



Aston University

BIRMINGHAM UK

“Hello!”

Converting international  
students through real  
conversations

Helena Thompson

Acting Head of Marketing & Campaigns

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# Challenge



Covid-19 disruption to international student recruitment

Increased need for information, guidance and reassurance throughout the application process

Reluctance to read lengthy emails or text-heavy FAQ webpages

Desire to speak to a current student / 'real person' at the University

# Meanwhile...

## Entrepreneurial students win funding for start-ups in business pitching competition

Published on 03/04/2023



## Aston University students take home two prizes from annual European Union simulation event

Published on 17/01/2023



- Shortlist
- This year
- The Sa
- £3500 €

- EuroSim is an annual international intercollegiate simulation of the European Union
- More than 150 students, from universities in North America and Europe, participate every year
- The Aston EuroSim Team was awarded best debater in two categories.

## Aston University graduate wins outstanding entrepreneur of the year in Asian business awards

Published on 21/11/2022



## Aston University student named MBA Student of the Year

Published on 24/01/2022



announced at the Association of MBA Awards 2022

The student was the first recipient of the Aston Enterprise Scholarship and completed consultancy work with four companies and secured an internship

at Aston University has won the prestigious MBA Student of the Year award

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# The "Hello" campaign



**Hello**  
I'm Theo

**Theo**

MSC Human Resource Management

I'm from Vietnam

Email me →



**Hello**  
I'm Logien

**Logien**

MPharm Pharmacy

I'm from Egypt

Email me →



**Hello**  
I'm Muhammed

**Muhammed**

BEng Electrical and Electronic Engineering

I'm from India and United Arab Emirates

Email me →




**Hello**  
I'm Diksha

**Diksha**

MSC Marketing and Strategy

I'm from Nepal

Email me →




**Hello**  
I'm Orhoghene

**Orhoghene**

MSC Engineering Management

I'm from Nigeria

Email me →




**Hello**  
I'm Oluwapelumi

**Oluwapelumi**

PhD Law

I'm from Nigeria

Email me →



**Hello**  
I'm Eunike

**Eunike**

MSC Marketing and Strategy

I'm from Indonesia

Email me →



**Hello**  
I'm Wairimu

**Wairimu**

MA International Relations and Global Governance

I'm from Kenya

Email me →



**Hello**  
I'm Shefali

**Shefali**

MSC Drug Delivery

I'm from India

Email me →

Email us

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Send our team an email at [hello@aston.ac.uk](mailto:hello@aston.ac.uk)

Email us

Arrange a call with us

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Complete our form to arrange a virtual call with someone

Arrange a call

Chat with us

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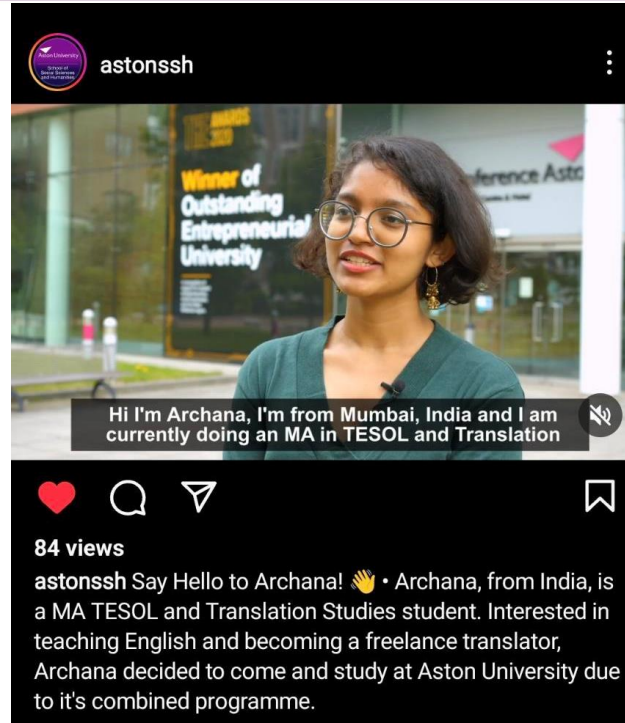
Talk to us on Unibuddy

Unibuddy

# Selecting and training the team




# Channels for promotion - video and social media



# Channels for promotion – email

**CIAO DA LAURA!**

Ciao %%FirstName%%!



Sono Laura, vengo dall'Italia e sto studiando TESOL & Translation Studies ad Aston. E' molto importante scegliere la giusta università


Mi sono innamorata di Aston al centro di Birmingham e questo mi ha permesso di aumentare anche di raggiungere supermi le tue opportunità nel mondo del lavoro, Aston è un'esperienza e Postgraduate Mentor ad Aston. Sono la voce degli studenti del mio corso e ho fatto nuove amicizie. Aston è stata la cosa migliore che mi sia capitata

**Quali sono gli step successivi?** Essendo anche io uno studente internazionale, ho sperimentato pure io i dubbi e le incertezze che magari stai provando. Quindi saresti più che felice di aiutarti e rispondere ad ogni domanda che tu possa avere, per esempio in merito ai vari corsi offerti ad Aston, a come trovare una sistemazione a Birmingham e come sia la vita qui.

**PARLA CON LAURA**

Mailing Subject Line	UO %	GO %	UC %	GC %	Unique Click Open %
Ciao da Laura!	69%	86%	7%	10%	10%
Lời chào từ Thanh Lê	81%	135%	12%	12%	14%

Hi %%FirstName%%,



Chào bạn,

Minh là Lê Diệp Thanh (Thanh Lê). Minh hiện tại đang theo học thạc sĩ MSc Strategic Marketing tại Aston Business School từ năm 2021.

Minh rất ấn tượng với những khoản nhất định về ranking, nội dung và thời gian, v.v. Vì vậy, mình hi vọng có thể được bạn hỗ trợ để bạn có thể tự tin đưa ra lựa chọn

Có rất nhiều khiến mình đặc biệt yêu thích Aston. Trước hết là chương trình học của Aston khá thực tế vì trường cực kì coi trọng khả năng tìm việc (employability rate) của sinh viên (trường luôn nằm trong top các bảng xếp hạng về employability). Đội ngũ Career Support của trường thì đều là những người dày dặn kinh nghiệm, từng làm cho nhiều tổ chức hoặc công ty lớn, và am hiểu thị trường lao động UK. Đặc biệt là họ luôn sẵn sàng giải đáp thắc mắc cho sinh viên, cho dù là những thứ nhỏ nhất như cách trình bày CV cho đến những thứ lớn hơn như làm mock interview.

# Key outcomes (2021)

## 1) Generate 1,000 engagements with the Hello Team over three months

Result	Over 1,000 email conversations, 394 video calls, 677 Unibuddy conversations
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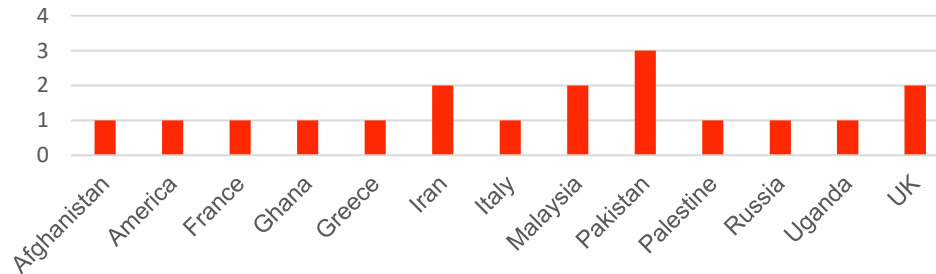
## 2) Achieve conversion of 100 international students for the September 2021 intake through engagement with the Hello Team

Result	158 international student enrolments.
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## 3) Convert students from a wide range of countries, to increase diversity in the classroom.

Result:
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Hello Team - student enrolments from non-Tier 1 countries (total 33)





 **Helena Thompson** • You  
Higher Education International Marketing Manager  
1w • 🌐

Last year we created a new international marketing campaign which aimed to encourage real conversations between applicants and current students, during a period of ongoing uncertainty. Doing things differently requires a lot of hard work, so it feels great when this is recognised! Our 'Hello' campaign has been shortlisted as a finalist for 'Marketing Campaign of the Year' @PIEoneerAwards Special credit to **Paul Hebron** and **Mica Warner** for making this campaign happen. [#PIEoneers22](#) [#highereducation](#) [#educationmarketing](#) [#internationaleducation](#) [#internationalmarketing](#)

**Marketing campaign of the year finalist**



9th September 2022

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inv.t.io • 1 min read

 **Helena Thompson** • You  
Higher Education International Marketing  
9mo • 🌐

Very proud to have picked up a Silver award for Best International Campaign at the HEIST Awards 2022. Pursuing new ideas requires a lot of time and effort, and it's really motivating when this is recognised. Special credit to my fantastic colleagues at **Aston University** and well done to all of the other winners at [#Heist2022!](#) [#highereducation](#) [#educationmarketing](#) [#internationaleducation](#) [#internationalmarketing](#) [#heist2022](#)



Thank you for listening

Any questions?