



# 5 | SMARTER WAYS TO FIND FUTURE STUDENTS VIA FACEBOOK

It might seem obvious and despite the ubiquitous presence of Facebook among higher education institutions, private colleges and TAFEs, when it comes to utilising Facebook's sophisticated targeting capabilities, surprisingly not everyone is using it to its full potential.

To harness the full power of Facebook, digital marketers should consider the following when using Facebook targeting variables:



## 1 | LOCATION

Reach prospective students in target locations by country, state/province, city and postcode.

- Think about the radius, what is the difference between 10 and 50 miles around a city?
- Only if your business is online or you have 10 campuses in the state, you will target the whole country or a full state.



## 2 | BEHAVIOURS

Reach people based on their purchasing behaviour, device usage and other activities

- A Facebook option that is only a few months old, but you can now use it to target expats. Reach Indonesians in Sydney for instance.
- Do you have an app for students only available on iPad, targets those with iPad Air 2 only if you want to even be more specific.



## 3 | DEMOGRAPHICS

Target segments based on demographics like age, gender, relationship status, education, workplace and more.

- If doing postgraduate ads, consider targeting those that have already a degree - it is at least one usual academic requirement.
- How about targeting those with Facebook in English, it is again another entry requirement and if you are not proficient in it, it will take years to learn the language, also last time I checked, degrees in Australia are taught in English. (ELICOS excepted).



## 4 | INTERESTS

Interest targeting lets you define your ideal audience by their interests, hobbies and Pages they like on Facebook. These may be drawn from their listed interests, activities, education, job titles, Pages they like or groups to which they belong.

- What is an international student interested on? Pretty much the same a domestic students is, TV, Music, Sports, etc. Think of your target as a person and not as a function, if you want to find Brazilians in Australia, find those who like "Guarana Antarctica".



## 5 | ADVANCED: CUSTOM AUDIENCES

Custom Audiences lets you target your adverts at your existing customers from your own list, or exclude them from a particular campaign. This is beneficial if you want to offer special discounts or promotions to your current student enquiry pipeline or reach people at different stages of the process

- Campaign course specific pages for accepting your degree if volume is available, target only those with outstanding offers of enrolment.
- Retarget ads to those that have visited specific sites on your website (provided you have installed the relevant Facebook script on your website).

**Lookalike Audiences:** Once you create a Custom Audience, you can also use lookalike audiences to find people who are similar to your best customers.

- Create audiences of those that already accepted offers to try to find similar cohorts.