

EDUCATIONAL



D E C K



Let them speak about you



STATISTICS ON EDUCATION IN CHINA

1.9 %

OF GDP, CHINA'S BUDGET IS SPENT ON EDUCATION

60 %

OF HIGH SCHOOL GRADUATES IN CHINA NOW ATTEND A UNIVERSITY



STATISTICS ON CHINESE OUTBOUND EDUCATION

600 K

CHINESE STUDENTS STUDIED OVERSEAS IN 2017

1 M and 500k

STUDENTS ARE CURRENTLY ENROLLED IN OVERSEAS INSTITUTIONS

STATISTICS ON ONLINE EDUCATION

78 M

CHINESE ONLINE LEARNERS

42 %

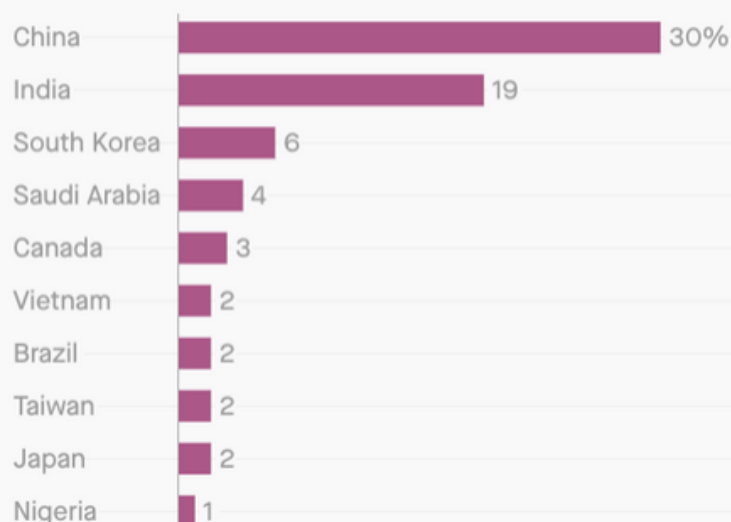
OF ALL CHINESE NETIZENS ARE ALLEGEDLY PLANNING TO PAY FOR ONLINE EDUCATION NOW OR IN THE FUTURE

15 %

ANNUAL MARKET GROWTH EXPECTATION

Top countries of citizenship for foreign students in the US

Percent of all foreign students in the US

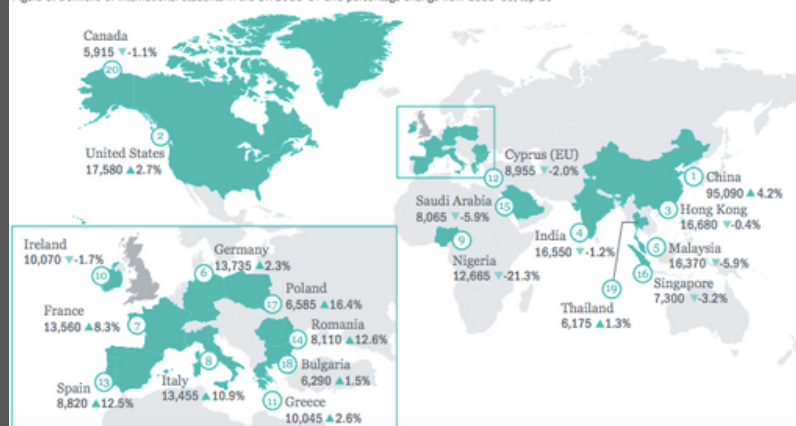


WHERE DO INTERNATIONAL STUDENTS IN THE UK COME FROM?

1 in 5

The proportion of international students studying at UK universities that is from China.

Figure 5: Domicile of international students in the UK 2016-17 and percentage change from 2015-16, top 20



EDUCATIONAL

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WHAT WE DO

- Listing and advertising
- Social Media
- Media relation
- Press release creation
- Newsletter
- Forum
- Communities/partnership
- Events

AUDIENCE



22- 60 years old
Chinese and foreigners



18- 45 years old
Italian and Chinese



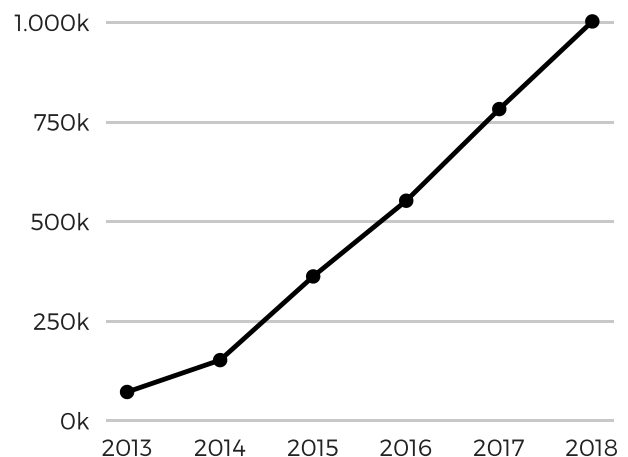
22- 45 years old
American and Chinese



20- 40 years old
English and Chinese

REACH

Customers show a variety of preferences when it comes to the methods of marketing which they will positively respond to. A wrong assumption might lead to a business adopting the wrong marketing strategy which will result in a loss of revenue, time and some potential customers. This is why I reach your potential customers in different ways, tailor-made for your brand and your target.



LISTING & ADVERTISING

[英国斯特灵大学_中文网页_入学要求](#)



斯特灵大学排名英国前列,在2018年泰晤士高等教育黄金时代大学排行中位列全球前50,教学,就业,设施和包容性皆获QS五星评级,欢迎中国留学生加入我们.

2019-04 ▼ V1 - 评价 广告

[晒offer,我有我姿势 -51offer免费留学服务智能平台](#)

谁晒offer的姿势最销魂,谁能成为51offer代言人?一切你来决定!... 在51offer申请并获得offer后,在活动页面上上传晒offer的照片或视频,同时勾选成为51offer代言候选人,...

<https://event.51offer.com/show...> ▼ - 百度快照



DIRECTORY LISTING: listing your company is one of the most important first steps to do to be found by people and recognized. We can provide international listing, local listing, on media, APP, search engine, media, educational websites.

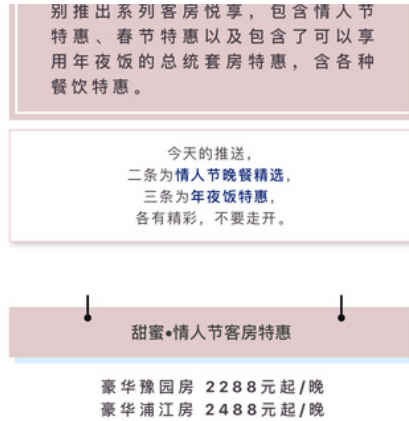
ADVERTISING: we provide advertising on Weibo, Baidu, Wechat, educational forums

WECHAT

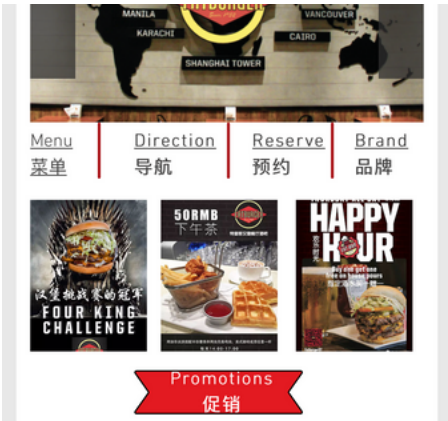
Content creation. Today's customer doesn't want to be talked to; he wants to be engaged in conversation. We create contents that engage people, videos, challenges, interviews. We have created contents for more than 100 different Wechat accounts, including overseas brands



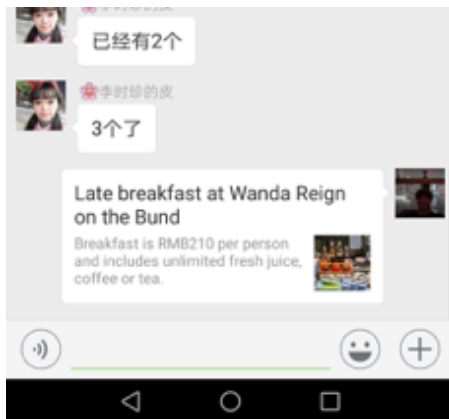
Graphic. Graphic design is an important tool that enhances how you communicate with other people. It serves to convey your ideas in a way that is not only effective, but also beautiful. We have created Wechat graphics for more than 100 different Wechat accounts, including overseas brands



Miniwebsite. Gather all together the information, courses, gallery and story about the company in one intuitive miniwebsite that will make your customer's life easier. We have created Wechat miniwebsite for more than 10 different Wechat accounts, including overseas brands



Group share. To stimulate the post reach and engagement posts of the brand are shared among various group-chats according to the target. 34.09% of total readers are acquired by referrals



Buttons. Set up of tabs for previous posts, map, insert the miniwebsite, galleries, forms. We have created Wechat buttons for more than 100 different Wechat accounts, including overseas brands



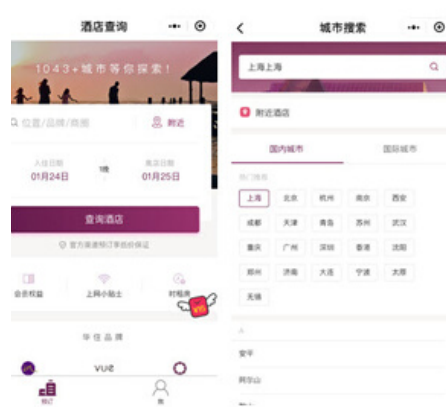
H5. Wechat campaign are perfect for events, collect informations, and interaction. Rich animations allow you to create a broad range of different styles.



Gamification. Including an educational game in your wechat account let your customers or potential customers interact with you and share their contacts. players have the chance to win prizes from the brand. We have created more than 10 gamification experience.



Mini program. Mini programs are cloud-based embedded apps within WeChat. Mini programs can be used as an e-commerce platform, O2O experience, check in, booking. Mini programs are shareable in private messages and group chat, don't require installation



Micro-influencers share. Share of the wechat post in personal moments of micro-influencers. People with more than 1500 friends. The engagement is more personal and the result is 38% more of the readers. We work with more 3000 micro-influencers



WEIBO



1 ~29 11:38come from 反反可无机

上海万达瑞华酒店游宴一品淮扬餐厅与「和」日式料理餐厅同时推出多款精品午市套餐，以巧妙的搭配、精美的出品，满足菁英人士对于精品午餐的需求。



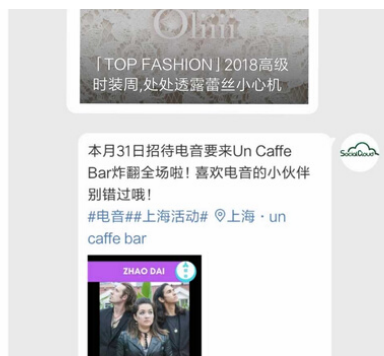
Read 4179 | Promote | 1 | 1 | 101



ruanyf

上次微博推了优达学城的人工智能课程，英语中字（看下面视频），反响还不错。这次，他们8月份的课程又要开始了，想学的同学可以关注一下。 [网页链接](#)

很多人不知道课程是否合适自己，所以这次有一个7天试学班，使用Python爬朋友圈数据，如果学不下去，就不用花后面的钱了。 [展开全文](#)



Account creation. Creation of the Weibo account including verification and VIP membership. Special crown, customize the home page, special custom account number, Vip badge. We created more than 200 accounts including for overseas clients

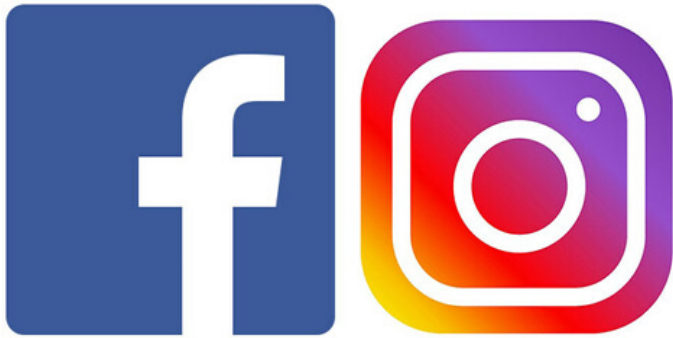
Content Creation. it's essential to develop a solid content strategy. Our content creations includes not only promotions but: educational suggestions, KOL reposts, challenges. All the post include multimedia contents including videos, pictures and live streaming. We created content for more than 200 weibo accounts

Micro-influencer and influencer. Influencers can involve in a variety of promotional activities, including life in campus videos, promotional code distribution for online courses, sponsored lucky draws. We work with more than 3000 influencers and Micro-influencers on weibo

Group share. Participating actively into educational and language exchange groups on weibo, share conversations, opinions and posts of the company will engage more potential customers and activate curiosity. We are part of more than 30 educational groups on weibo

Advertising. We carefully choose the right kind of weibo advertising among the different options available, we are expert on social media advertising carefully choosing the target based on the industry and interests.

FACEBOOK & INSTAGRAM



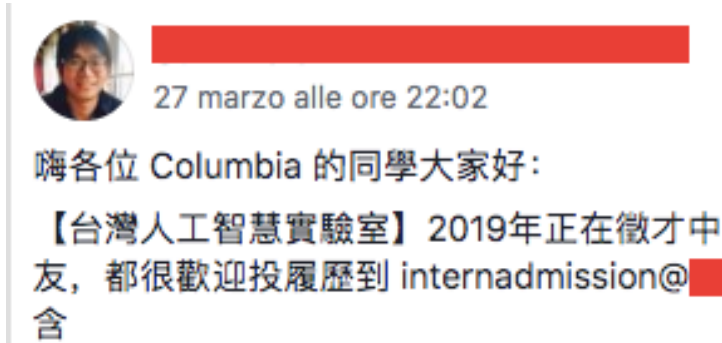
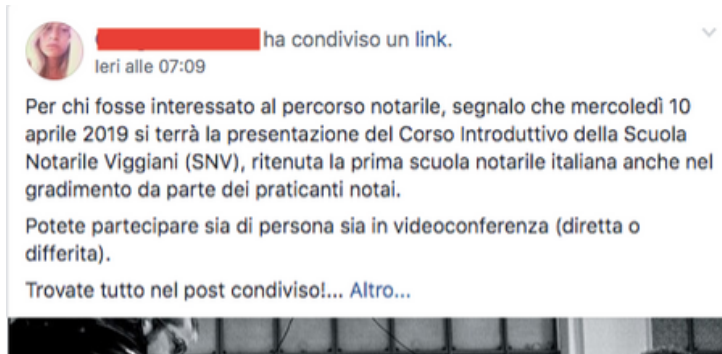
Tools. Creation of tools and specific campaigns challenges among the readers, life in campus, interactive educational games, branded hashtags,

Content Creation. Creation and planning of the content for the 2 different platform including research of the best performing hashtag for the category for the week. Analyzing the data of the account to pick the best times and days to posts

Micro-influencer. People with less than 10k followers on Instagram and 2k-3k friends on facebook have a more intimate relationship with their readers. Sharing their experience with the company will engage new potential customers and create brand awareness. I cooperate with + 1k micro-influencers age range 18-30

Groupshare. Participating actively into educational groups, creating Facebook live streaming, and specific groups for the brand give a sense of attachment to the people. Informational tour, discounts, teacher Q&A and giveaway are some of the activities we create. We are active in more than 40 students groups

Advertising. We carefully choose the right kind of Facebook and Instagram advertising targeting your ideal customers. We analyze and split tests to reach the maximum engagement for the brand at the right cost. Our average of impression increase is 2700%, our CPC cost is 0.20-0.60 \$



 8,571 people reached



Recent activity

VIDEO AND LIVE STREAMING

The market size of online live streaming in China will reach around 112 billion yuan in 2020. Everything involve a connection between the online and offline world, with the focus on the consumer experience.

Video and live streaming with teachers, influencers, campus students



What I want for my brand

- Douban
- Pinterest
- and more...



DO YOU WANT TO
REACH MORE?



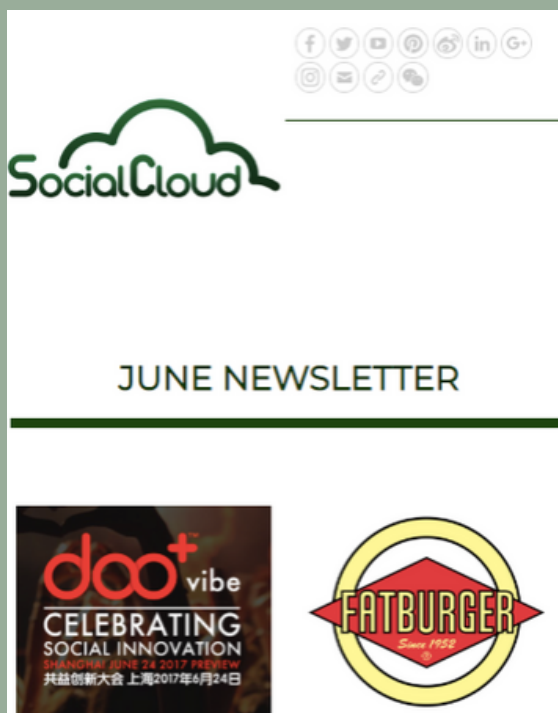
The number of e-mail users worldwide is grown to 2.9 billion users by 2019

NEWSLETTER

Social Cloud contacts are checked every month.
Average unique open 12%
Average unique click 8%



<http://ym1p.com/zn1f4D>



<http://ym1p.com/zom9Xv>



<http://ym1p.com/z2d5NI>

+160K

CONTACTS IN
CHINA

+54K

CONTACTS IN
USA

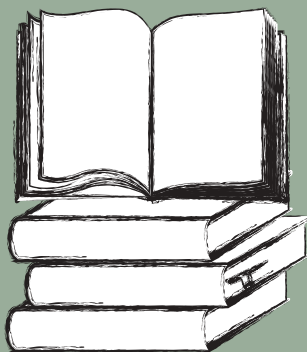
+30K

CONTACTS IN
UK

+20K

CONTACTS
IN ITALY

FORUM- COMMUNITIES/PARTNERSHIP



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	作者	点击	回复			
《月光斩》英译（每天发布一次）	英语好爱者	931	66	04		
中国短篇小说汉译英 @翻译批评@ 素材	英语好爱者	1384	19	04		
十译	英语好爱者	1546	58	04		

129

2019曼彻斯特大学，想要找小伙伴的老铁看过来~~~❤️

👤 月下独酌...

🏆

曼大的小伙伴，现在无论是拿到奥佛儿还是申~请的小伙伴，人数已经很多了。还没...

👤 饶颖等yx

05:49

51

曼大【南+北】校区住宿安利贴！明年你在哪个校区上课？

👤 风又吹麦...

Posts in forums and communities related to overseas education or online education.



英语零基础直达大学六级【爆款特惠班】
【爆款底价秒杀5.9折！】 英语零基础直达高级
¥ 1710.41 ~~¥2899~~ **VIP 再减¥85.52**
 报名即学 至 2020-04-17 | 总381课时 老师：



Partnership with Chinese students membership-based organizations to recruit agents for enrollment, partnership with online portals for online classes

EVENTS

We successfully run different kind of events related to education: speeches, focus groups, fairs booths, etc., from the concept to the promotion, bringing the business directly at your door step.

Available just in
China





THANK YOU



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(+1) 6464640994

For privacy reasons we cannot disclose the names of the clients