



Digital Strategy and Execution Services

ABOUT HOBSONS



At Hobsons, education is more than just our business; it's our passion. We believe that education advances many aspects of our lives, creating a continuous cycle of opportunity. Hobsons is entrenched in education, fuelling everything we do and driving us to achieve success — from customer service and product and service development to thought leadership and corporate citizenship. Since our founding in 1974, we've evolved from a traditional publishing house to an innovative education solutions company that serves millions of students across more than 10,000 schools, colleges and universities worldwide. Today, Hobsons continues to advance its role in education by maximising student success and institutional effectiveness. Hobsons' solutions incorporate marketing and attraction, student relationship management, offer conversion services and retention services. By providing robust communications, reporting and analytic insight throughout the student lifecycle, Hobsons allows you to target the right student, at the right time, to do more with less at each stage of a student's journey with your institution.

SERVICE OUTLINE

Hobsons' digital strategy and execution services are designed to support you in reaching, attracting, engaging, converting and retaining relationships with future students through a combination of marketing channels and activities specific to the students you want to enrol. Hobsons has developed a robust and constantly refined set of student profiles across more than 210 countries to ensure we can market to future students through the channels they are using, as well as at the frequency at which they wish to be contacted and using the content they want to receive. By taking this thorough approach we increase the likelihood of conversion from your activity and funnel the student through to enquiry or application. Hobsons takes steps to ensure the strategy we map for you integrates with your institution's marketing strategy.



STEPS IN THE PROCESS



- › Stakeholder engagement to define and agree on scope
- › Online and on-site audit of presence against competitors — web, social and advertising
- › Analysis of institution-specific results from the #HobsonsInsights series and, where absent, research on your behalf
- › Development of specific future student profiles through primary and secondary research, and the use of enrolment data
- › Mapped combination of marketing channels to best achieve desired scope — cost, channel, content and frequency
- › Recommendations on execution of digital strategy and execution activity



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WHY HOBSONS



- Hobsons currently works with 10,000 institutions around the globe. Given these partnerships, we have a unique ability to provide the most accurate international student profiles.
- An institution can only measure as far as its own data. With our research, we are able to look far beyond a single institution to help diversify its international student prospects.
- Unlike traditional digital marketing and consulting agencies, Hobsons focuses solely on the education space.
- Hobsons will take a top-down, outcome-driven approach to any agreed scope.

HOBSONS' CAPABILITIES



Hobsons has a team of automated marketing specialists who will be heavily involved in the channel marketing and digital strategy and execution development. This team can also advise on integration with personal intervention and other marketing activity. The team has vast experience in behavioural, circumstantial and response modelling, as well as heat scoring.

Hobsons has helped institutions diversify markets through digital strategy and execution activity targeting the right student cohort in each country, in contrast to a whole country.



With a fully customised campaign, linked to institution-specific market strengths and positions, the digital strategy and execution will not only heighten this position but elevate the brand standing in a more diverse market and student profile segment.

The highly targeted nature of Hobsons' approach to digital strategy and execution means that we strive for quality over quantity. Our approach is so highly targeted that channels are mapped by country, student profile and course.

