

Survey of Online Marketing to Foreign Students

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Survey Participants

Agnes Scott College
Alma College
Arkansas Baptist College
Associated Mennonite Biblical Seminary
Baruch College
Bennett College
California State University Channel Islands
California State University, Fullerton
Cambrian College of Applied Arts and Technology
Casper College
Central Lakes College
Chicago-Kent College of Law
Claremont McKenna College
Clarke University
Cleveland Institute of Music
Coastline Community College
College of Business and Public Policy
Columbia College
Columbia University Video Network
Eckerd College
Elon University
Fairfield University
Faulkner University
Fletcher Tech. Community College
Fort Hays State University
Georgetown College
Goldsmiths University of London
Green River Community College
Greenville College
Illinois College
Juniata College
Lamar University
Lincoln University
Los Angeles Harbor College
Martin Methodist College
Medaille College
Merced College
Mississippi College
Missouri University of Science and Technology
Northwestern Michigan College
Olivet College
Saint Joseph's College
Sam Houston State University
Scripps College

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Seattle Vocational Institute
Shaw University
Shelton State Community College
Southeastern Community College
Southern Methodist University, Cox School of Business
Southwestern Christian University
Spelman College
St. Catharine College
Study Group Australia
Thomas College
University of Alberta
University of New Hampshire
University of North Carolina Greensboro
Virginia International University
Virginia State University
Wake Forest University
Washtenaw Community College
Whitworth University

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The Questionnaire

1. Please provide the following contact and general background information.
Name:
Organization:
Title
Country:
Email Address:
2. Is your college public or private?
(a) Public
(b) Private
3. What phrase best describes your college?
(a) Community College
(b) Primarily 4-Year Degree Awarding
(c) Primarily MA and PHD Awarding
(d) Research University
4. What was the full time equivalent enrollment for your college in the past semester?
5. Briefly identify your department (i.e. admissions, public relations, enrollment management, college president's office, etc.) and the scope of your marketing responsibilities, i.e. market the entire college, or market the medical school, or market only graduate studies, etc.
6. How would you best describe the importance of marketing to foreign students for your organization?
(a) Very important
(b) Important
(c) Somewhat important
(d) Not very important
(e) Unimportant
8. Rate the following countries or areas of the world for their importance to your college as a target for your student recruitment efforts. Do not rate your own home country.

Canada
(a) Not really a market for us
(b) A possible market but have not done much advertising
(c) We consider it a market and try to reach it
(d) It is an important market that we target

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Australia

- (a) Not really a market for us
- (b) A possible market but have not done much advertising
- (c) We consider it a market and try to reach it
- (d) It is an important market that we target

Pakistan

- (a) Not really a market for us
- (b) A possible market but have not done much advertising
- (c) We consider it a market and try to reach it
- (d) It is an important market that we target

United States of America

- (a) Not really a market for us
- (b) A possible market but have not done much advertising
- (c) We consider it a market and try to reach it
- (d) It is an important market that we target

China

- (a) Not really a market for us
- (b) A possible market but have not done much advertising
- (c) We consider it a market and try to reach it
- (d) It is an important market that we target

India

- (a) Not really a market for us
- (b) A possible market but have not done much advertising
- (c) We consider it a market and try to reach it
- (d) It is an important market that we target

Saudi Arabia/Persian Gulf

- (a) Not really a market for us
- (b) A possible market but have not done much advertising
- (c) We consider it a market and try to reach it
- (d) It is an important market that we target

Germany

- (a) Not really a market for us
- (b) A possible market but have not done much advertising
- (c) We consider it a market and try to reach it
- (d) It is an important market that we target

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Malaysia/Singapore

- (a) Not really a market for us
- (b) A possible market but have not done much advertising
- (c) We consider it a market and try to reach it
- (d) It is an important market that we target

United Kingdom

- (a) Not really a market for us
- (b) A possible market but have not done much advertising
- (c) We consider it a market and try to reach it
- (d) It is an important market that we target

Ireland

- (a) Not really a market for us
- (b) A possible market but have not done much advertising
- (c) We consider it a market and try to reach it
- (d) It is an important market that we target

Scandinavia

- (a) Not really a market for us
- (b) A possible market but have not done much advertising
- (c) We consider it a market and try to reach it
- (d) It is an important market that we target

Indonesia

- (a) Not really a market for us
- (b) A possible market but have not done much advertising
- (c) We consider it a market and try to reach it
- (d) It is an important market that we target

Brazil

- (a) Not really a market for us
- (b) A possible market but have not done much advertising
- (c) We consider it a market and try to reach it
- (d) It is an important market that we target

Chile

- (a) Not really a market for us
- (b) A possible market but have not done much advertising
- (c) We consider it a market and try to reach it
- (d) It is an important market that we target

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Nigeria

- (a) Not really a market for us
- (b) A possible market but have not done much advertising
- (c) We consider it a market and try to reach it
- (d) It is an important market that we target

Russia

- (a) Not really a market for us
- (b) A possible market but have not done much advertising
- (c) We consider it a market and try to reach it
- (d) It is an important market that we target

Mexico

- (a) Not really a market for us
- (b) A possible market but have not done much advertising
- (c) We consider it a market and try to reach it
- (d) It is an important market that we target

South Africa

- (a) Not really a market for us
- (b) A possible market but have not done much advertising
- (c) We consider it a market and try to reach it
- (d) It is an important market that we target

South Korea

- (a) Not really a market for us
- (b) A possible market but have not done much advertising
- (c) We consider it a market and try to reach it
- (d) It is an important market that we target

Italy

- (a) Not really a market for us
- (b) A possible market but have not done much advertising
- (c) We consider it a market and try to reach it
- (d) It is an important market that we target

Japan

- (a) Not really a market for us
- (b) A possible market but have not done much advertising
- (c) We consider it a market and try to reach it
- (d) It is an important market that we target

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Egypt

- (a) Not really a market for us
- (b) A possible market but have not done much advertising
- (c) We consider it a market and try to reach it
- (d) It is an important market that we target

9. Does the college have a specific budget for marketing to foreign countries for enrollment?

- (a) Yes
- (b) No

10. Whether you have a specific budget or not, about what percentage of your total online enrollment recruitment spending was accounted for by measures to attract foreign students?

11. What were the top five countries in terms of your colleges marketing spending to attract foreign students? List them in order of importance.

12. How useful have the following sites or services been in pursuing foreign students?

Facebook

- (a) No very useful
- (b) Somewhat useful
- (c) Useful
- (d) Very useful
- (e) Never used for foreign student marketing

YouTube

- (a) No very useful
- (b) Somewhat useful
- (c) Useful
- (d) Very useful
- (e) Never used for foreign student marketing

Twitter

- (a) No very useful
- (b) Somewhat useful
- (c) Useful
- (d) Very useful
- (e) Never used for foreign student marketing

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Google AdWords

- (a) No very useful
- (b) Somewhat useful
- (c) Useful
- (d) Very useful
- (e) Never used for foreign student marketing

Yahoo

- (a) No very useful
- (b) Somewhat useful
- (c) Useful
- (d) Very useful
- (e) Never used for foreign student marketing

LinkedIn

- (a) No very useful
- (b) Somewhat useful
- (c) Useful
- (d) Very useful
- (e) Never used for foreign student marketing

Ning

- (a) No very useful
- (b) Somewhat useful
- (c) Useful
- (d) Very useful
- (e) Never used for foreign student marketing

13. What foreign country websites or social networking services has your college used for marketing purposes?

14. Has your college done any of the following?

Sponsored a website in a foreign country

- (a) Yes
- (b) No
- (c) No, but we are planning to do so

Developed a web/PDF version of your Viewbook in another language

- (a) Yes
- (b) No
- (c) No, but we are planning to do so

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Developed or translated an existing college website into another language for the purposes of foreign student recruitment

- (a) Yes
- (b) No
- (c) No, but we are planning to do so

Taken out an online or print ad for the purposes of recruitment in a foreign country market

- (a) Yes
- (b) No
- (c) No, but we are planning to do so

Developed a Facebook or other social networking site page in a foreign language

- (a) Yes
- (b) No
- (c) No, but we are planning to do so

15. In which languages has your college done any of the following for foreign markets? Developed webcasts, podcasts, websites, Facebook or other social network site pages, tweets, viewbooks or other promotional materials?

16. Imagine that you have been asked to speak at a college marketing conference and you have been asked to comment on best practices in using YouTube, Facebook, Google, Yahoo and other sites to recruit foreign students for the college. What would you say?

17. Has your college or department used Twitter for foreign student marketing and if so, how effective has it been?

18. Has your college taken out ads in ezines or the online site of foreign country publications? If so where have you done so and what have been the results?

19. Does the college send out press releases in any language other than English (or the native language of your college's institutional home if it is not English)?

- (a) Yes
- (b) No

20. If your college sends press releases to media in foreign countries, to which foreign countries do you send the releases?

21. Which of the following video sharing services has your college used for foreign student marketing? Please answer whether you have used these services or not.

DailyMotion

- (a) Have Used
- (b) Have not Used

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Facebook

- (a) Have Used
- (b) Have not Used

Flickr Video

- (a) Have Used
- (b) Have not Used

GoFish

- (a) Have Used
- (b) Have not Used

Google Video

- (a) Have Used
- (b) Have not Used

Hulu

- (a) Have Used
- (b) Have not Used

iTunes

- (a) Have Used
- (b) Have not Used

Metacafe

- (a) Have Used
- (b) Have not Used

Photobucket

- (a) Have Used
- (b) Have not Used

Revver

- (a) Have Used
- (b) Have not Used

Viddler

- (a) Have Used
- (b) Have not Used

Vimeo

- (a) Have Used
- (b) Have not Used

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Vzaar

- (a) Have Used
- (b) Have not Used

Yahoo Video

- (a) Have Used
- (b) Have not Used

YouTube

- (a) Have Used
- (b) Have not Used

Has your college used any other video sharing services for foreign student marketing?
Please specify.

22. In general, how would you rate the effectiveness of online video marketing vis-à-vis other forms of marketing such as direct mail, pay-per-click keyword advertising on search engines, newspaper or magazine ads or television or radio in reaching foreign students?

Direct Mail

- (a) Video is much more cost effective
- (b) Video is more cost effective
- (c) Video is as cost effective
- (d) Video is less cost effective
- (e) Video is much less cost effective
- (f) Don't use this form of advertising and don't know

Pay-per-click Keyword Advertising on Search Engines

- (a) Video is much more cost effective
- (b) Video is more cost effective
- (c) Video is as cost effective
- (d) Video is less cost effective
- (e) Video is much less cost effective
- (f) Don't use this form of advertising and don't know

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Newspaper or Magazine Ads

- (a) Video is much more cost effective
- (b) Video is more cost effective
- (c) Video is as cost effective
- (d) Video is less cost effective
- (e) Video is much less cost effective
- (f) Don't use this form of advertising and don't know

Television or Radio

- (a) Video is much more cost effective
- (b) Video is more cost effective
- (c) Video is as cost effective
- (d) Video is less cost effective
- (e) Video is much less cost effective
- (f) Don't use this form of advertising and don't know

23. How many individuals working in your department spend at least 10% of their work time marketing to foreign students?

24. How many man hours (with 2,000 hours about the amount of one full time worker for a year) does your organization spend in foreign student marketing of all kinds?

25. Has your college ever hired a consultant specifically to advise on marketing to foreign students of any particular foreign market?

- (a) Yes
- (b) No

26. How much has your department or your college paid to consultants, translators, and others to assist with the development of marketing materials aimed at foreign students over the past three years?

27. What resources have you found most effective in your foreign student recruitment effort? Which blogs, listservs, websites, ezines, magazines, newsletters, conferences, associations and other resources have you found useful?

28. What has been your single most important tool for foreign student online recruiting and how have you deployed this tool?

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Characteristics of the Sample

Table 1.1: Type of College

	Community College	Primarily 4-Year Degree Awarding	Primarily MA and PHD Awarding	Research University
Entire Sample	22.22%	55.56%	12.70%	9.52%

Table 1.2: Public or Private Status

	Public	Private
Entire Sample	42.86%	57.14%

Table 1.3: Total FTE Student Enrollment

	Less than 1,200	1,200 to 5,000	5,000 to 10,000	10,000+
Entire Sample	28.57%	28.57%	20.63%	22.22%

Table 1.4: Online Marketing Spending Directed at Foreign Students in the Last Year (in \$US)

	None	Less than \$10,000	More than \$10,000	Unknown
Entire Sample	41.27%	17.46%	14.29%	26.98%