

CASE STUDY **EHEF INDIA 2014** REACHING OUT THROUGH DIGITAL MEDIA



EHEF INDIA 2014

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CLIENT PROFILE

European Union strives to deliver a research driven education environment bolstered with a multi ethnic education approach to encourage students from all over the world. This time EU tried to attract Indian students by arranging European Higher Education Fair in three of the Indian metropolis, New Delhi, Bengaluru, and Kolkata. In an effort to increase EHEF India's reach and provide that unique European education opportunity to Indian students, digital media was identified as an important path to connect with young India.

EXECUTIVE SUMMARY

EHEF India Team partnered with MixORG consulting services to leverage EHEF India's key message to the digital sphere. MixORG knew that application of purely traditional marketing techniques would not be the most efficient mode to achieve the best possible business outcomes. Instead, the digital marketing experts turned to a fresh idea for transforming the existing message in ways that would harness new media's distinctive dynamics for maximum results.

OBJECTIVE

MixORG through its expertise empowered EHEF India to engage with its audience through media. A brand new website was developed for EHEF India with an interesting European quiz application. Besides this content development, creative and social media campaigns were parts of the strategies.

APPROACH

EHEF India's existence was brought to life and digitally spread through the development of the quiz app that met the purpose of registering students and simultaneously enlightening students about European Union. The plan encompassed an application about European Quiz on the website itself. Several campaigns were run on Facebook, sparked conversations and interaction amongst fans and followers, engaging existing guests and attracting new ones as it fostered ongoing dialog. At the end the most appropriate comments won prizes sponsored by EHEF India.

A significant and unique component of MixORG's social promotion of EHEF India involved the creation of original content and creative. The idea was born to complement EHEF India's brand impression and promotion but in a manner uniquely suited to the nuances of digital media. To that end, MixORG devised core standards for the creative and content format that would generate impressive impact among social media audiences. MixORG pledged to create that would:

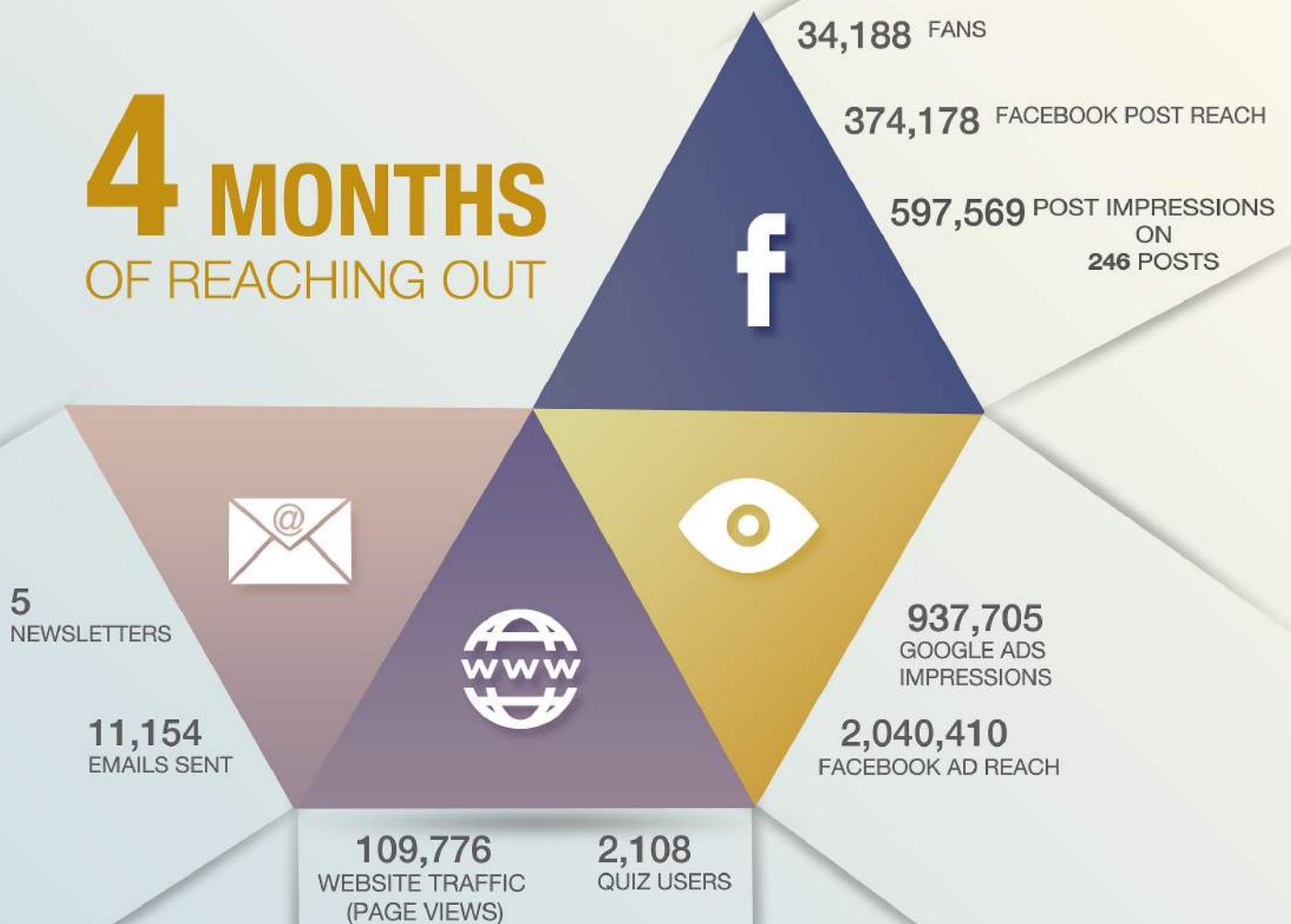
- Be short and sweet
- Community driven and innovative campaigns were run on the social media platforms

ACHIEVEMENTS

An overwhelming response with **7000-8000 visitors** made it a highly successful event. A strong student turn over was achieved due to the strategic digital media implementation.



4 MONTHS OF REACHING OUT



SOME POSTS SIMPLY STRIKE!!



GLIMPSES OF EHEF INDIA



Anil Patni
Marketing Head EHEF India 2014

MixORG Team,

It was an absolutely great experience to have MixORG work on the social media and digital marketing mandate for the European Higher Education Fair India 2014 organised by the Delegation of the European Union and implemented by DAI Europe.

Right from the day we selected you to create the website (www.ehef-india2014.org) as a starting point for the communication and outreach campaign we knew we had found a bunch of sharp and savvy whiz-kids who were able and willing to put in the extra hours and go the extra mile. You rightly kept the aesthetic appeal of the landing page youthful and the overall design user friendly and functional. The online registration system for the European universities to register as exhibitors was designed very well and the whole process leading up to generation of invoices and backend creation of databases was rendered smoothly.

I had some butterflies-in-the-stomach feeling when you guys launched the Facebook page (www.facebook.com/ehefindia2014) but you came up with the ideas to build the online community through daily posts about Europe, EU higher education system and opportunities for Indian students and so on. A combination of interesting content and targeted advertising helped to build an online community with more than 34,000 likes and our reach went out to more than 200,000 people. From then on, it was a roller coaster ride as we kept on adding more content (Alumni blogs, FAQs, news stories) and came up with ideas like online EU Quiz and other contests to keep the users engaged. The twitter handle ehef India 2014 too was used to spread the word and create the buzz. The online registrations on the website rose steadily through the months of July-Nov and reached almost 7000 by the time of the event. The strong online presence also was a source of comfort for the participating EU universities which started sharing our content on their respective pages.

The online buzz generated through these efforts coalesced with other tools employed by the DAI Europe team (newspaper and radio ads, college events, PR etc) to bring together a hugely successful event in all three cities- New Delhi (30 Nov-01 Dec), Bengaluru (03 Dec) and Kolkata (05 Dec).

We convey our sincere appreciation and acknowledgement of your professional services in this project and wish you the best of luck for your future endeavors.

MixORG CONSULTING SERVICES Pvt. Ltd.

As a full service digital marketing agency, MixORG helps organizations and brands in the Education domain to achieve more by providing strategic, creative and technical expertise to harness the transformative potential of today's digital landscape.

Whether it is developing digital strategy, running an online campaign, building a website or using innovative marketing techniques, MixORG can provide services that cut across the digital spectrum. MixORG has vast experience offering strategic consultation and end-to-end execution of digital strategies for firms such as Aalto University-Finland, Copenhagen Capacity, TEKES Finland, Career Launcher (Asia's leading education service provider), etc.

OUR SERVICES

Strategy and Planning, Social Media Marketing, Web Design and Development, Search Engine Marketing, Social Media Training, Mobile Application Development

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