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FUTUREINDEX®

**SPARK  
EXCLUSIVE**  
CONVERSION FOCUS

DECEMBER 2016



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# INTRODUCTION

03

Welcome to our second Spark report of 2016/17. Our lead focus this time is 'conversion' and ways to really engage with applicants - to answer questions, keep them warm and help them get on board, There should be a few things in here that could inspire some ideas to help you through the crucial 9 months ahead. Our cover star comes from a University of Southern Queensland Facebook post. Yes, Shakespeare is helping to convert students. And as those who get our Watch reports know, we are loving the social media content of USQ right now. Big conversion themes include how you can use the latest social platforms, how to use video for toolkit support and the importance of bloggers and influencers. But we've also included other snapshots from the wider HE Marketing landscape and the usual digital bites and quite a few 'must sees'. Enjoy the report and Happy New Year. See you in 2017.



F.

# CONVERSION

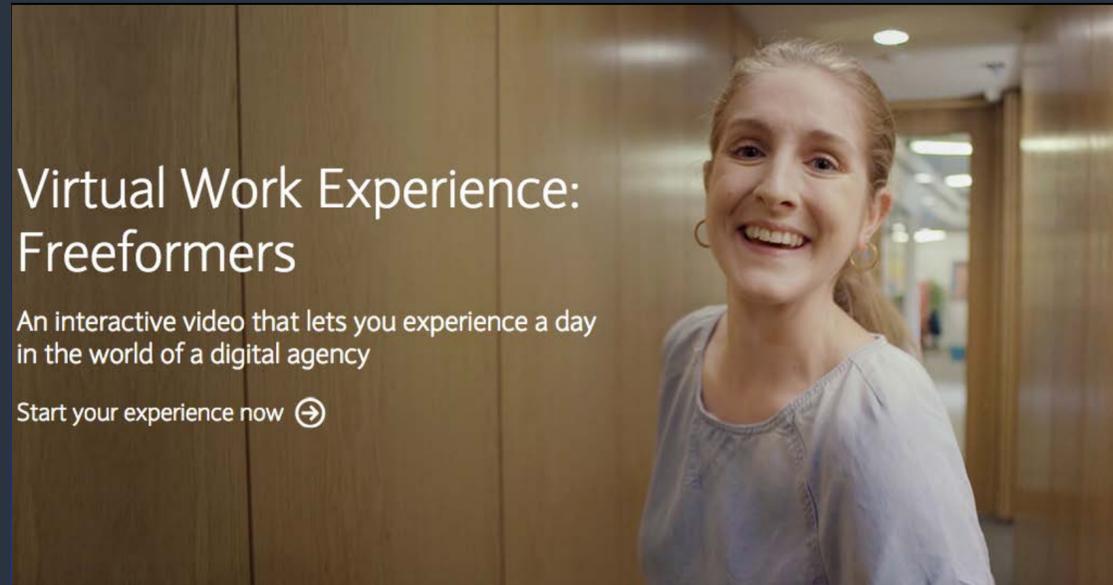
FOCUS

04

Here are 16 engaging examples from the 'conversion' landscape that enhance the user journey, improve the overall experience and help to turn interest into action and ultimately over the posts. In an age where people can switch off to brands in a matter of seconds, these ideas add value and build stronger connections at every touchpoint.



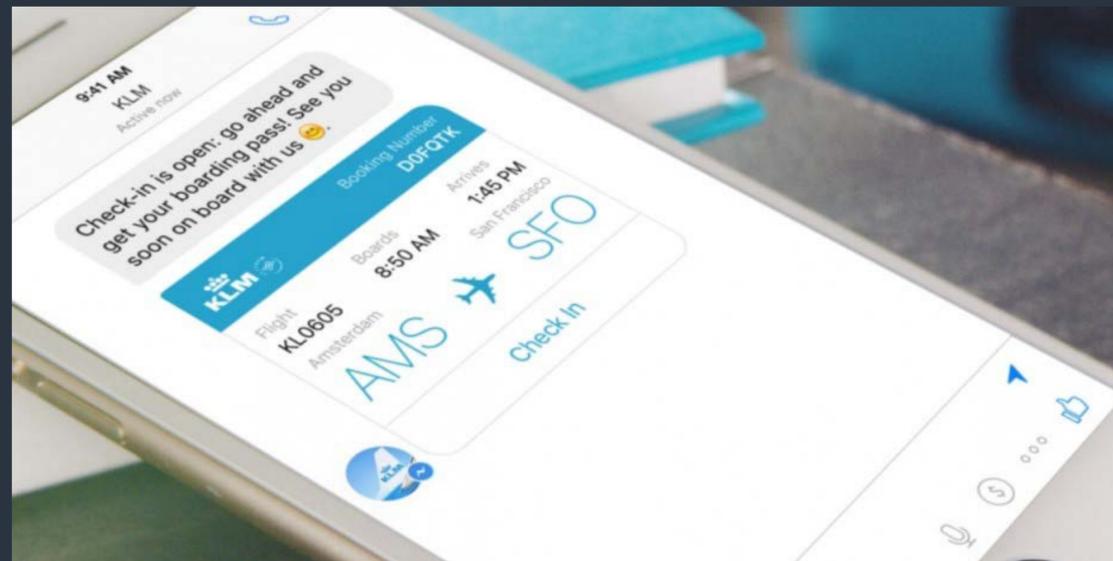
Barclays has developed a really good microsite that helps young people to get a head start in their careers. There are a variety of features, but we particularly liked their Virtual Work Experience. Here young people can watch an interactive video and answer questions that will take them onto the next part of the journey. There's a big difference between reading about a work placement and experiencing it virtually. You have to log in to experience it, but we can see more universities doing this kind of thing to help their students prepare for interviews, get the most out of work placements and land their dream job.



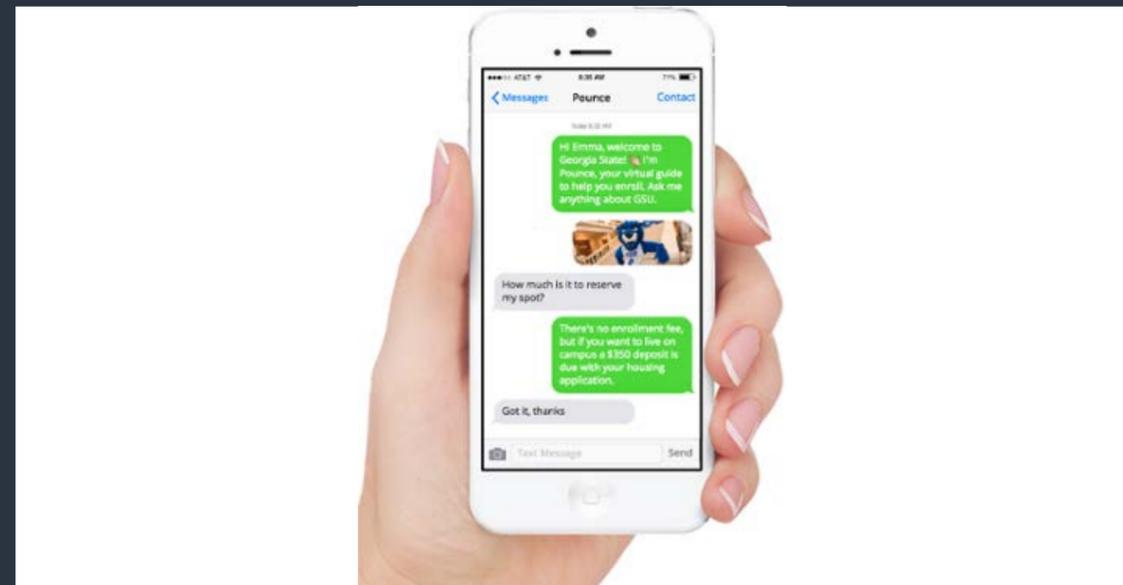
Sticking with Barclays Lifeskills, this video is an excellent example of sharing helpful information in a much more engaging way, George is a poet who rhymes about how you can get 'the edge' with your job hunting. It's the kind of helpful information that used to be buried in a brochure in a careers office but it's now much more accessible, and shareable, on social media. Over 300,000 have watched on YouTube alone. Definitely an inspiration for universities plotting their future applicant support communications.



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The rise of the Chatbot can be seen everywhere. KLM who lead the way with customer service on social media are developing their own bot on Facebook Messenger and WhatsApp. They see it as the future of brand-to-consumer relationships. They can have personal conversations and add value by providing live reminders and recommending relevant partners. Even kids and parents can use Chatbots. Signal toothpaste use a Facebook Messenger app that shows fun animated stories at a particular time of the day, giving hints & tips and providing personal messages to encourage kids to clean their teeth.



Chatbots are all the rage at the moment, as they are a quick and easy way to have conversations and get instant help and personalised advice. Georgia State University launched their own bot back in March to help with their admissions process for new students. Text-message based - 'Pounce' uses artificial intelligence and supervised machine learning to answer thousands of questions about finances, accommodation and student life. In the first month, 3,000 new students exchanged 50,000 messages! Chatbots simplify CRM and provide a personal service from start to finish, anytime, anywhere - without having to wait for humans to answer.



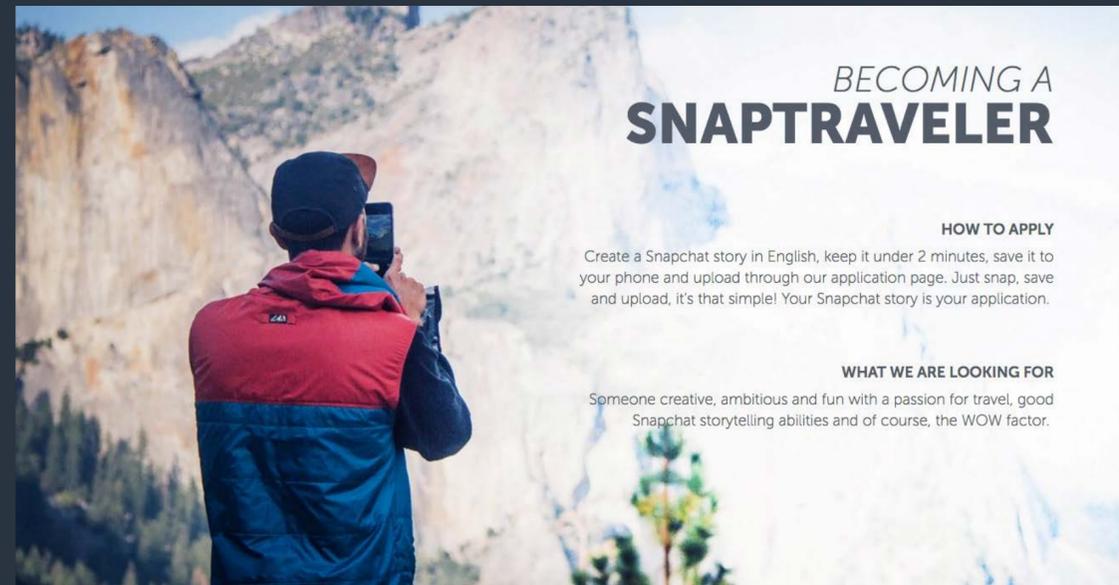
And what about other universities? Deakin University in Melbourne, Australia, usually show their hand early. This time they've done it with typical creativity, launching their own 'Deakin Explorer Bot' integrating their course finder with Facebook Messenger. But Deakin don't do ordinary messenger apps. They create drama. It's all about standing out. And so we saw investment in film-trailer style video content to launch their bot on the world. They even created its own Facebook identity and page. Well, it's meant to be human after all!



Meanwhile blogging is big news again, and there is definitely a trend to partner up with customers / users to tell a brand story. Virgin Trains make the most of 8 top bloggers and their families to contribute to their #ParentingLikeaBoss campaign. Give them some train tickets and ask them to share. And all the highlights are packed into the Virgin Trains blog which is the key hub for all its content. There's much to learn from this.



Some universities are starting to really understand the power of a good blog. Georgetown Stories is a brilliant example of how to put together a student led hub. This first-person video documentary series follows 16 undergraduate students throughout the academic year to give people a peek into their student lives. Their stories cover everything from classes, parties and lectures to friendships, visits from parents, trips to local attractions and even Christmas decorations. While other students can share their own Georgetown experiences by using #GeorgetownStories.



To inspire people to travel the world and experience new things, Icelandic airline WOW Air invited people to audition to become a SnapTraveler. After posting their Snapchat story, 4 lucky winners were given 4 free, all-expenses paid trips to places like LA and Paris so they could Snapchat their adventures over the summer months and encourage more people to travel there. Again another idea universities could replicate, providing all-expenses paid experiences in their location to show other students what's on offer in their location.



Another growing trend is for young people to talk to other random young people around the world through apps, websites and online gaming. Lopeca is one such app that enables people to connect with local guides who take you on live mobile tours, so you can discover different places and cultures. A team of student social ambassadors could achieve the same thing with regular live slots using Facebook Live and Periscope. [Melbourne Live](#) aimed to achieve something similar in Australia with live Periscope tours of the city.



Onboarding seems to be the recruitment buzzword of the moment. There's no point attracting great people only to see them change their mind before they start because they haven't been made to feel welcome. It's one reason why digital and ad agencies give new starter welcome packs. These include everything from coffee cups, T-shirts, hoodies, baseball caps and moleskin notebooks to local guidebooks, bags, gift cards (to the local coffee shop) and even a paid taxi for the 1st day. Now imagine thousands of university students receiving similar welcome packs and travelling to your university from all over the world wearing branded T-shirts and baseball caps. They will feel welcome and part of the tribe. And you'll raise the profile of your brand.

Deakin recently followed a group of Year 12 students who vlogged about their exams, study and receiving their grades. All great content on their 'This' web portal that enabled fellow students to follow the drama. It's content other students can really empathise with, as they get to see the ups and downs of the group, as they follow their dream of going to Deakin. And of course Deakin provided lots of support and advice along the way. Yet again, more proof that the YouTuber approach is finding a place in university communication.



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There are more ways than ever to communicate with students. At the University of the Arts Helsinki they are experimenting with WhatsApp and asking potential students to sign up for newsletters that will be sent to them via the messenger App. This makes their newsletter instant, mobile friendly and easy to read anywhere rather than having to download things or open up different windows. This tactic will be particularly good for an international audience and it will be interesting to see what the results are,



The University of Hohenheim is another university that is using WhatsApp as an integral part of its CRM. All their students have to do is type in the contact details or scan in a QR code (they aren't extinct yet) to ask questions about admissions, applications, courses and more. It's quick, convenient and personal. And a good way to engage with students the way they want to be communicated with.



While you're working with your digital team to create a brand new Chatbot, you can answer student questions in a friendly and personal way through Snapchat Q&As. Hannah and Miles from Newcastle University were asked to take over the University's Snapchat feed to provide advice to their new students during Freshers' week. It's simple, personal, cost-effective and provides students with the answers they want without having to talk to anybody. It might just be us, but we're seeing a trend for young people using their phone to watch videos and ask questions - rather than talk to anyone!!!



CLICK IMAGES TO VIEW ↩



You can't underestimate the positive difference a strong relationship with your Students' Union makes. At Sheffield Hallam University, this goes way beyond sharing each others social media posts. SHU and their SU have got together to create an insightful Insider's Guide that at over 100 pages long, is like a prospectus in its own right. It covers everything from study tips and information for international students to Sheffield's hidden gems. It's nicely put together but it would have worked even better as a microsite where it could be quickly updated and more students could get involved helping to comment and crowdsource new content.



Think Education is an initiative from Laureate International Universities that engages with young people in year 12, providing them with wide-ranging learning advice and guidance. They have also created a quirky survival guide that covers everything from study tips and memory techniques to healthy snack ideas and advice on how to relax. All useful stuff that helps students to get the grades they need for university while positioning their universities as supportive and caring places to be. Their website is well worth a look too. Just click on the link above.



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# STAR WARS

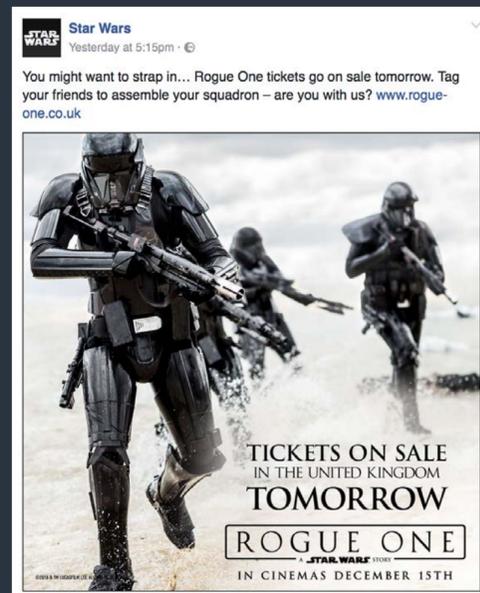
## CASE STUDY

09

### LIGHTS, CAMERA, ACTION

And we mean immediate action. There's no time for long videos anymore. Even Disney are switching 2 minute blockbuster trailers for 10 second clips and GIFs. And it's all because of the noise competing for our attention and the importance of standing out right now, but whilst within the same social media environment.





It says a lot when the world's most famous film company on the planet are cutting right down on the movie action to promote their latest blockbuster. Disney have been tapping into the latest communication trends in their promotion of their new Star Wars film, and this means keeping it all very short, simple and hosted within social timelines. So, despite having 2 minutes of trailer to play with, much of the sharing has maxed at 10 seconds of footage, using clips from the film relevant to the call to action. We see stars of the film taking off in their space ship as the supporting copy asks us 'to strap in and order tickets now.' And so much of the promotion omits the moving images altogether, opting for single intriguing images (such as the new stormtroopers) and big messages. Some of the countdown posts allowed for some GIF style movement but the key driver has been instant access and interactivity. As Charlotte Tudor, VP for Disney's European Marketing said, 'To mark the 25 day countdown to the hotly anticipated release of Rogue One: A Star Wars Story we created a number of statics for social media. Annotations encourage fans to get involved. Lines such as 'are you with me' get close to the audience whilst serving as a call to action.'

The trend for instant communication is everywhere. Ted Baker are big users of Instagram and they create 15 second videos showcasing their new ranges of clothing, all instantly viewable within the post. Nobody is taking anyone anywhere - well, not until they're ready to find out more. So what can universities learn from this? Well, they have to follow suit and enable messaging that allow for quick assimilation, filtering and calls to action; embrace the latest opportunities, such as live video; and do the basics well - such as including subtitles on videos for those browsing their social feeds without their audio switched on.



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# M.E.N.

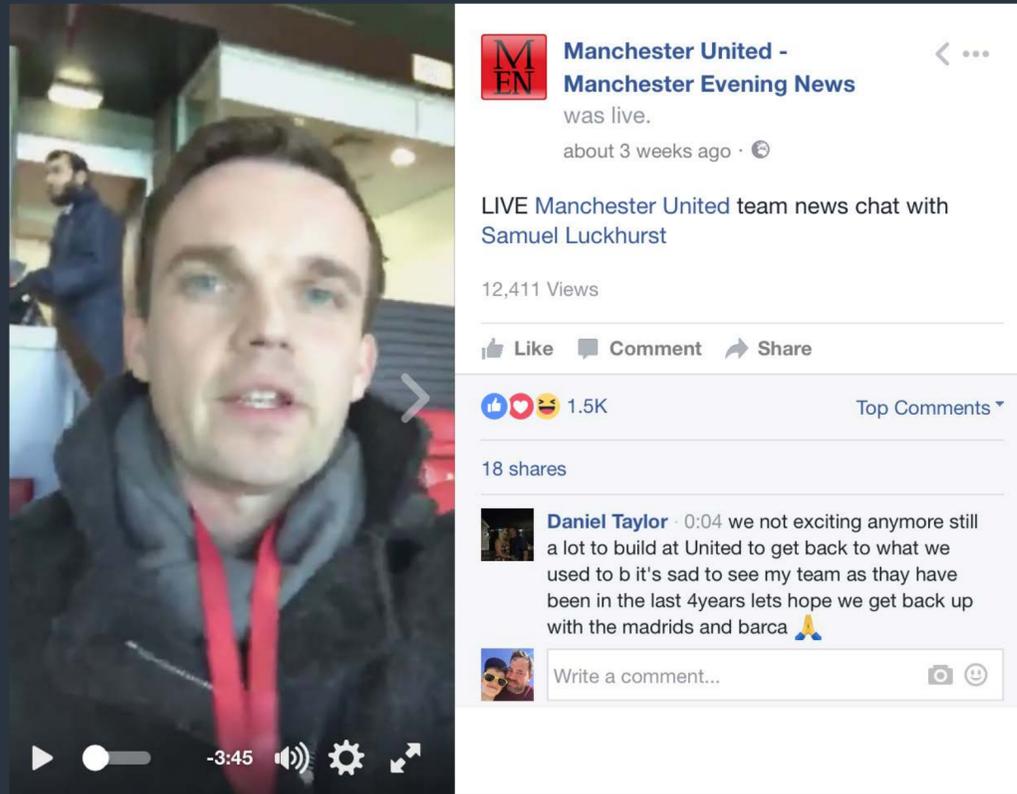
CASE STUDY

011

## THE MODERN NEWSROOM

Here's a newspaper whose journalists are similar to You Tubers, building audiences and broadcasting at all hours. A newspaper that is using Facebook Live because it can no longer wait for copy to land. And A newspaper that shares news from anyone and everyone.





Newspapers took quite a hit from the digital revolution. But some adjusted well. The Manchester Evening News (or the M.E.N. as we know it) has always been one of the more progressive papers - but what can we learn from it? The answer revolves around embracing new media channels and new ways of doing things. And in the M.E.N. we now have a newspaper that's much more than that. It's a social media channel, a 24 hour live broadcaster and an aggregation of multiple news sources out there. Its sports reporter Samuel Lockhurst broadcasts on Facebook Live straight after matches, the Facebook page shares clips from BT Sport and other media, and user generated content comes from 'readers' sharing photos of the local floods, or from footballers giving 'exclusives' via Smartphone video clips taken from Instagram.

We spoke to the M.E.N. to get some insight. Beth Ashton, Head of Audience, said 'Facebook Live is ideal because Facebook favours it. It gives us immediacy and connectivity and our reporters offer authenticity. Samuel is like a YouTuber. His opinions translate well to video on Social. He knows what's he's doing and he can build audiences on his own.' We think that more academics will (or could) start to behave like Samuel too, building audiences and sharing research activity. Alex Hibbert, Video Editor, said 'The use of Facebook Live and producing videos notifying our followers about breaking news stories also allows us to respond almost immediately to the issues and events which matter most to our audience.' People talk about university marketing and communications teams operating more like newsrooms - well here's some inspiration then.



## #HELP

University of Southern Queensland are one of the best we've seen for hitting the right notes in their student engagement, particularly in how they offer #Help, tips, advice and all sorts of tutorials. They're not scared to tackle stress head on. And everything they do is creative and often shareable - all hosted in one hub and pushed out as individual pieces of content. Definitely best practice. One to go and look at yourselves, but here's a brief summary.





**#HELP - Support at USQ** Add to favs

Tags : Support : Health

1 of 27 READ MORE

The best place to start is with the 'Social Hub'. This is the repository of content and the destination for most of the social signposting. We think it's one of the best there is. Here you'll find aggregated social media, search via key topics and access to the magazine, the blog, the videos, the slideshows and much more. With so much organised 'self-service' content available it makes sense to push this out, as well as to pull people in. After all, not everyone looks for help. Sometimes they need it to be served up. We love the simplicity of #HELP.

#HELP leads to support in all sorts of areas. Student engagement is at the heart. So, whilst there is lots to help with life-study integration, there's lots of creative executions to package it all up. USQ are one of the most creative content providers we've come across. Their news-jacking is an exemplar of how to use a content calendar with real purpose. Shakespeare's birthday is just another opportunity to share assignment writing tips - and to create some shareable content too.

Stress is a big problem for many students and USQ address this both with the content and with the creative signposting. Giving a face to their support is a great idea. Again, we're seeing some best practice here surely? We've been in exam period in Australia. A big time for stress. And USQ recognise the differences in their audiences and apply different tactics accordingly, from fashionable, image led, statement driven posts to a full week of activity. Do have a look at USQ and see how they do it all. Supporting students (including prospective applicants) is going to keep growing in importance so now's the time to create the content and the efficient, and engaging ways of sharing it through various social channels. And another big lesson here? Creativity. Make sure you have it in the team!

USQ University of Southern Queensland - Australia with Farooq Chuhman. October 4

For more tips on how to feel like a pro when writing your assessment pieces, Social Hub has thou back. <http://ora.ci/wz5H>

How I feel when I write 'thus' on an essay.

USQ Social Hub

Exams

Exam Essentials - What to bring for exam success

SRD Exam Facts

Prepare for exams and stay healthy

Winter is coming.

Study Support Career Motivation

Health Friends Work Budget

USQ Student Society

READ MORE



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# ON YOUR RADAR

015

Here are a dozen weird and wonderful things to inspire your creative thinking and keep on your radar.





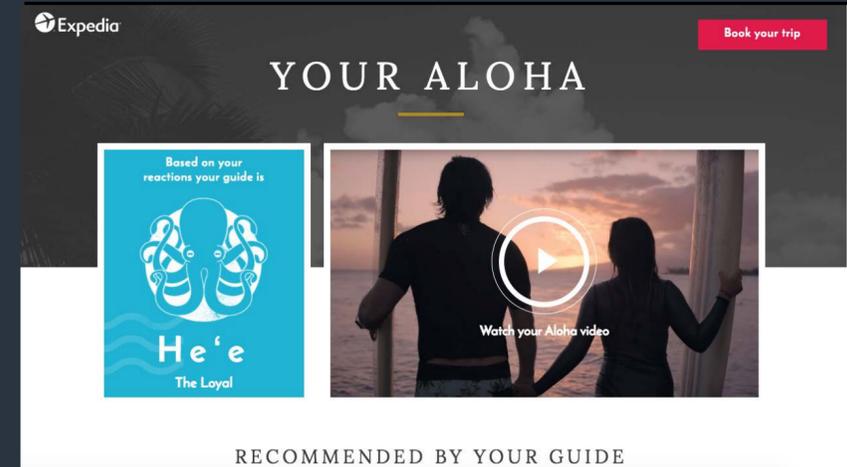
# Trends to keep on your radar...



Crowd decision making - Heineken has created some tech for their bottles that enables club goers to pick the next track simply by moving the bottle. A quick way to crowdsource views.



Installations - Brands are taking their brand experiences into the heart of different cities to connect with customers and get more people sharing.



Facial recognition - Some website are using facial recognition to measure your emotions to different video clips to serve up personalised videos.



Influencers - Brands like Shell are collaborating with influential artists like Jennifer Hudson and Pixie Lott to promote their energy innovations and get young people interested in their work.



Holograms - Mercedes Benz created a stir with their holographic outdoor poster which created a cyclist out of thin air.



AI - Toyota have created a conversation bot for long car journeys that can even recognise your mood from your facial expressions.

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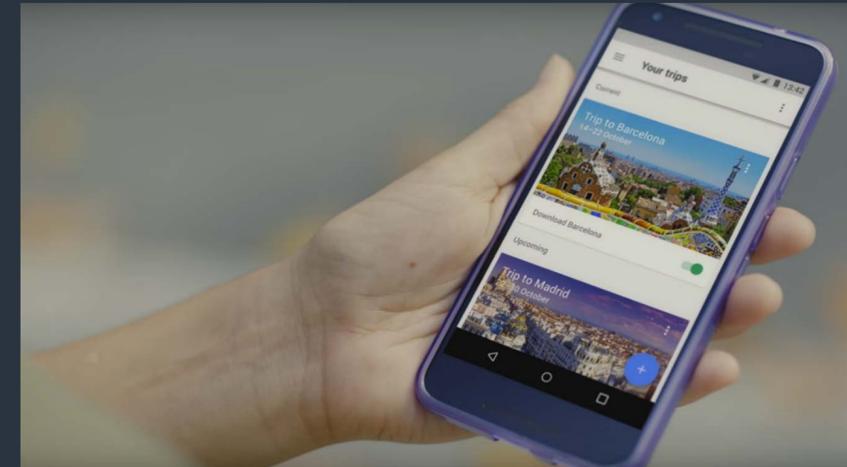
# Trends to keep on your radar...



AltSpace VR - Second life style virtual meeting areas are making a comeback. In this virtual world small communities can watch stand-up comics or play Dungeon & Dragons together. It could be a new way of holding virtual open days.



Films - Brands are creating short movies to promote themselves (with real actors). BMW have a 13.5 minute long movie starring Clive Owen. Marriott has created a series of films that combine stunts and comedy as 2 bellmen experience different adventures. While Toyota also created a film for their commercial vans with Mickey Rourke.



Apps that make life easier - GoogleTrips for example allows you to plan routes, pin places of interest and find numbers and opening times, even if you haven't got wifi. Could be useful for open days.



Virtual learning - Universities are coming together to provide virtual learning experiences that replicate the real world.



Emotional storytelling - Following on from powerful videos from the Open University and the University of Western Sydney - The University of Phoenix launches adverts based on student Larry Fitzgerald.



360 degree experiences - Oculus Rift headsets are enabling people to climb mountains, fly over lakes and tour campuses as if they were really there.

CLICK IMAGES TO VIEW ↩



# DIGITAL BITES

There have been lots of developments in the digital world over the last couple of months. We've picked out 12 that are particularly important for you.



Digital bites worth mentioning....



Miami Ad School has collaborated with Facebook to create 3 distinct learning paths for Creatives, Account Planners and Social Media Strategists using the new Blueprint online platform.



Some universities are using 'Thunderclap' to get people behind their hashtags to amplify the noise and get them trending.



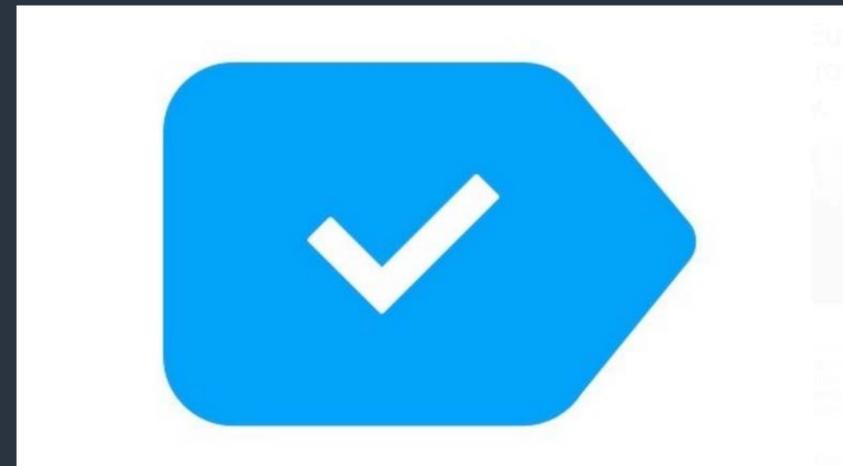
Facebook has introduced live masks so you can transform your appearance during video calls. Would be interesting for results day!



The competition between Instagram and Snapchat is hotting up with Instagram launching instant videos that disappear. They also copied Snapchat's 'Stories' idea.



Adidas created a nice social media campaign where you could mash up one of your images with another crowdsourced submission to create stunning pics using their logo filter,



'To do list' apps like Any.do are getting more proactive, using Chatbot tech to help you get things done. If you need a new TV it asks you for your budget and preferred size and makes recommendations you can buy instantly in the app.

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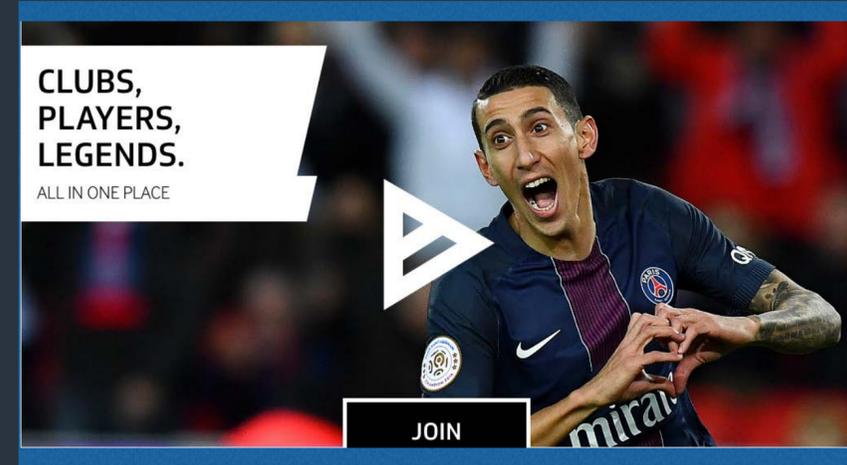
Digital bites worth mentioning....



Mark Zuckerberg showed us it wouldn't be long before we're hanging out with our friends on virtual Facebook in an immersive 3D world using Oculus Rift tech.



New apps are taking us on immersive running experiences where audio makes it sound like you are being chased by zombies or running away from disasters. Again interesting for campuses.



Dugout is a new social media channel where people can follow their favourite clubs and stars. Will specialist social media channels be a growing trend or a flash in the pan?



YouTube has launched its 'Made for You' campaign in the UK to promote 18 of its biggest stars and turn more people on to their channel.



Our friends at Kalua in MediaCityUK have been making 360 audio soundscapes to help promote the Planet Earth 2 series. This technology would work brilliantly for bringing university stories to life.



Houseparty has been creating a buzz recently with downloads now well into the millions. But just as it starts to get a foothold of sorts in the world of split screen video messengers along comes Facebook with its own version. Sound familiar?

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# SNAPSHOTS

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So it's not all about conversion this edition. These 16 snapshots - again, all live linked to videos, case studies and more - should inspire some ideas across the full HE marketing spectrum.





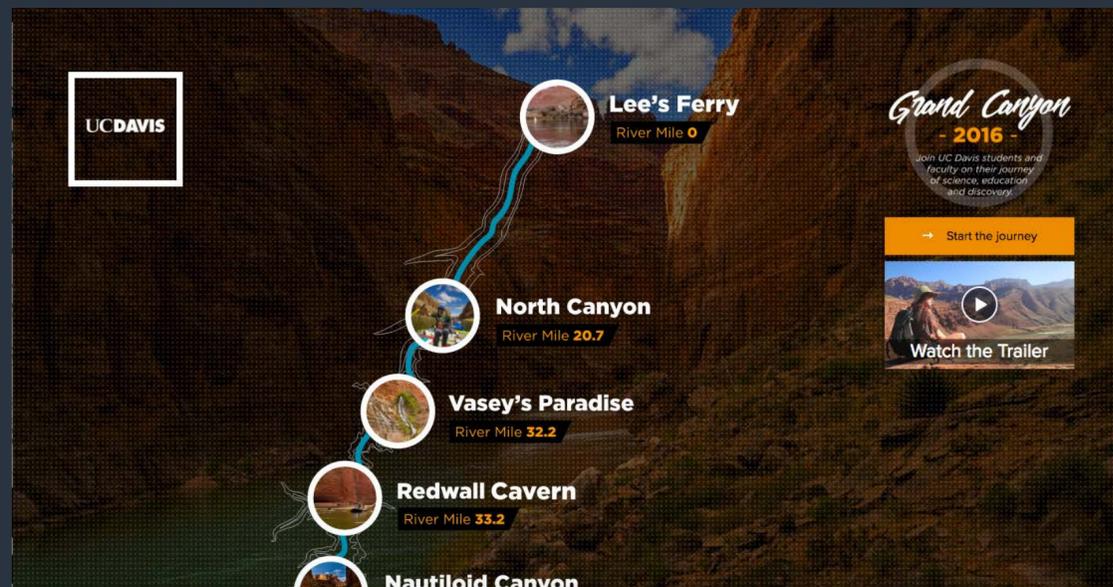
We've seen different universities communicate their news in different ways. Blogs, newsletters and news style videos with student presenters. We liked this new idea from the University of Hertfordshire that puts together 60 second slideshows on Instagram that incorporate images, videos and words to tell the world their latest news. There is no sound so you can watch it anywhere and it's ideal for getting across the best bits in just a few seconds.



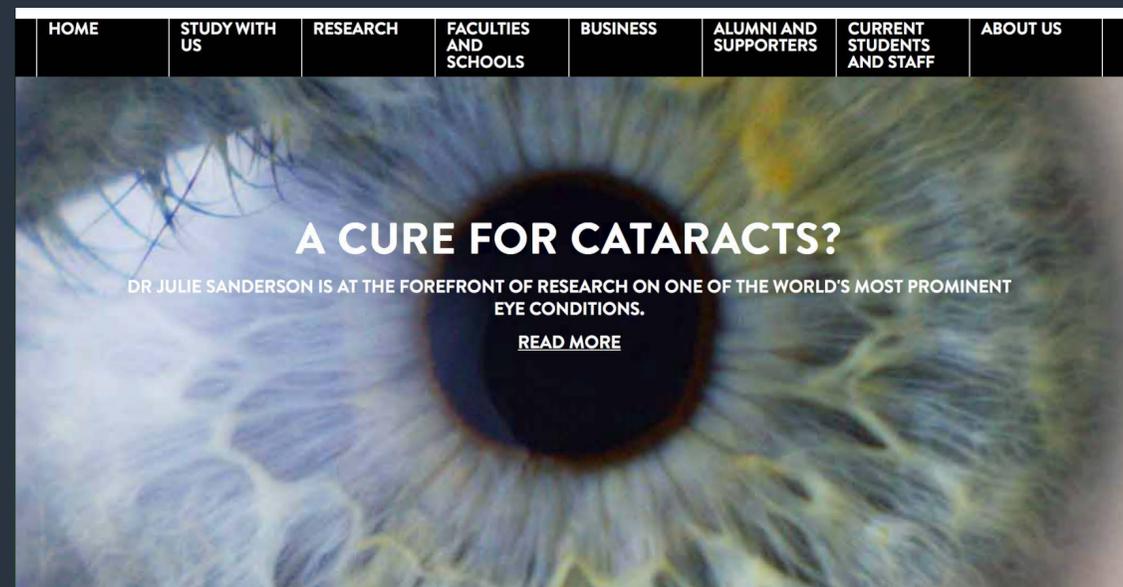
We've mentioned #WeAreInternational before. But we wanted to highlight their new campaign, because after Brexit it's more important than ever to reassure international students and promote the HE experience in the UK. For their partners they have created an engaging video of international students that is definitely worth sharing (it deserves more views) and a digital toolkit with branded artwork for everything from social media posts and plasma screens to badges and bags. They have also produced different videos for their YouTube channel to show different perspectives and engage with students from different countries.



CLICK IMAGES TO VIEW ↗



There are lots of amazing university research stories out there that need to be brought to life more online. Here's a good example of how you can do it. When students at UC Davies went on a research adventure into the Grand Canyon they shared their journey with the world through a microsite. There's a trailer, videos, 360 images, soundcloud snippets and lots of links so people can discover more, as different researchers provide different perspectives of the research journey.



UEA continue to shine when it comes to storytelling. Their brand new research site is impressive but what really caught our eye was the depth of some of the main stories. Click above to immerse yourself in the search for a cataracts cure , complete with a scrolling journey, images, animation and interactive infographics. It's very accessible and often compelling. You take part in the story. We'd seen a few excellent sites like this in the US previously but great to see the UK is now leading the way too.



Here's a nice idea. Cruise ship photographers (stick with us) used to take pictures of passengers who could buy the physical copies at the end of their journeys. Now they are using facial recognition to match passengers to photographs. Now imagine being able to do the same on campus. Professional photographers take pictures of events, sports and life on campus. And then your students can quickly find themselves and share professional photographs of themselves on their social media pages for free to generate lots of likes and shares and promote the university experience.



VR is much more than a marketing gimmick. This new tech is creating the new learning experiences today's students crave. All kinds of universities are investing in virtual learning. Edge Hill University for example is set to launch the UK's first super immersive 3D virtual environment. The CAVE is a room with four screens to transport students into real-life scenarios and prepare them for the real world. Star Trek's holodeck is coming to life! Other facilities include 3D teaching screens, a programmable robot and a Harvard style lecture theatre.

While Pokemon Go seems to have gone, brands are using social media tech to put on scavenger hunts in different locations. Delta Air Lines provide Snapchat geofilters so their customers can track down and win great prizes in different parts of LA. The clues are provided by local YouTube influencers and then the race is on to get to the different locations. Just click on the image to discover more. A New York burrito chain is using a similar tactic whereby customers can snap up free food by finding geofilters in a local park. Similar Snapchat scavenger hunts could work very well on campus open days.



Home to the Premier League champions and Champions League football - Leicester is a European sporting capital right now. So De Montfort makes the most of this by sharing posts from their partners Leicester City and Leicester Tigers rugby team. They highlight every result and create their own content. Why do they go beyond university posts? To let potential students know what events they could enjoy if they studied at DMU and remind people where they are based. It's a very simple yet effective idea that promotes life at their location. The University of Leicester however is definitely missing a trick here with no sporting posts that we can see (at least one member of our team chose their University based on its proximity to Old Trafford).





OK, the design could be a lot better - but we like this thought leadership piece from Oxford University. 'Research in conversation' reflects the increasingly collaborative and multi-disciplinary nature of research with different researchers talking about the same subject from different perspectives. So the theme of 'Randomness & order' for example involves interviews with academics in the fields of music, quantum physics, probability and medieval history. It's an interesting idea that positions them as thought leaders in a diverse range of fields.



We've often wondered when someone will launch the Richard Branson MBA. It probably won't be long because degree programmes delivered with industry seem to be a growing trend. Take Torrens University Australia. A Laureate International University they have teamed up with the likes of Collective Hub and Real Madrid to provide blended learning to help their students develop practical skills at different centres of excellence. Collaborations with such big brands are a big attraction.



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In a world where you get bombarded with messages, there's a growing trend for charities to build stronger emotional connections with potential donors through providing a variety of online and offline experiences. Here Mastercard set up a screen in a mall in Dubai to encourage people to support them in providing much needed food for underprivileged and displaced children across the Middle East. Through a live screen people could see themselves directly handing a food package to a child. And of course this could be shared on social media to encourage more people to do it. This would be an interesting way to hand over degrees to people in different countries who couldn't make the graduation ceremony.



It's been around for a few years now and just had its 2016 re-launch. Yes, it's 'Dance Your PhD' and everyone seems to be at it. And from some of the very best institutions in the world. We just joined 56,000 other YouTube viewers to learn about polymeric prosthetic heart valves courtesy of dance from Cambridge PhD students. An interesting experience!





We're loving this initiative, led initially by students, at Georgetown in Washington. 'Unsung Heroes' is a website dedicated to stories of those people who really make the difference at the university. Some great storytelling here and perfect for internal staff and student engagement whilst creating a great shop window for potential student applicants and staff recruits.



Imperial College have been promoting their 'Fringe' events with a real splash of colour. Who doesn't love some creative typography, especially if it helps to tell a powerful story? And it's interesting to see a world leader like Imperial open up its doors in such an accessible way. This chimes with a general shift towards greater creativity and storytelling from the big research players out there. Clearly time to stand out.

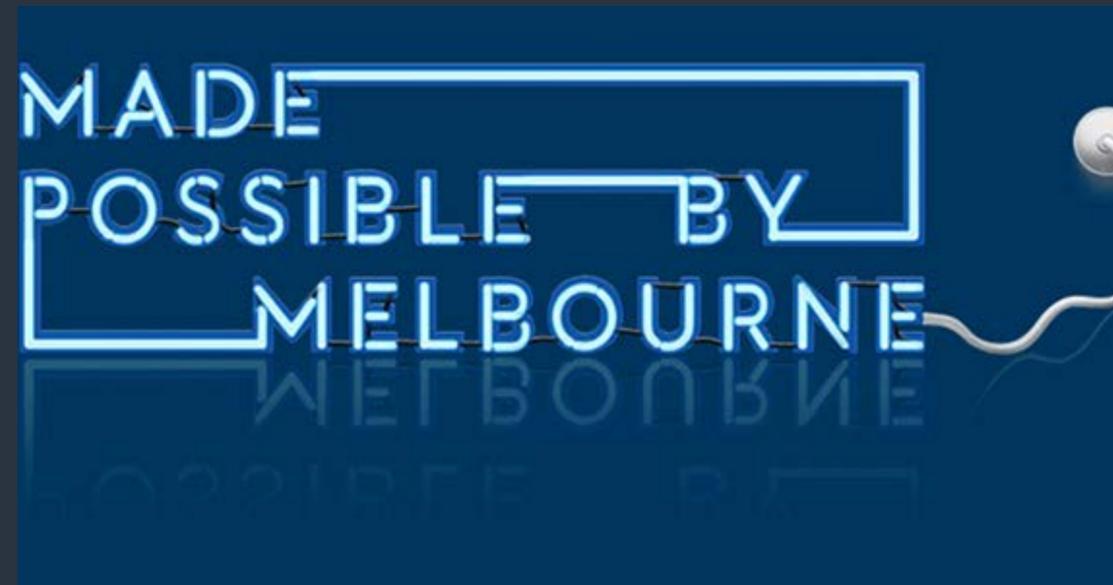


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[CLICK IMAGES TO VIEW ↗](#)



We recently spoke at a conference and mentioned Keele's consistent ability to 'newsjack' and take a few risks. We highlighted their John Lewis parody on the same morning of the advert release, and their mannequin challenge long before others in the UK. The audience were rather taken with it and felt it symbolised something cultural that UK universities need to embrace more. So Well done Keele on being cultural leaders!



We'll be focusing on research in the next issue and may well make this one of our case studies. It's that good. But for now, click the image and have a look at how Melbourne are telling their research story via local installations mixed with an interactive online platform. This is how you connect with your local community and beyond.



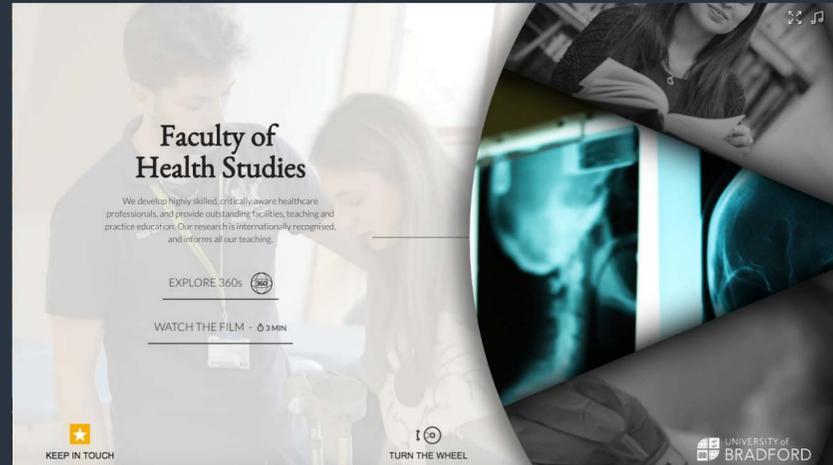
# WEBSITES

Here's 6 websites we just had to share. From 360 videos in Bradford to a major fundraising campaign out of Boston. Simply click on the images and explore for yourself.

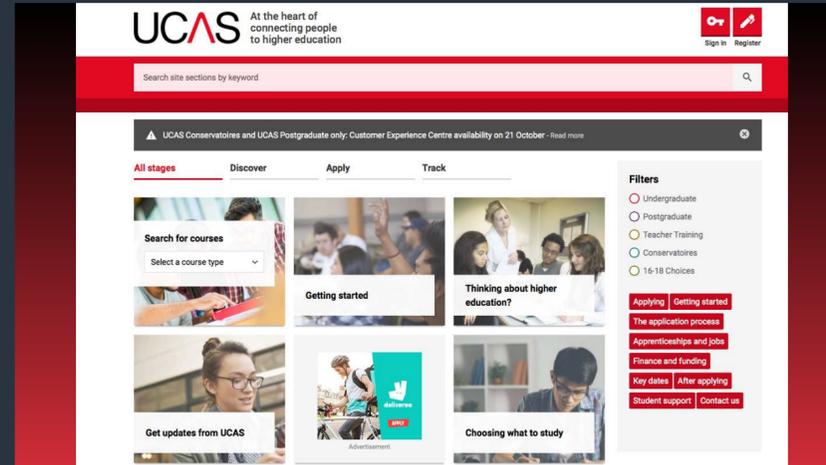




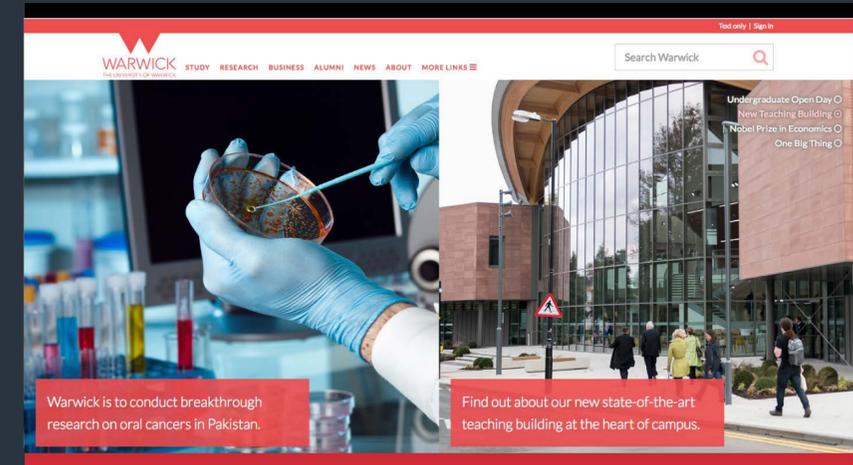
# Websites that caught our eye...



The University of Bradford has created an engaging website feature where you can spin the wheel to watch different videos and explore 360 degree images.



UCAS has relaunched its website, making it much simpler and user friendlier with boxes that quickly signpost students off to the content they want.



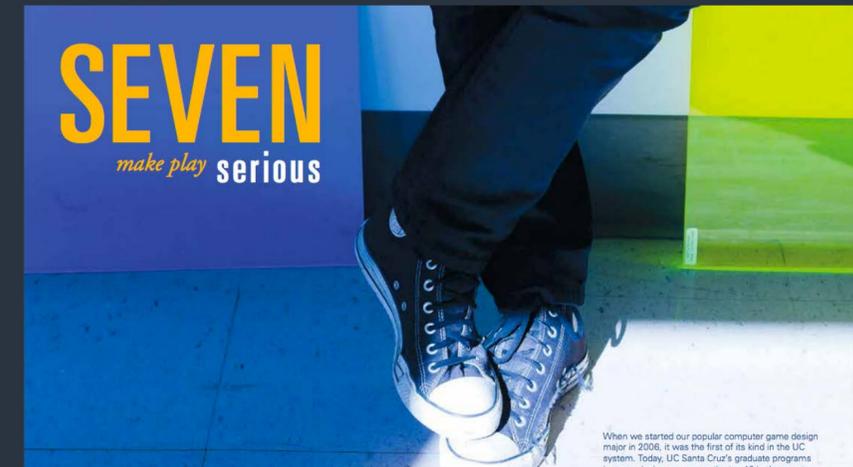
The University of Warwick has also revamped its website creating a home page with simple blocks so you can quickly get-up-to-speed with the latest news and stories.



The University of Birmingham has transformed its home page with simple sections in a parallax scrolling style. They also give UG students the option of personalising their page.



This website from MIT is also well worth a look. Here they promote their research and vision as they aim to raise \$5 billion to invent in the future and tackle global challenges.



Top 10s and 'reasons why' are great ways to let potential students know why they should go to a particular university. Here to celebrate their 50th year, UC Santa Cruz have created a microsite with 50 ways to be amazing.

CLICK IMAGES TO VIEW ↩

WEBSITES



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We apologise if a link or two no longer works, but the sea of information on the Web ebbs and flows all the time.