



Marketing and Alumni

15 May 2009

Overview of Presentation

- Why me?
- What is Marketing?
- Branding
- Branding and Alumni

Why me?

- 12 years experience in marketing and communications in the education sector
- Has worked with clients in the Netherlands as well as in the UK
- Worked for international marketing communications companies
- Strong links with industry bodies such as CASE, NAFSA, AMBA, EnglishUK, and have spoken at many of their conferences in Europe, Asia and America

What is Marketing?

- Marketing, as defined by the American Marketing Association, is "an organisational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders".
- Another definition, perhaps simpler and more universal, is: "Marketing is the ongoing process of moving people closer to making a decision to purchase, or to use, or to conform to someone else's products, services or values. Simply, if it doesn't facilitate a "sale" then it's not marketing."

What is Marketing?

- CIM claims marketing to be the "management process of anticipating, identifying and satisfying customer requirements profitably".
- Thus, operative marketing involves the processes of market research, new product development, product life cycle management, pricing, channel management as well as promotion, and has branding at its heart.
- *And YES, this is relevant for Education as much as for any other sector*

Branding

Brand n. derived from a Norse word brandr, meaning literally to burn

- A means of identifying and differentiating:
a company, an institution, a product, a service ...

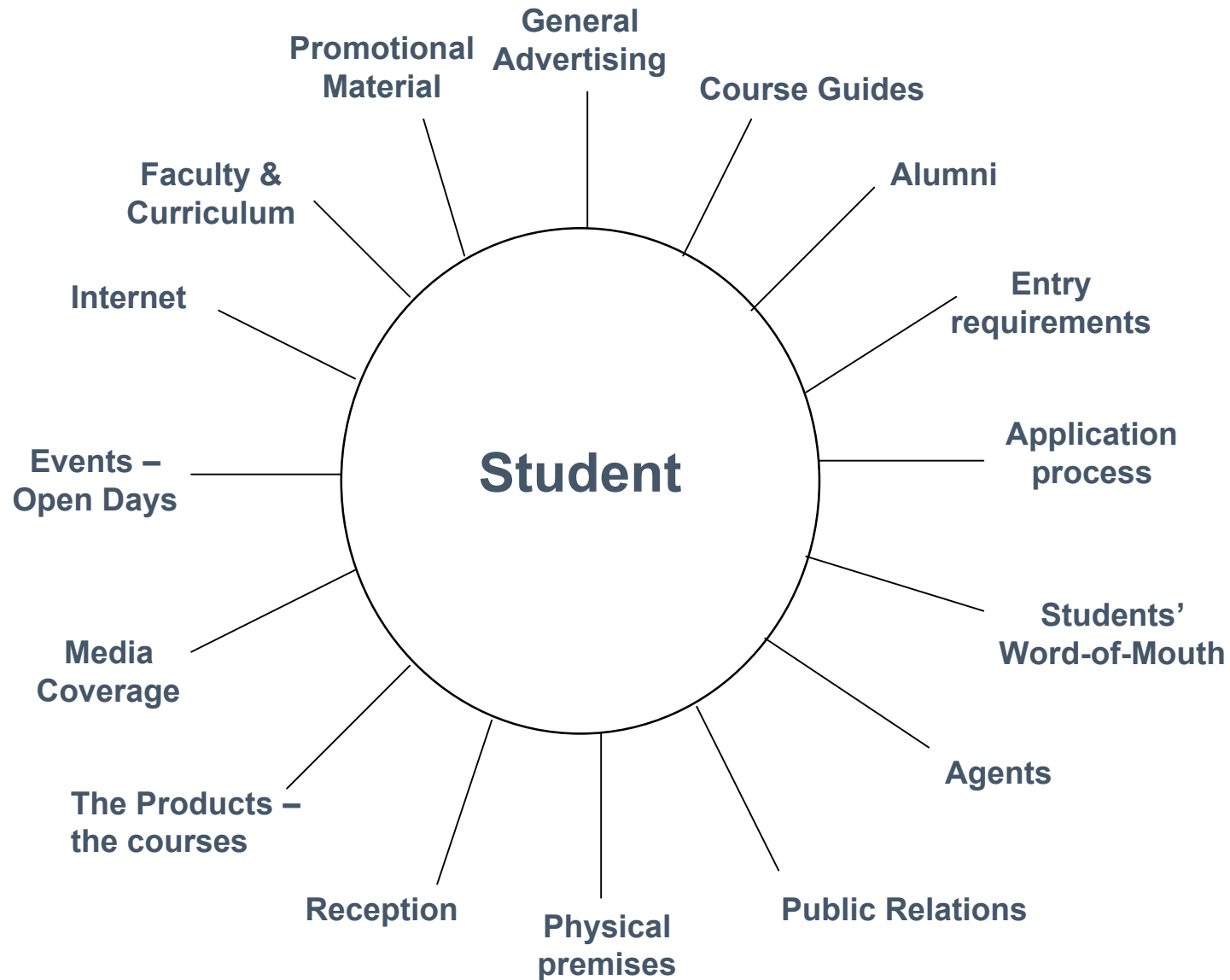
Branding

- In some ways, a relatively new concept in this sector (yet some of the world's oldest brands are Educational)
- Previously, education providers have tended to leave their brand/reputations to chance or have seen the task as a communications job – it's much more than that

Branding

- A brand's image is derived from all of those things that impact peoples' perceptions of an organisation including:
 - _ Products and services
 - _ Organization performance
 - _ Personality
 - _ Promotional material
 - _ Identity/logo
 - _ Reputation
 - _ Experience (*current and past*)

How Do Students Develop Their Perception of Your Brand



Branding

An educational institution's brand impacts upon everything it does including:

- The ability to attract students
- The ability to attract and retain quality staff, both academic & professional
- The relationship with funders

A strong brand provides an organisation with sustainable, competitive advantage

Branding and Alumni

- Retain alumni
- Inform them
- Keep them up to date
- Enable them to act as ambassadors for you

Branding and Alumni

- Domestic
- International



Thank You