

# Power of social connection

Personalising the online  
marketing experience

19 October 2016

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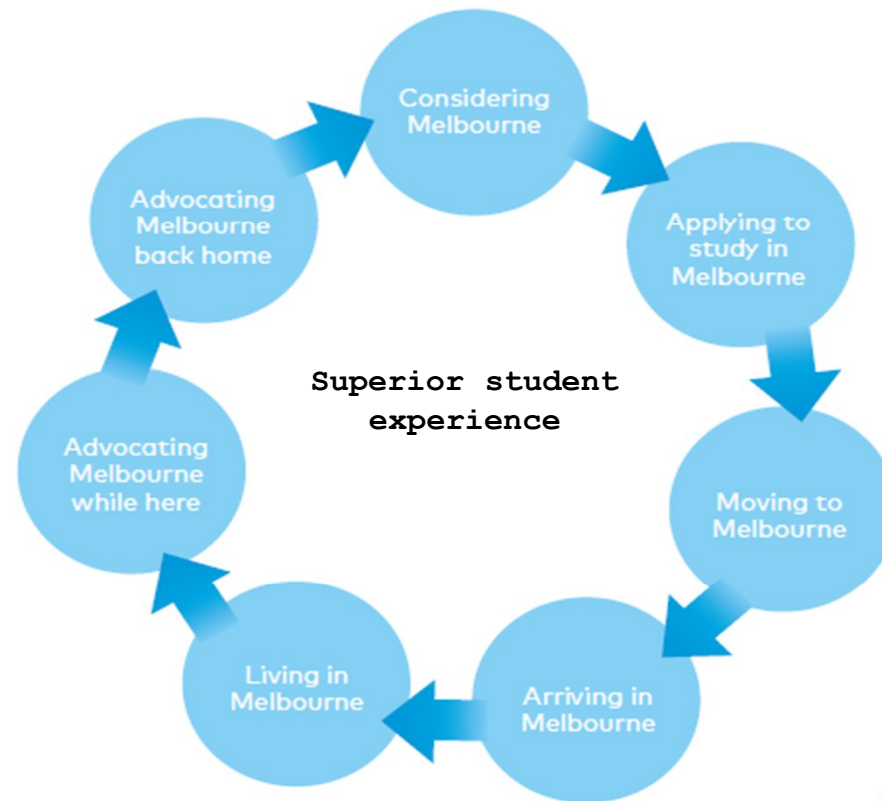
International student



**STUDY MELBOURNE**  
Australia

# The student lifecycle

Authenticity is the new authority, and we need to recognise every student will have different needs at different points of their interaction with Victoria:





A nighttime aerial view of Melbourne, Australia. The city skyline is visible in the background with several tall buildings, some of which are illuminated. A faint rainbow is visible in the sky above the skyline. In the foreground, the city is lit up with streetlights and building lights. A large blue semi-transparent box is overlaid on the left side of the image, containing the 'my Story' logo and promotional text. The bottom of the image shows a closer view of the city's waterfront and buildings.

# my Story


Experience one of the world's leading student cities  
with this immersive tool that brings studying and  
living in Melbourne, Victoria to your fingertips.

[mystory.studymelbourne.vic.gov.au](http://mystory.studymelbourne.vic.gov.au)

# GOALS



# WISTIA



Wistia is a cost effective video hosting service that covers accessibility requirements as well as offers an unlimited capacity, allows custom styles, no presence of advertising, high bandwidth, mobile compatible, allows bulk uploads, and works in China

Western social media applications such as You Tube, Vimeo etc., are blocked in mainland China

YouTube includes advertising on videos which would interrupt the cohesiveness of the immersive experience we are inviting prospective students to take





# What's your Melbourne style?

Socialite or Creative? Highflier or Adventurer? Take our 30 second quiz to discover your Melbourne style.

A stylized, hand-drawn illustration of the Melbourne city skyline. It features a mix of architectural styles, including a large red domed building on the left, several modern glass skyscrapers in the center, and a tram crossing a bridge in the foreground. The background is a light blue sky with some abstract shapes, and the foreground shows a river with wavy lines representing water.

**START QUIZ** ➔

## The challenge

- Research shows that most international students choose the country they want to study in before they choose the institution
- How could RMIT use its voice to position Melbourne as an attractive study destination?
- How could RMIT connect students with it's brand as part of the Melbourne message?

## The execution

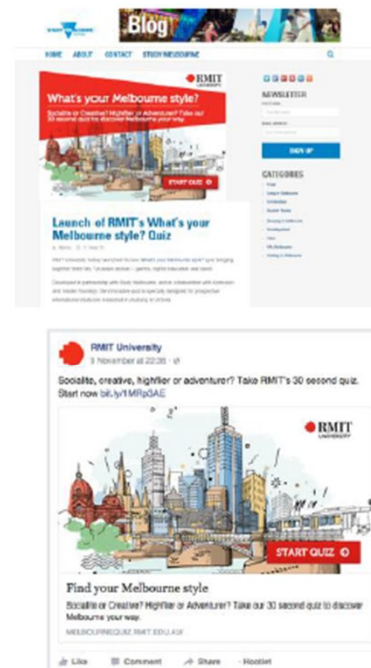
- RMIT had previously worked with Komosion to develop a quiz aiming to orient incoming students with their new city.
- It was refreshed with new artwork and questions aimed at prospective students, leading to four 'personality' types.
- RMIT formed a partnership with Study Melbourne and Insider Guides to promote the quiz and follow-up with customised content about Melbourne.



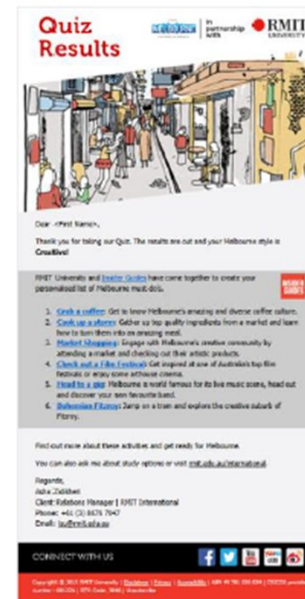
# The user experience



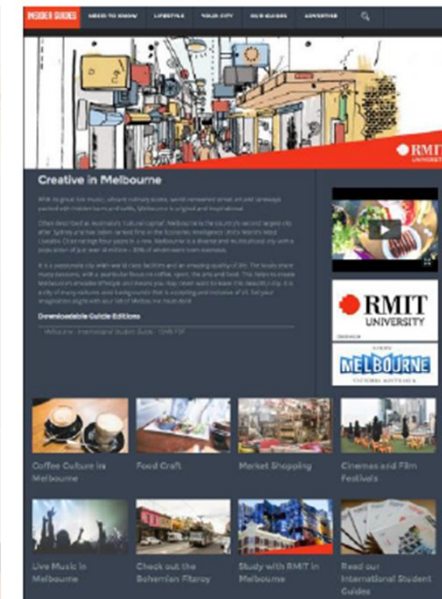
Student is asked to complete five quick multiple choice questions to understand their Melbourne Style.



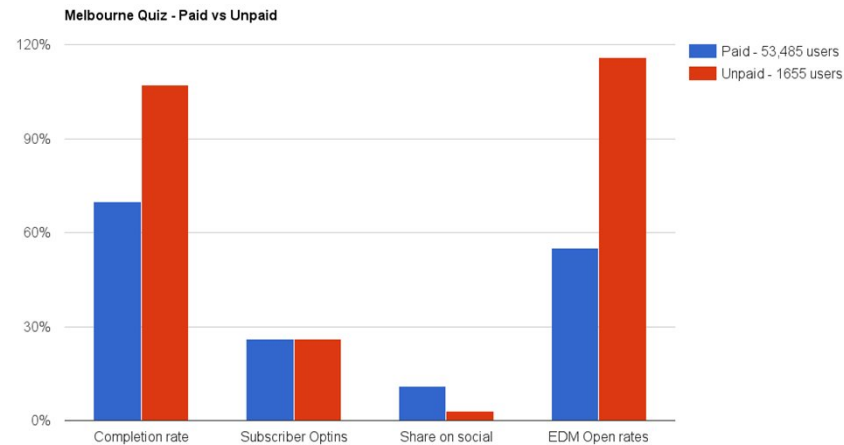
Promoted through RMIT and Study Melbourne social channels, as well as Insider Guides Chinese brochure and the Arts Centre.



Results provide RMIT personality, based on their selections. App can email them list of activities and user details are sent to Hobsons for enquiry to enrolment. Student is encouraged to share results.



# Results



## Sep 2015 - Nov 2015 (Paid Media)

- 53,485 users from 91 different countries
- Completion rates varied by channel - social was the most successful, averaging 60-80%
- 26% of those who completed the quiz signed up for more information
- 11% of those who completed the quiz later shared it on social media
- EDM open rates average 50-60%

## July 2015 - Aug 2015 (Unpaid Media)

- 1,655 users, and 1,455 new users
- Completion rates varied 107% completion rate
- 26% of those who completed the quiz signed up for more information
- 3% of those who completed the quiz later shared it on social media
- 116% open rate (A2E campaign).



Thank you



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