Power of social connection
Personalising the online marketing experience

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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:
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
GOALS

To develop a unique, interactive product for students to use as a guide to Melbourne, Victoria and its education and lifestyle offering

Make Study Melbourne brand and communication assets available and accessible to students, parents and education agents

Better equip education agents with an immersive, creative tool that can tailor information for their client’s individual anticipated or desired experience
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 YouTube, 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.
Build your network before you need it

Repurpose content to share in unique ways

Importance of understanding the student perspective

Visuals speak all languages
What's your Melbourne style?

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

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 its 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)
- 1655 users, and 1455 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