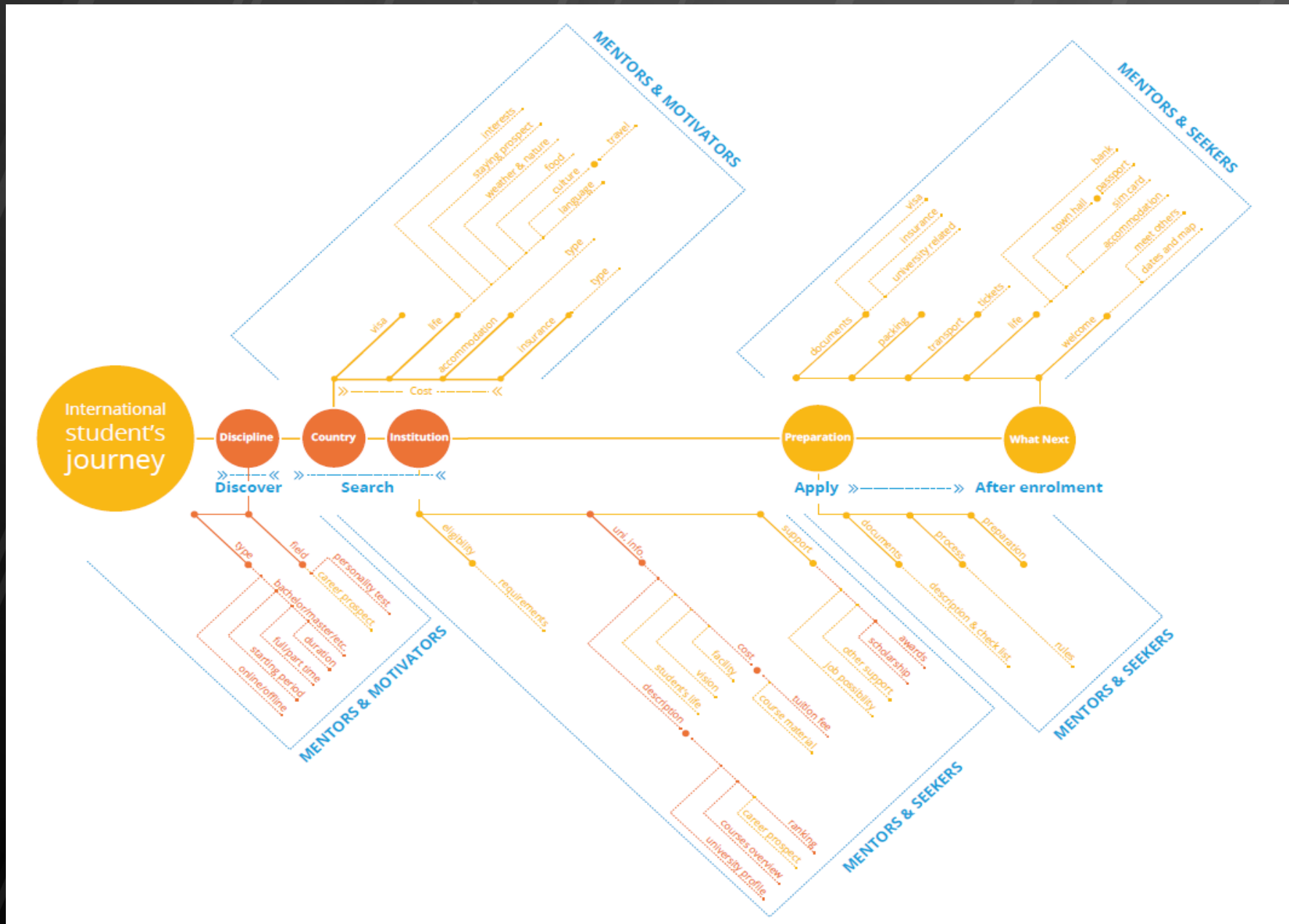


2018 Social media penetration by region

Total active accounts on the most active social network in each region, compared to population



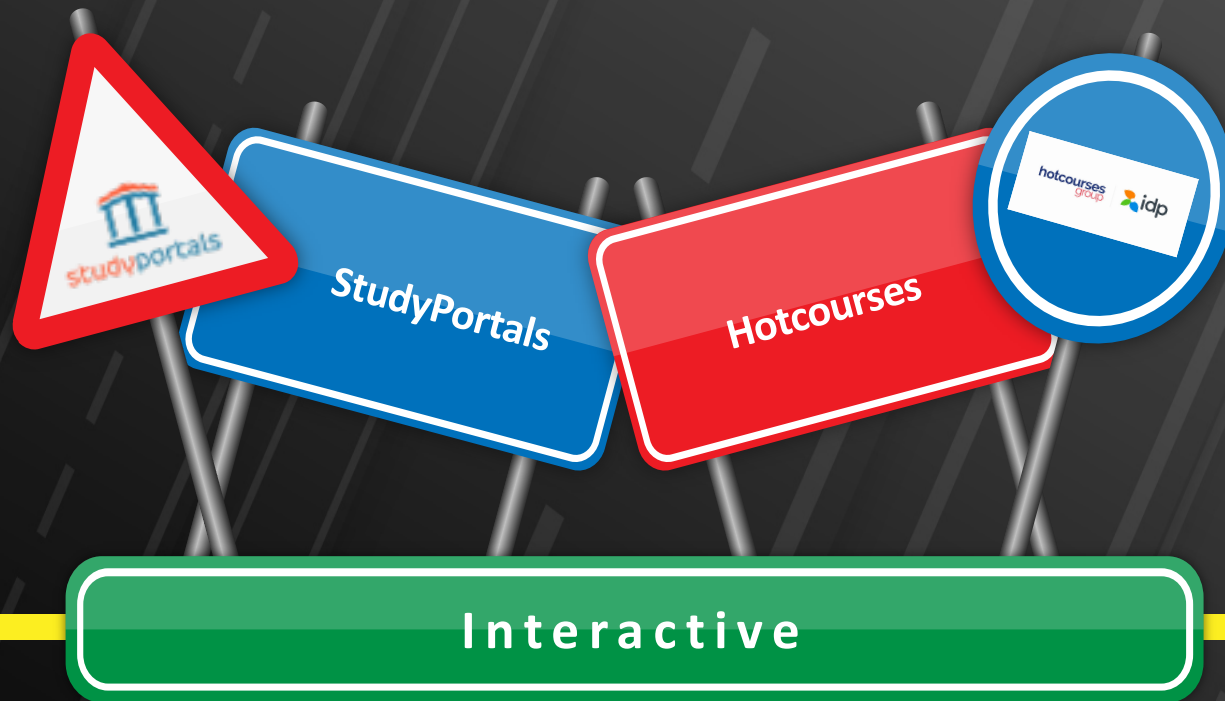
How does their decision tree unfold?



What information are they looking for?



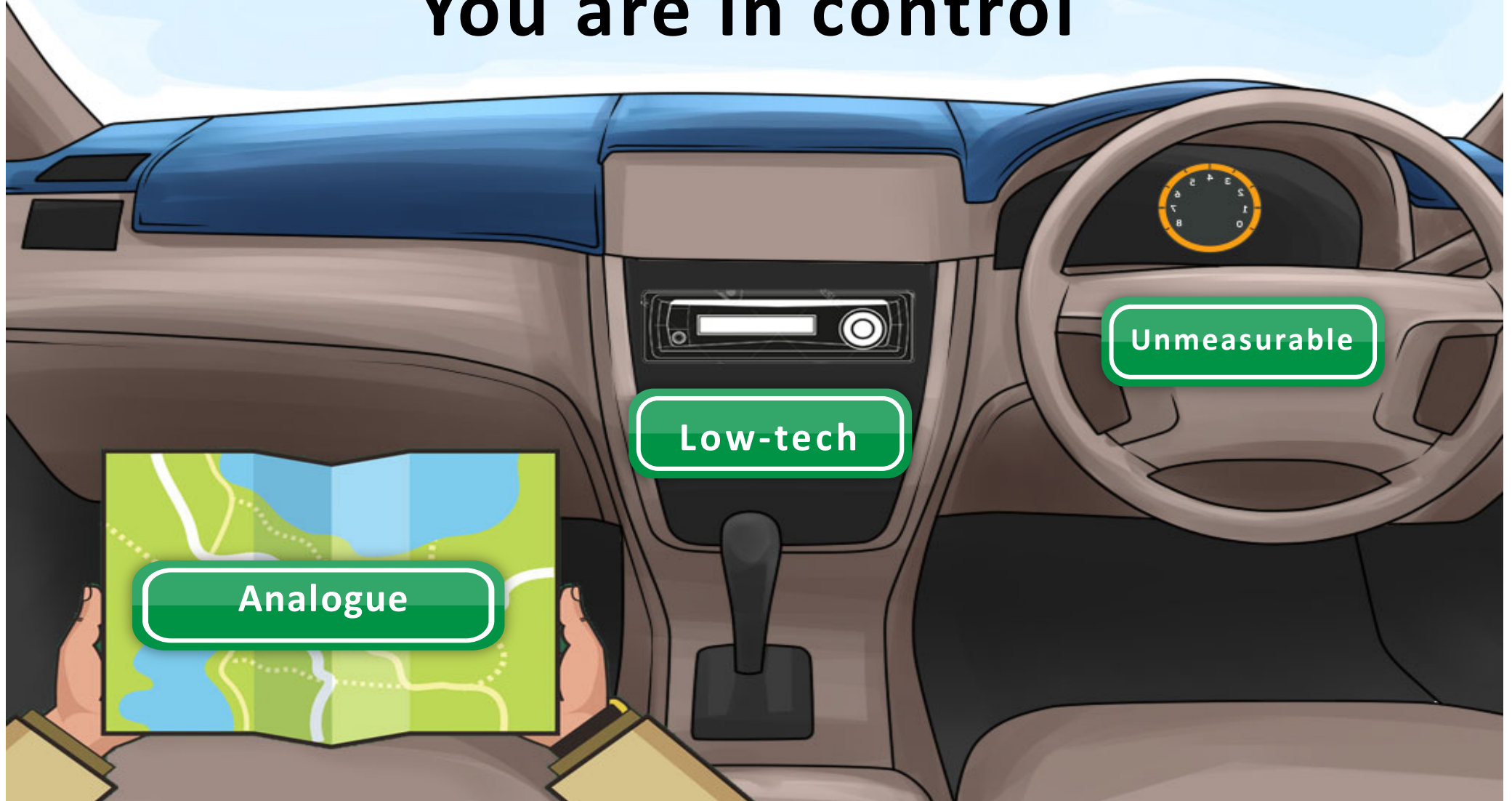
Target Audience and Opportunity



You (education providers) are not the
car but the driver



You are in control



Digital

High-tech

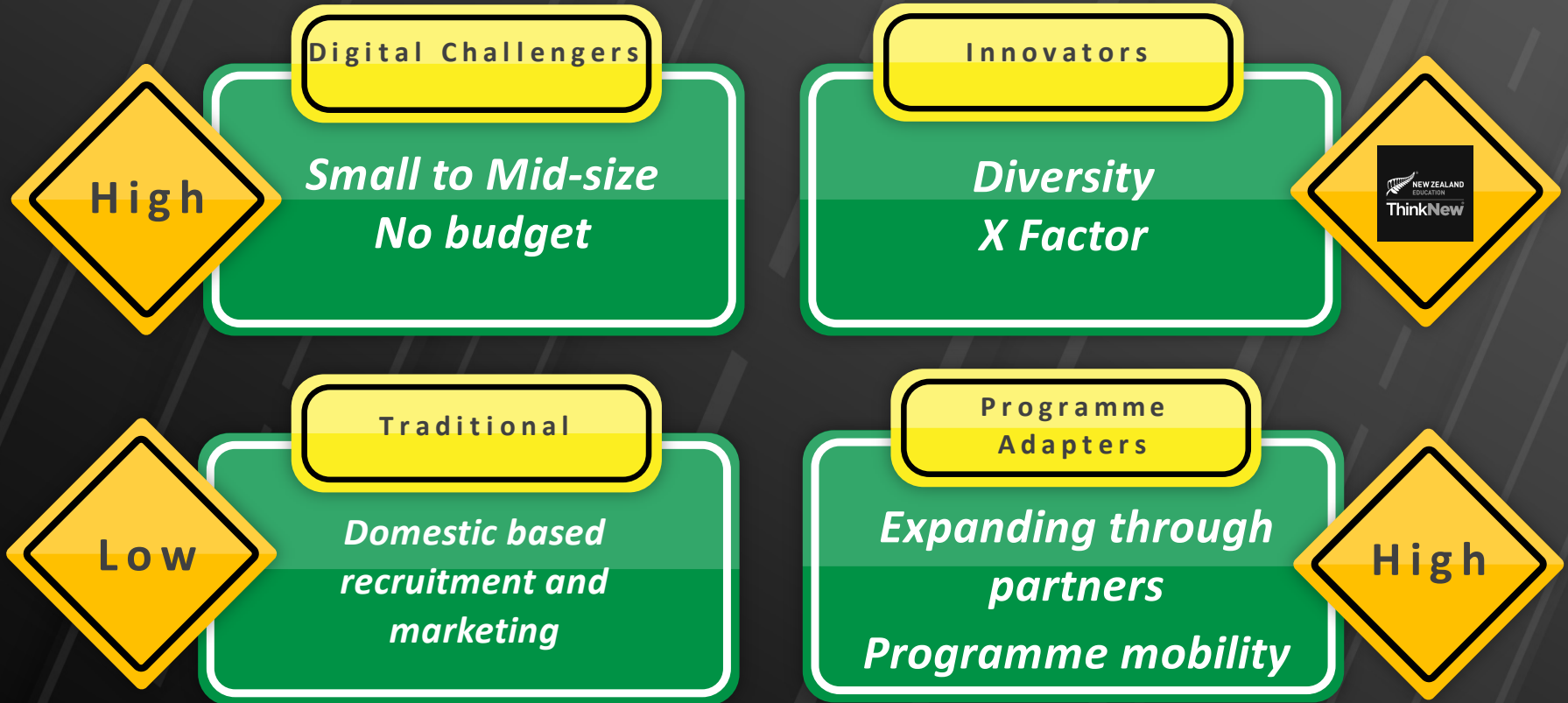
Visibility

Geographical or behavioural



International revolution

Digital Marketing Capability



Internationalisation

Data Management

Channels
Instant Messaging
Bots
Integration



Social Media



Third Party

Events
Tablet App
Course Websites
Agents



ERP

Analytics
CRM
Marketing Automation
Application System
Student Management
System



Web

Web forms
Emails
Tagging
Sources

Conversion Triggered Activity

1. Click to enquiry
2. Enquiry to application
3. Offer to acceptance



Intersecting Activities

- Custom Audiences
- Email Marketing
- Event Marketing
- Retargeting
- Social Media API
- Call back Campaign
- Telemarketing
- Marketing Automation
- AB Testing

In what direction we go?

- Recruitment events disconnected from the online world
- Email as the main channel for communications
- Bespoke application systems
- Heavy freight and brochures
- Speeding tickets
- Emails and PDFs

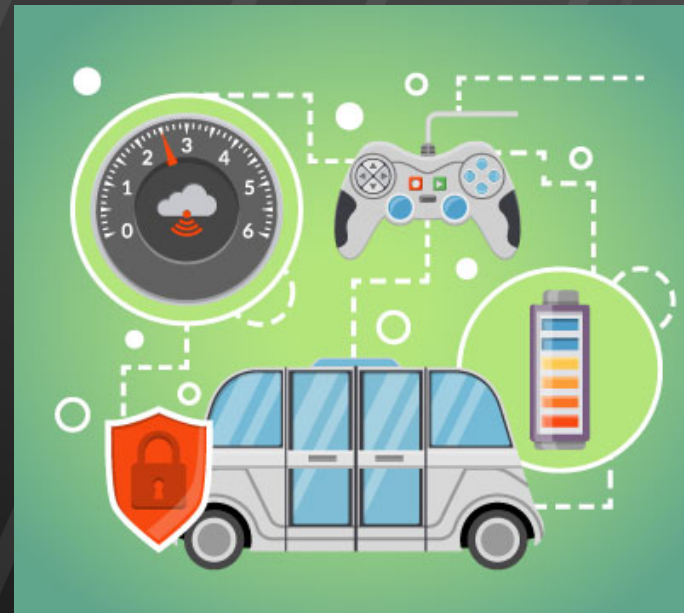
- Single Online Application System
- Marketing Automation
 - Bots
- Virtual Reality
- Behaviour Tracking
- On demand Printing
- Automatics IP recognition for language

- Powerful course search functions
 - Apps
- China based web and social media
- Online forums and webinars
 - Video
- Personalised Content
 - Live chat

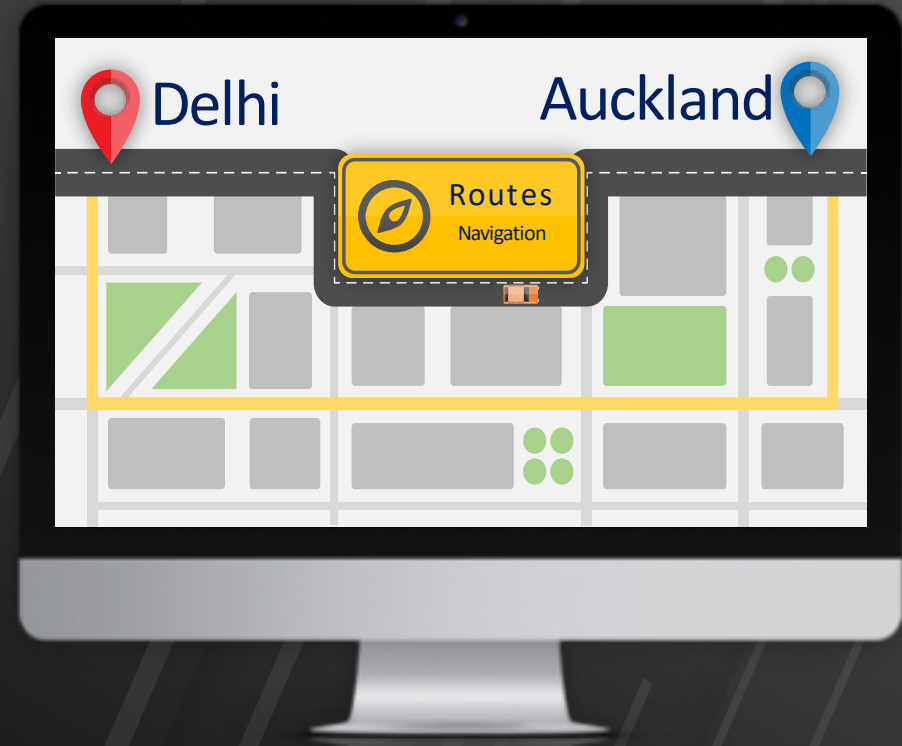
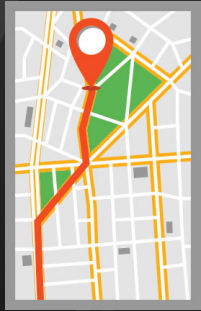


How?

1. Understand the options
2. Use data to listen and plan
3. Find talent
4. Focus



Personalise and automate



1. Media
 1. Social
 2. Search
2. Web
 1. Organic
 2. Paid
3. CRM
 1. Mobile
 2. Email
4. Admissions
 1. Application
 2. Acceptance

What the future journey looks like?



Interactive

1

Video



2

Web



3

Automation



Q&A



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