

MUNI

International Marketing in the post COVID time

Masaryk University



Co-funded by the
Erasmus+ Programme
of the European Union

Post-Covid era

- What happened –marketing? Do we need it?
- Which instruments to use?
- How much the target groups have changed
- Rethinking the strategy

MUNI

Back to the basics

What is marketing in HE?

The performance of activities designed to **p**lan, **p**rice, **p**romote, and direct the flow of the university's programmes and services to potential students or users in more than one nation for a **profit (not only financial)**.

Why we should care?

- Globalization of Higher Education
- International Campus
- Global Skills
- Global Ranking
- Growing international competition amongst providers of higher education

Our finds and attempts (best) practices

SWOT (2018)

Strengths <ul style="list-style-type: none">- Facilities- Reputation- Research- Centre for International Cooperation<ul style="list-style-type: none">- Community- Teiresias- Tradition- City of Brno<ul style="list-style-type: none">- Tuition	Weaknesses <ul style="list-style-type: none">- Weak offer of programmes<ul style="list-style-type: none">- Marketing Budget- Heterogeneous communication<ul style="list-style-type: none">- Low brand awareness- Admission follow up<ul style="list-style-type: none">- Website- Low awareness of the Czech Republic<ul style="list-style-type: none">- Targeting<ul style="list-style-type: none">- Only humanities- Lack of surveys and hard data
Opportunities <ul style="list-style-type: none">- City of Brno- Cooperation with Brno's Universities<ul style="list-style-type: none">- VISA requirements- Low cost of living<ul style="list-style-type: none">- Safety- Lower interest in Prague- Student ambassadors- Student community- Migration from east to west<ul style="list-style-type: none">- Increase of budget	Threads <ul style="list-style-type: none">- Competition abroad- Competition in the Czech republic<ul style="list-style-type: none">- VISA requirements- Even lower budget- Change of MUNI strategy- Increase in interest in technical programmes- Decrease in interest in higher education as such

What has changed?

- Different meaning of “safety”
- Change in the priorities – low costs of living not important
- Student community – online? MUNI helps for volunteer
- Channels and meetings

What has changed?

— Students

- Want personalized answers – **now**
- Have far more access to far more information - **but**
- Use more social media and emails
- Demand answer instantly
- Expect we know all restriction world-wide
- Care more about Safety and Security and the insurance policies
- More aware of global and multidisciplinary education
- Tired from online classes, but want to keep their pluses

New tries – trial and error

- Online fairs
 - Less expensive
 - “same, same, but different”
 - National fairs
 - **Brand awareness**
- Livestreams
 - Worked perfectly during the lock-down
- **Better work with the social medias**
 - Instagram vital during the lock-down

PPC (Pay-per-click Ads)

- Facebook&Instagram Ads
 - To be visible, where **target groups spend their time**
 - Adjusted format and placement setting
- Search Engine Marketing (Google Adwords)
 - To be visible, where **target groups search for information**
 - More expensive for click, but higher quality of leads
- You can pay an agency to do it for you

Social Media Marketing



Facebook page – for communication of longer information, important information in informal way, also used for admissions, Public Relations sort of thing

Instagram – mainly used as tool for building a community of international students who are or who were on Masaryk University, photos from Uni or Brno. Content is partly made by students themselves.

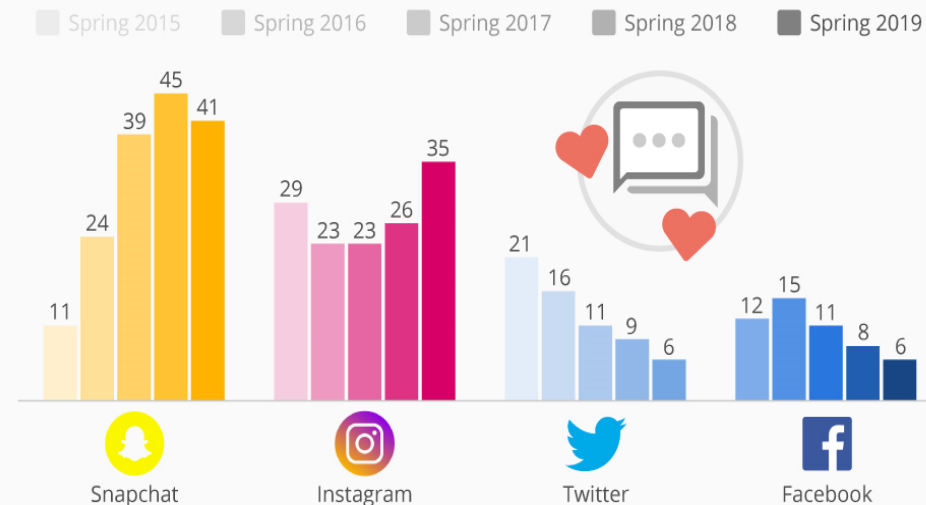
Twitter – short, up to date information, used mainly for academic and professional communication

LinkedIn, TikTok..

Instagram

Facebook and Twitter Are Old News to Young People

% of U.S. teens who consider the following social networks their favorite



All results based on a bi-annual survey of ~8,000 U.S. teens with an average age of ~16 years
Source: PiperJaffray



@StatistaCharts

statista

Social Media Presence

Are universities' social media accounts useful for you to get more information?

Yes, on Instagram	41.06%
Yes, on Facebook	25.15%
Yes, on YouTube	9.18%
Yes, on LinkedIn	9.16%
Yes, through another social media channel	7.41%
No	7.04%
Yes, on TikTok	0.99%
Total	100.00%



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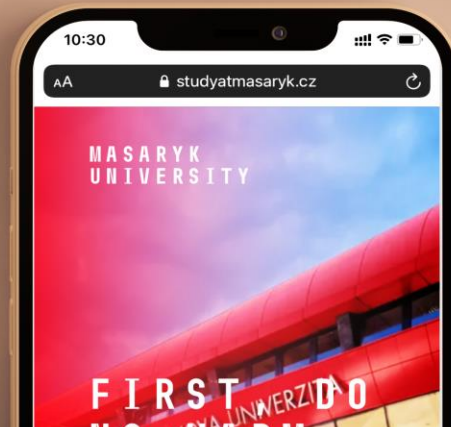
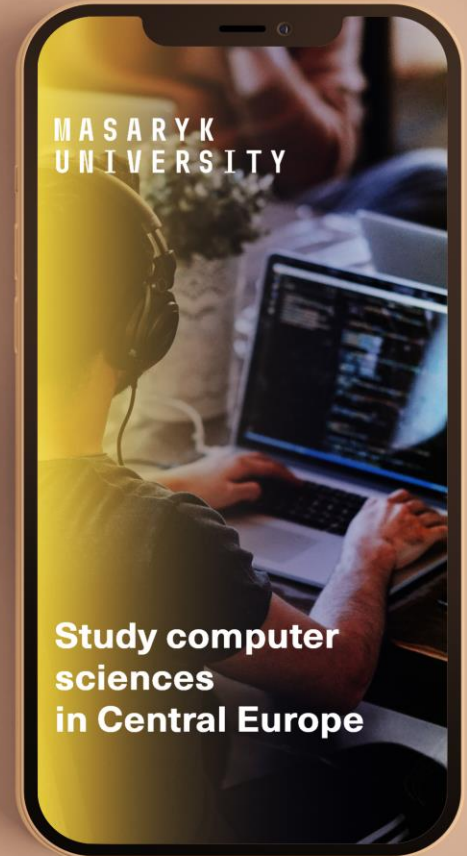
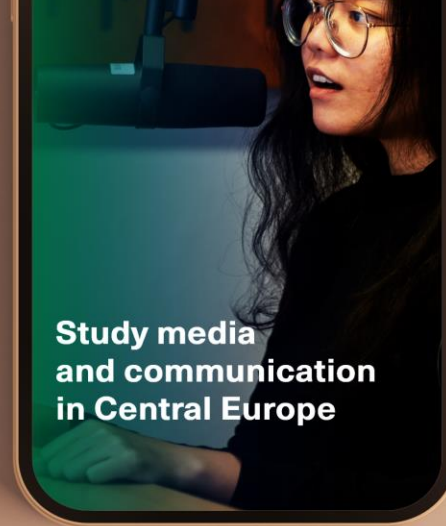
**Study in international
environment**

Learn More



40 likes

masaryk_university Experience international environment in Brno



Instagram – 10/2017 – 0 followers

Facebook – 10/2017 – 4.450 likes

Instagram – 6/2022 – 7.041 followers

Facebook – 6/2022 – 8.000 likes

Instagram +7.041 followers

Facebook +3.350 likes

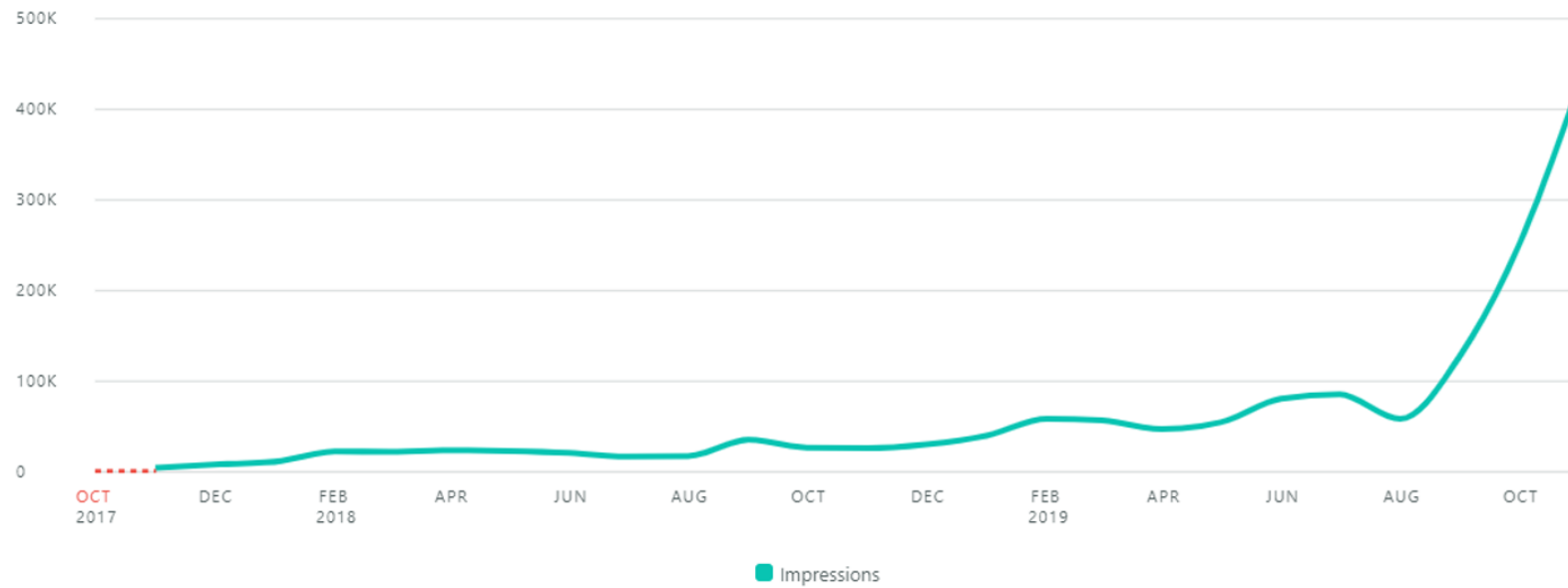
*only 850 follow both of them

Takeovers

Instagram Impressions

Review how your content was seen by the Instagram community during the reporting period.

Impressions, by Month



Data

Survey (IG stories) - June 2021 – 1183 responses:

Current students = 563

Former students = 309

Future students = 248

Other = 63

Converting to overall population of followers (at that time 5,527):

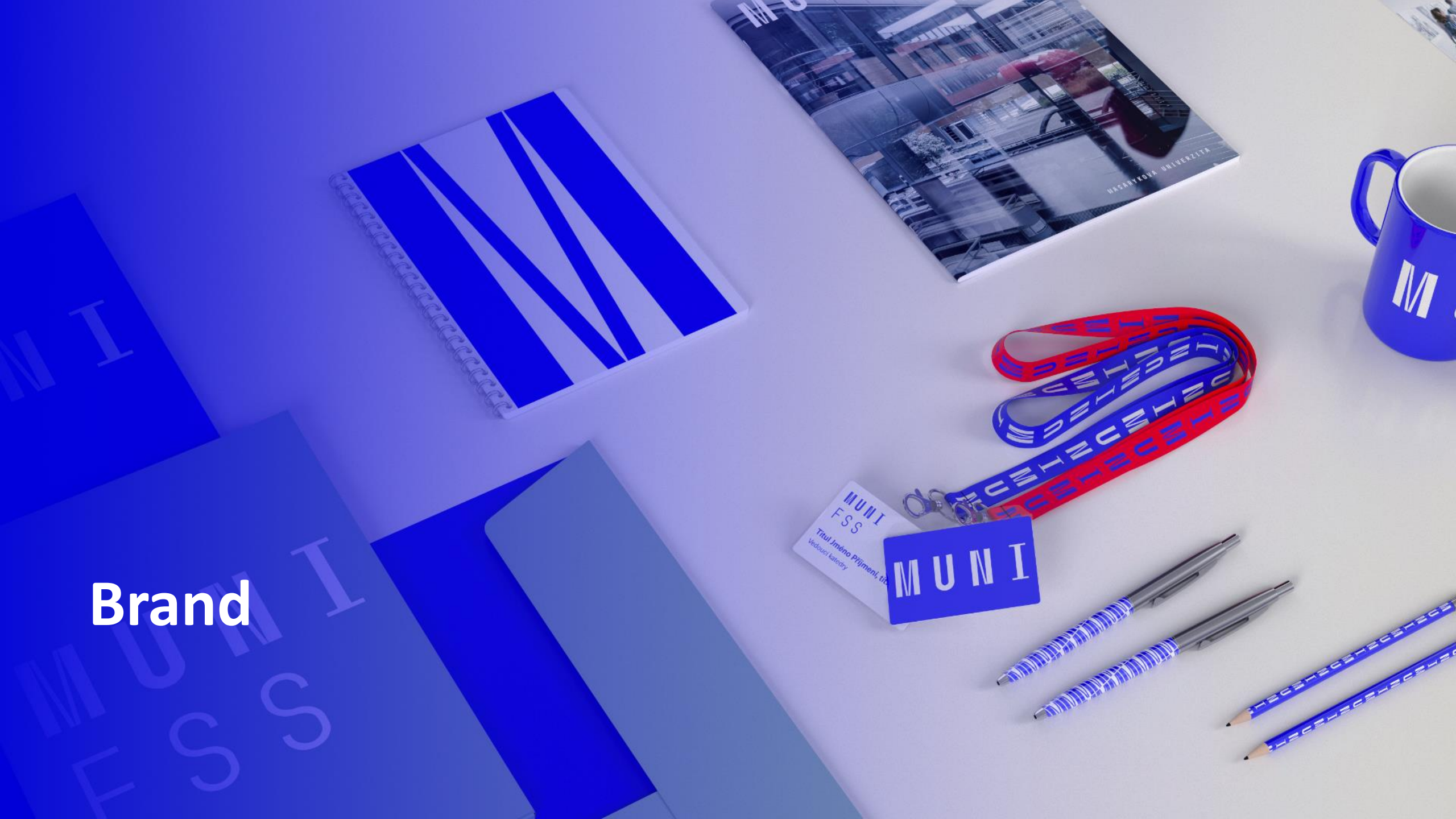
48% current students

26% former students

21% future students

5% other

Brand



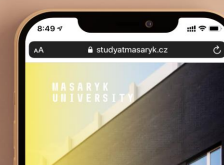
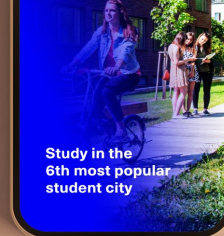
Brand

- Recognition
- Brand identity guidelines
- Graphic design manual



MASARYK
UNIVERSITY

6th most popular
student city worldwide



A photograph of a crowd of people at a pride parade, seen from behind. Many individuals are wearing national flags as capes, including the flag of Romania (blue, yellow, and red vertical stripes) and the flag of the Republic of Moldova (blue, yellow, and red vertical stripes with a green triangle and a white star). One person is wearing a dinosaur costume. In the background, there are city buildings and a sign for 'LASER ARENA'. On the left, a chalkboard sign for 'Café Localité' is visible. The image has a blue overlay on the left side.

Marketing Plan

Marketing plan (5Ms)

- Mission – remains the same
- Message – has changed
- Media – has changed
- Money - challenging
- Measurement – remains the same

Changes

- From physical fairs to fully online events and back to hybrid forms
 - Online events
 - Not that attractive for students
 - Not attractive for institutions of our size and locality
- New initiatives:
 - **Newcomers scholarship**
 - **International Alumni programme and their Homecoming**
 - **Ambassadors on move**
 - **Compatriots**

Conclusions

- The post-covid era is time for rethinking
- Need to recognize the changes in the target groups
- Marketing is about flexibility
- If you don't try, you don't know
- Excellence is not a style, work hard
- Data-based marketing is a must

M A S A R Y K

U N I V E R S I T Y