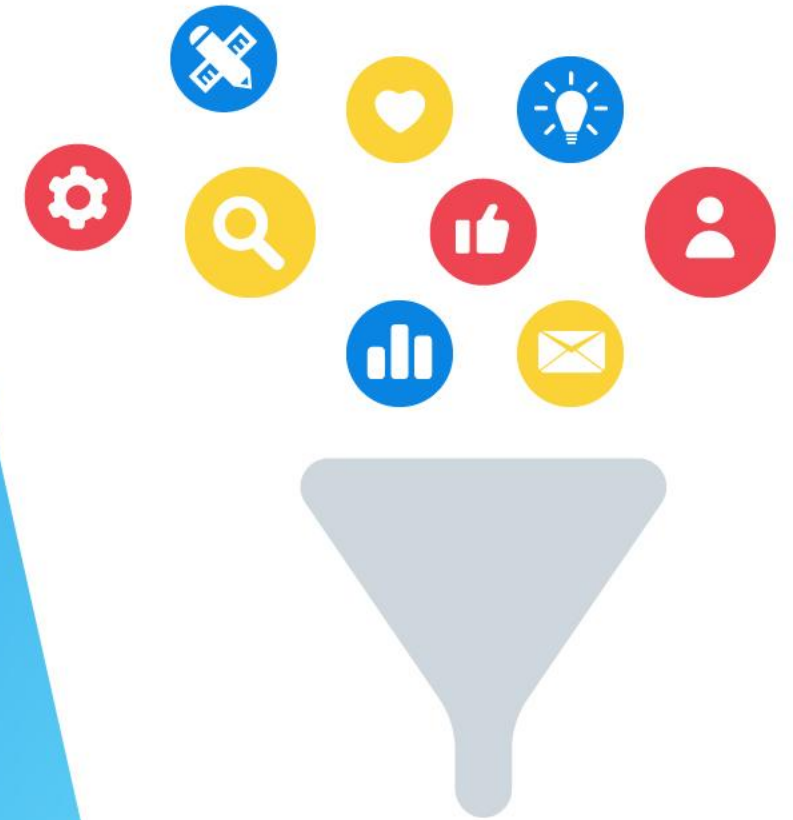


NUS Engineering Digital Audit



Objectives

- The goal of this audit is to review current practices, strategies and outcomes of NUS Engineering to establish and improve its online presence
- In doing so, the management will have a clearer idea on how to go about planning the most effective digital strategy so that the school can recruit more ideal students
- Over the last two months, we have thoroughly assessed NUS Engineering's online presences through a few areas:
 - How ideal students perceive NUS Engineering
 - Current headcount and operating processes
 - What are your competitors doing
 - Finding and recommendations
 - How to move forward from here

Project Overview

Persona
Research

Capability
Assessment

Competitor
Research

Findings &
Recommendations

Roadmap

“What are our ideal students’ profile like on digital, and how do we reach them?”

“How are we currently doing things and how do we fix it?”

“How are our competitors doing, and what can we learn from them?”

“What have we learned?”

“What needs to be done, and in what order?”

Audience Persona



Student Stanley

Pursues an engineering degree because he's good with physics and math and enjoys "making products"

Chose NUS because:

- Has the perception that having NUS on the CV looks better to prospective employers
- NTU comes across a bit too aggressive during recruitment
- Sees student life at NUS a lot more vibrant

Starts evaluating universities around JC2 (or final year of poly)

Repeated quotes:

- *"All university brochures look the same"*
- *"Having profs to talk about the school is extremely cringey"*
- *"School websites have too much information, very difficult to navigate"*
- *"Rankings play a key role in deciding which school I go to"*
- *"How many foreign exchange opportunities are there?"*
- *"Can I have a glimpse of the activities in school?"*

Capability Assessment

Overview

To meet the objectives, we conducted an internal capability assessment to:

- Determine what is being done now for digital outreach efforts
- Assess the roles of outreach representatives from each department
- Determine which marketing techniques are successfully hitting established goals and which ones need to be revised

Upon evaluating what is currently being done, and how it is done, we can then chart the appropriate roadmap forward. Based on our discussions, there were four key findings:

1. Lack of understanding of digital strategy and trends
2. Difficulties in maintaining social media channels
3. Working in silos for digital and social outreach
4. Not taking an external point of view

Each of these pointers will be elaborated in the following slides

Key Finding #1

- Lack of understanding of digital, social media strategy and trends
 - Each team is clear about the impact on digital and social media, BUT most departments are not adopting the relevant channels specific to the needs
 - Lack of cohesive social media strategy across the teams. Some departments like MSE and ChBE have their own social media accounts (IG for MSE and ChBE's alumni Facebook Page)
 - Not actively cultivating or interacting with their followers
 - No digital advertising has been spent at all to build the awareness of NUS Engineering
 - Most departments view social media as a marketing outreach channel rather than a 2-way communication platform

Key Finding #2

- Difficulties in maintaining digital and social media channels
 - Most staff view social media as a secondary function to their daily roles
 - Frequent periods of inactivity on social media would lead to a high “unfollow rate”
 - Almost all teams have difficulty in posting consistently
 - The average post frequency from competitors is about 1-post a day
 - No verified calendar to coordinate every team’s posts or campaign schedules
 - This leaves followers confused about the contents being published
 - Followers need to follow multiple accounts to gain a “big picture” of what the School is doing
 - Most teams lack the time and expertise to create content which appeal to their target audience, resulting in low engagement rates

Key Finding #3

- Working in silos for digital
 - Linked to a lack of strategy, almost all teams fail have no “online identity/voice” for their digital efforts
 - Fragmentation within teams, where some departments have their own IG and Facebook Pages
 - Standing in the shoes of a target audience, this creates confusion
 - Potential synergies across departments with similar target audience, such as:
 - Degree programmes targeting undergraduates
 - Research centres (ie. CERT and CORE) targeting industry professionals

Key Finding #4

- Not taking an external point of view
 - Through our persona research and talking to outreach representatives, we find that there has not been much consideration of how the target audiences perceive the content put out by NUS Engineering (such as on the website, brochure, videos, etc.)
 - Most teams are unable to articulate what their target audience want to get out of their website and social media experiences
 - Given that there are 4 different types of Facebook assets, your target audiences can get easily confused

Competitor Research

Social Media Presence and Followers

	NUS Engineering	NTU COE	SUTD	SIT
Facebook	<u>Main Page: 7,828</u> <u>ECE Page: 1,365</u> <u>CEE Page: 1,362</u> <u>ESP Group: 374</u>	<u>Main Page: 25,196</u> <u>NTU EEE: 4,833</u>	<u>Main Page: 45,836</u> (no other channel)	<u>Main Page: 50,802</u>
LinkedIn	no presence	no main presence Group: 77	<u>Main Page: 37,322</u> <u>SUTD Group: 37</u>	<u>Main Page: 18,730</u>
Instagram	<u>NUS Engineering: 2,072</u> <u>NUS SME: 760</u> <u>NUS MSE: 141</u> <u>NUS: CESS: 894</u> <u>NUS IDP: 133</u>	1,501	5,341	5,887
Twitter	no presence	no presence	4,417	2,454
YouTube	444	338	2,490	1,670

Overview of Social Media Channels

- An overview of your social media presence

Total channels	10
Facebook Pages	3
FB Group	1
Instagram	5
YouTube	1
LinkedIn	0
Twitter	0

Total channels	23
NTU COE	5 channels
SUTD	6 channels
SIT	6 channels

Stats taken from 10 June to 9 July 2020



Summary of All FB Pages

Stats taken from 10 June to 9 July 2020

Metrics	NUS Engineering	Competitor Average	NTU COE	SUTD	SIT ¹
Followers/ Fans	7,828	40,601	25,196	45,836	50,772
No of posts Last 30 days	3	18	8	40	7
Posting frequency	monthly		2x/week	daily	fortnightly
Average Engagements per post	3	26	35	25	20
Interval between posts (days)	0.3	2.4	3.4	0.8	3
Average engagement post / Followers	0.03%	0.06%	0.04%	0.02%	0.03%

*Estimated figure



NUS Engineering Facebook Page

Stats taken from 10 June to 9 July 2020

Metrics	NUS Engineering	Competitor Average
Followers/ Fans	7,828	40,601
No of posts Last 30 days	3	18
Posting frequency	monthly	
Average Engagements per post	3	26
Interval between posts (days)	0.3	2.4
Average engagement post / Followers	0.03%	0.06%

- Clearly, NUS Engineering wasn't posting as frequently as the competitors.
- Not surprisingly, the average engagement rate of NUS Engineering is also half of the Competitor's Average

NUS Engineering Instagram

Stats taken from 10 June to 9 July 2020

	NUS	NTU COE	SUTD	SIT
#Followers	2,030	1,501	5,341	5,887
No of posts Last 30 days	4	1	28	2
Posting frequency	monthly	monthly	daily	bi-weekly
Average Likes + Comments per post	17	47	122	56
Average Engagement Rate*	0.8%	3.1%	2.3%	0.9%
Interval between posts (days)	0.5	30	1.1	9

* Engagement Rate = (Likes + Comments) / #Followers

- The NUS Engineering Instagram account has half the average number of followers of competitors. NTU COE has the lowest.
- NUS Engineering posted a bit more than NTUCOE and SIT.
- While all engagement rates are below the benchmark of 3.5%, the NUS Engineering account requires the most improvement.

NUS Engineering YouTube

Stats taken from 10 June to 9 July 2020

	NUS	NTU COE	SUTD	SIT
Subscribers	444	338	2,490	1,670
No of posts Last 30 days	1	0	1	1
Posting frequency	monthly	--	monthly	monthly
Average views per post	21	n/a	145	290
Average likes+comments per post	0	n/a	8	0
Engagement Rate*	0.0%	n/a	5.5%	0.0%
Interval between posts (days)	30	n/a	30	30

* Engagement rate = (likes + comments) / #views

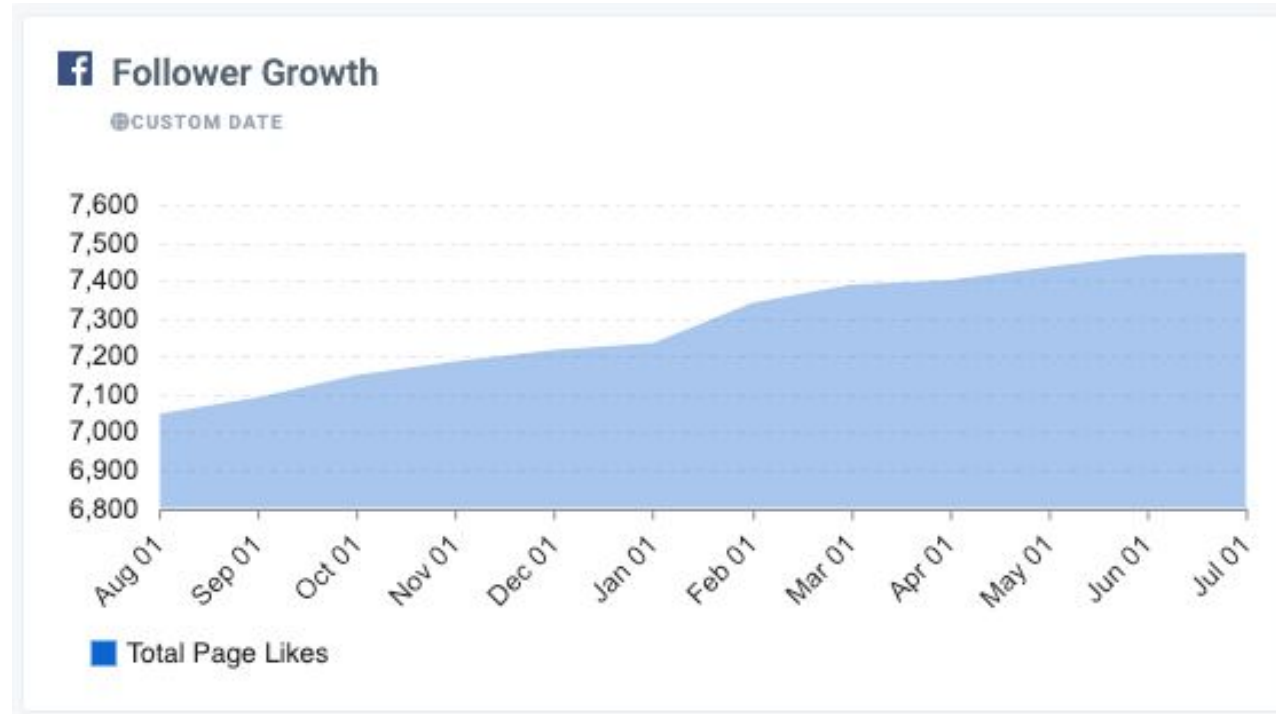
- The NUS Engineering YouTube account has slightly more subscribers than NTU COE
- Among the four only SUTD has beaten the benchmark engagement rate of 4.74%.

Facebook Page Audit

Follower Growth

1-AUG 2019

7,048



31-JUL 2019

7,473

The Page gained 425 new fans in the last 12 months. That's an average of between 35 to 36 new fans every month. This is a very low figure. Ideally, you should expect at least 60 to 80 new fans everyday

Page Reach and Engagement

f Page Reach And Engaged Users

CUSTOM DATE



f
313,502

Total Page Reach

CUSTOM DATE

f
23,261

Total Page Engaged Users

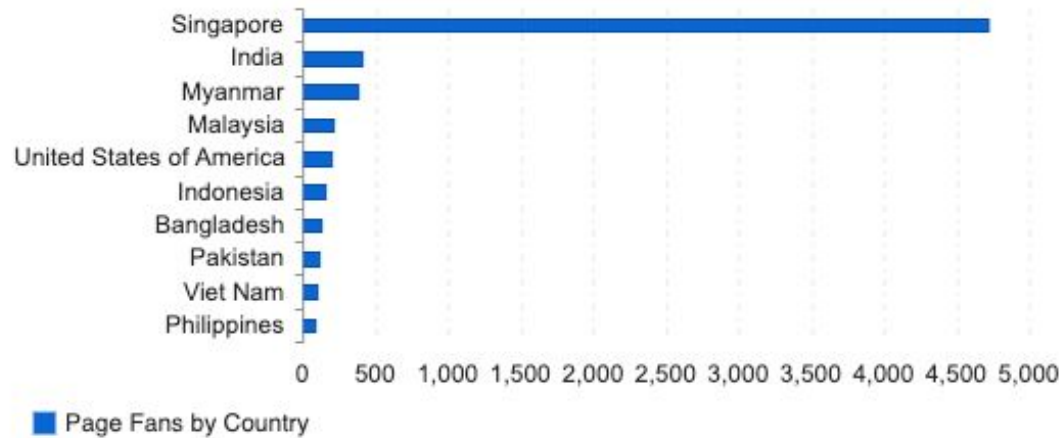
CUSTOM DATE

We see a general downtrend in the Total Page Reach (orange line) except for February 2020. This is probably due to the lack of a proper content strategy in place for Facebook.

Page Fans by Country

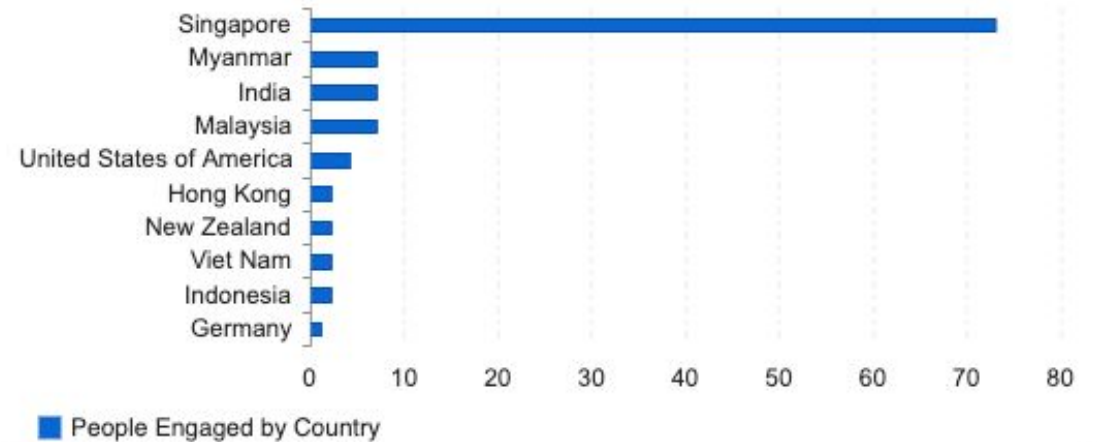
f Page Fans By Country

CUSTOM DATE



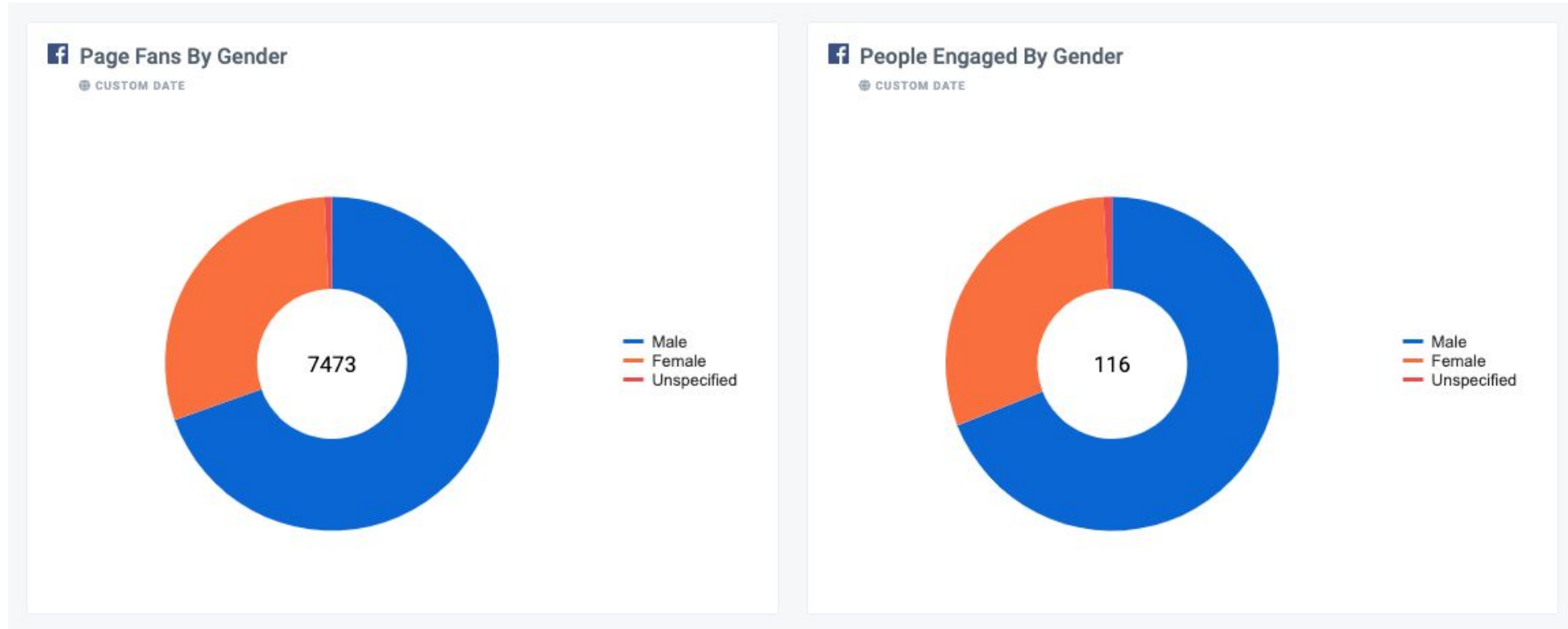
f People Engaged By Country

CUSTOM DATE



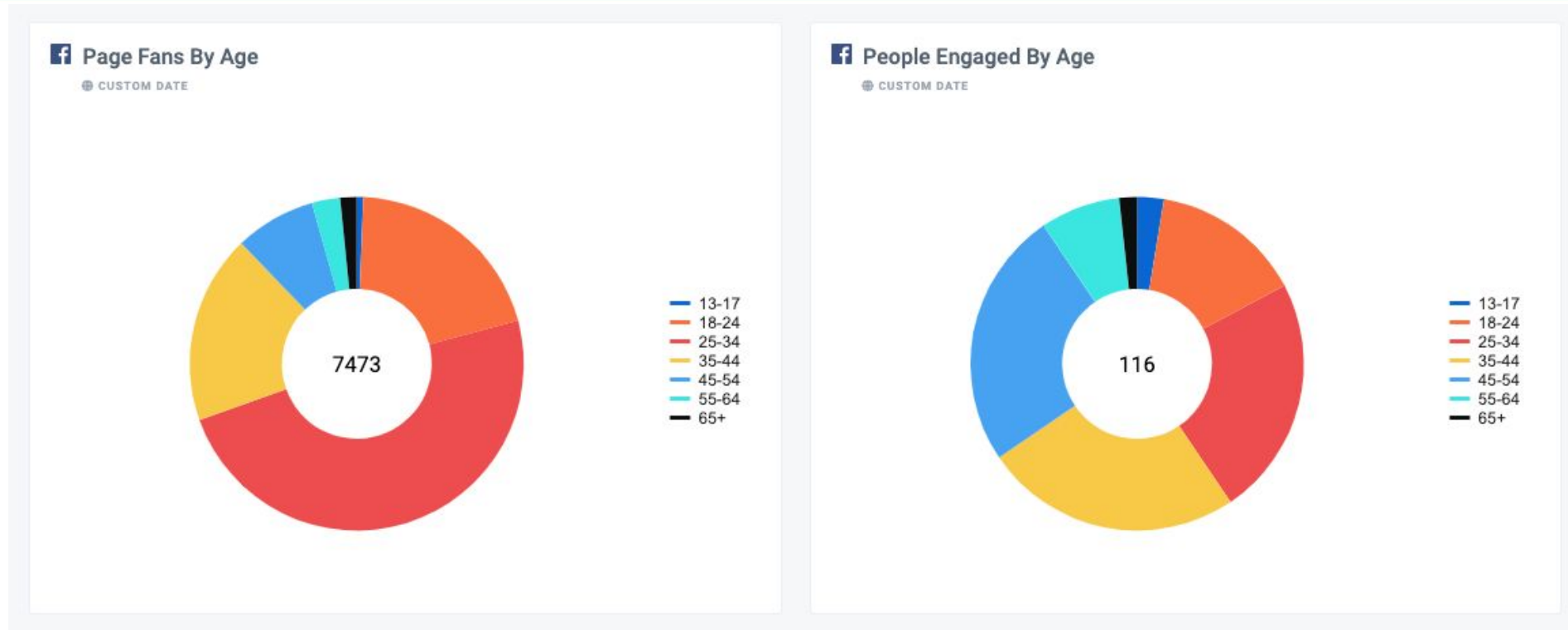
Most of the fans and engagement are from FB users in Singapore. But there are also segments from other countries who engage actively with the Page. This isn't surprising, of course, because obviously there are enrollees from other countries as well. Interestingly, followers from HK, new Zealand and Germany engage actively with the Page the last 12 months, although they're not among the top fans of the Page.

Page Fans by Gender



Approximately two-thirds of the fans as well as those who engage with the Page are males. This is somewhat expected for engineering courses where, usually, males dominate.

Page Fans by Age




Around half of the fans are between the ages of 25-34. This age segment however comprise only around 25% of page engagers. This is because there's a lack of social media strategy in place in an effort to engage the 18 to 24 age group.

Most Engaged Post in Last 12 Months


NUS Engineering was live.
Published by Elgato Game Capture HD [?] · February 26 · 🌐

Live Chat 1 with NUS Engineering's Dean, Professor Aaron Thean, Associate Professor Lanry Yung and Undergraduates

Send us Question(s), if any, through the 'Comments' section below:



Live Chat 1 with NUS Engineering's Dean, Professor Aaron Thean, Associate Professor Lanry Yung and Undergraduates
57:16

 **Get More Likes, Comments and Shares**
When you boost this post, you'll show it to more people.

17,500 People Reached **1,977** Engagements [Boost Post](#)

👍👎👤 41 34 Comments 14 Shares

Like Comment Share

Performance for Your Post

17,500 People Reached

5,412 3-Second Video Views

215 Likes, Comments & Shares 📊

124 Likes	63 On Post	61 On Shares
-----------	------------	--------------

75 Comments	65 On Post	10 On Shares
-------------	------------	--------------

16 Shares	14 On Post	2 On Shares
-----------	------------	-------------

1,762 Post Clicks

706 Clicks to Play 📊	23 Link Clicks	1,033 Other Clicks 📊
----------------------	----------------	----------------------

NEGATIVE FEEDBACK

30 Hide Post	23 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

This was the top most engaged post from August 2019 to July 2020. It gathered 1,279 lifetime post engagers. Its engagement rate was 7.3%.

The subject of the talk was something of great interest to those who seek to discern which engineering course fit them the most.

It was published on 26 February 2020 at 12:01pm.

Top 2 Post in Last 12 Months



The image shows a Facebook post from NUS Engineering. The post features a video thumbnail of a man sitting on a bench in a laboratory setting, with a play button overlay. The text of the post reads: "Overview of NUS Chemical Engineering" followed by the URL "https://www.eng.nus.edu.sg/chbe/". Below the video, there are engagement icons for likes, comments, and shares, along with a share button. At the bottom, there is a comment input field with the text "Comment as NUS Eng..." and several icons for emojis, photos, and videos.

Performance for Your Post

4541 People Reached

136 Likes, Comments & Shares

917 Post Clicks

320 Clicks to Play	12 Link Clicks	585 Other Clicks
------------------------------	--------------------------	----------------------------

NEGATIVE FEEDBACK

0 Hide All Posts	0 Hide Post
0 Report as Spam	0 Unlike Page

136 Likes, Comments & Shares

BRANDED CONTENT DISTRIBUTION

View Breakdown

4541 Total Reach	4541 Organic Reach	0 Paid Reach
----------------------------	------------------------------	------------------------

4834 Total Impressions	4834 Organic Impressions	0 Paid Impressions
----------------------------------	------------------------------------	------------------------------

This was the second most engaged post from August 2019 to July 2020. It gathered 627 lifetime post engagers. Its engagement rate was 13.8%.

The subject of the talk was something of great interest to those who seek to discern which engineering course fit them the most.

It was published on 26 February 2020 at 10:17am.

Top 3 Post in Last 12 Months



NUS Engineering

February 26 · 🌐



FoE101: Introduction to [NUS Engineering](#)

Our undergraduates are known for their adept problem-solving and analytical skills, but how would they fare when it comes to general knowledge of our very own faculty? See how well some of them know us below!

[#NUSEngineering](#) [#NUSOpenDay](#)
<https://www.eng.nus.edu.sg/>



--

Music:

Jonny Koch & Annie Sollange - LOVE ME [NCS Release] Music provided by NoCopyrightSounds. Watch: <https://youtu.be/EVoN5LnipXw> Free Download / Stream: <http://ncs.io/LOVEME> Play the LOVE ME game: <http://dontyouloveme.com>

Wanderlust by Declan DP: <https://soundcloud.com/declandp/wande...> Attribution 3.0 Unported (CC BY 3.0) <https://creativecommons.org/licenses/...> Music provided by Free Vibes: <https://goo.gl/NkGhTg>

Performance for Your Post

4267 People Reached

137 Likes, Comments & Shares

700 Post Clicks

206	8	486
Clicks to Play	Link Clicks	Other Clicks

NEGATIVE FEEDBACK

0 Hide All Posts	0 Hide Post
0 Report as Spam	0 Unlike Page

137 Likes, Comments & Shares

BRANDED CONTENT DISTRIBUTION

View Breakdown

4267	4267	0
Total Reach	Organic Reach	Paid Reach
4519	4519	0
Total Impressions	Organic Impressions	Paid Impressions

This was the third most engaged post from August 2019 to July 2020. It gathered 513 lifetime post engagers. Its engagement rate was 12.0%.

The subject of the talk was something of great interest to those who seek to discern which engineering course fit them the most.

It was published on 26 February 2020 at 11:15am.



Summary and Findings

Social Media Audit Overview

FACEBOOK

INSTAGRAM

YOUTUBE

WHAT WORKS

- Posts published in the page the previous 30 days were very relevant to the NUS Engineering viewers.

- The post about the Instagram filter developed by an alumnus for Year 2020 grads is good.

- Most recent video demonstrates thought leadership

WHAT DOES NOT WORK

- Very few posts and irregular posting frequency.
- Recent content is generic, not specific to NUS Engineering
- Too many reposts.

- Very few posts and irregular posting frequency.
- Most recent posts were very generic.

- Very few videos
- Very few followers

RECOMM

- Create more original content that demonstrates thought leadership
- Posting frequency of at least 3x per week

- Create more original content, with at least 50% candid photos
- Daily posting frequency

- Create more content that demonstrates thought leadership
- Posting frequency of at least one video/week

Summary Findings

- Given that almost every ideal prospective student is on social media, it goes without saying the need to be on the appropriate social media platforms to engage with your audiences
- Based on our audit findings, we see plenty of areas of improvement to better engage with current and prospective students
- Currently, the School has multiple presences on each platform (some departments have their own IG profiles and/or FB Pages). This can lead to confusion from the students
- We recommend merging some Pages together to have a stronger branding voice and posting consistencies
- We also recommend posting at least 3 times per week with a proper content strategy
- To give you a reference point, we have been serving NUS Business School's and NUS Lee Kuan Yew School of Public Policy's social media presences. Our fees range between \$7,000 to \$9,000 per month on retainer

SEO Keyword Ranking

NUS

Keyword
zheng guangyuan
biomedical engineering
low ying min
ise +
choo chiau beng
engineering graduate program singapore
engineering science
mechanical engineering
bin liu
ise +
tong yen wah
lim soon hock
biomedical engineering

NTU

Keyword
quek gim pew
nanyang assistant professorship
cheryl chan
tang kin fei
douglas foo
faculty of engineering
tan chin tuan
school of engineering
pharmaceutical engineering
ma9001
youth corps portal

SIT

Keyword
mechanical engineering
master of engineering
system engineering
aerospace engineering
electrical power engineering
systems engineering
mechanical engineering degree singapore
marine engineering
civil engineering degree singapore

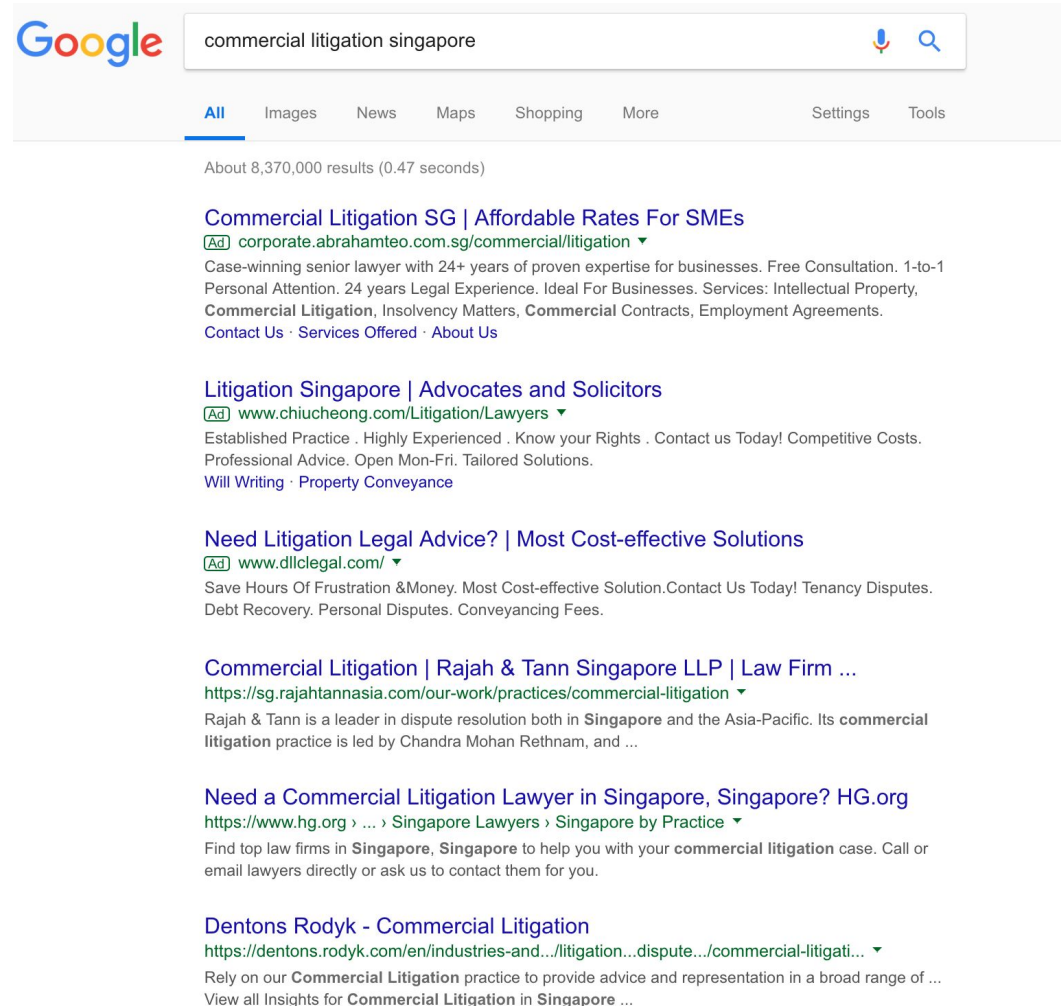
SUTD

Keyword
aviation engineering
systems engineering
transport engineering
design engineering
transportation engineering
business engineering
engineering with business
computer science engineering
system architecture
engineering design with business
engineering
engineering careers

Basics of Search Engine Optimisation

First: Search Engine Results Pages (SERPs)

First: Search Engine Results Pages (SERPs)



The screenshot shows a Google search interface with the query "commercial litigation singapore". The search results are as follows:

Google commercial litigation singapore

All Images News Maps Shopping More Settings Tools

About 8,370,000 results (0.47 seconds)

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And these?

What is SEO?

SEO is the attempt to **gain visibility** in search engines' **organic results**

How do you get ranked on
Google?

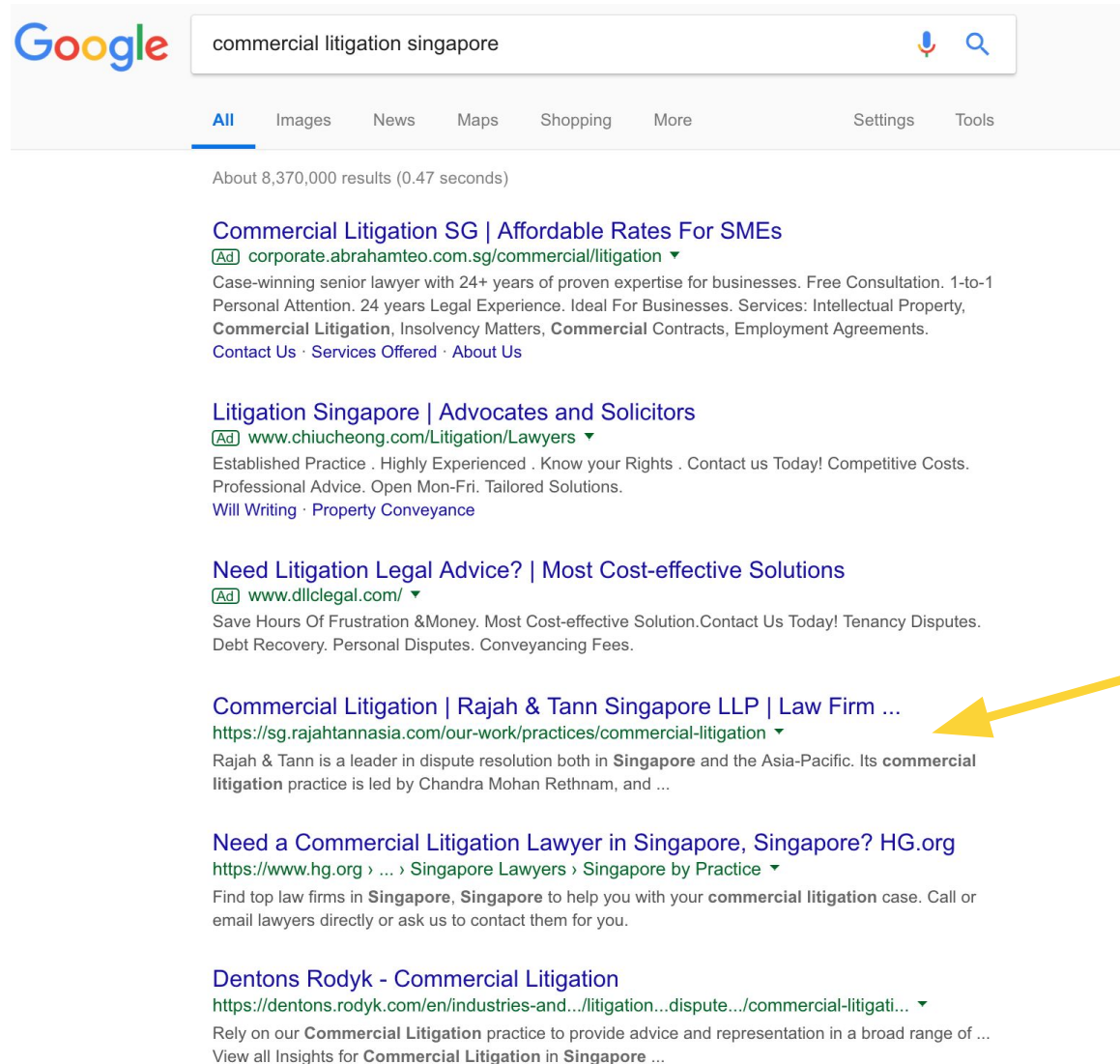
Twin engines



On-page

Off-page

On-page SEO



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- Construction & Projects
- Corporate Commercial
- Corporate Real Estate
- Employment & Benefits
- Energy & Resources
- Entertainment & Media
- Family, Probate & Trusts
- Financial Institutions
- Foreign Investment Approvals
- Fraud, Asset Recovery and Investigations
- Funds and Investment Management
- Gaming
- Hospitality
- Insurance & Reinsurance
- Intellectual Property
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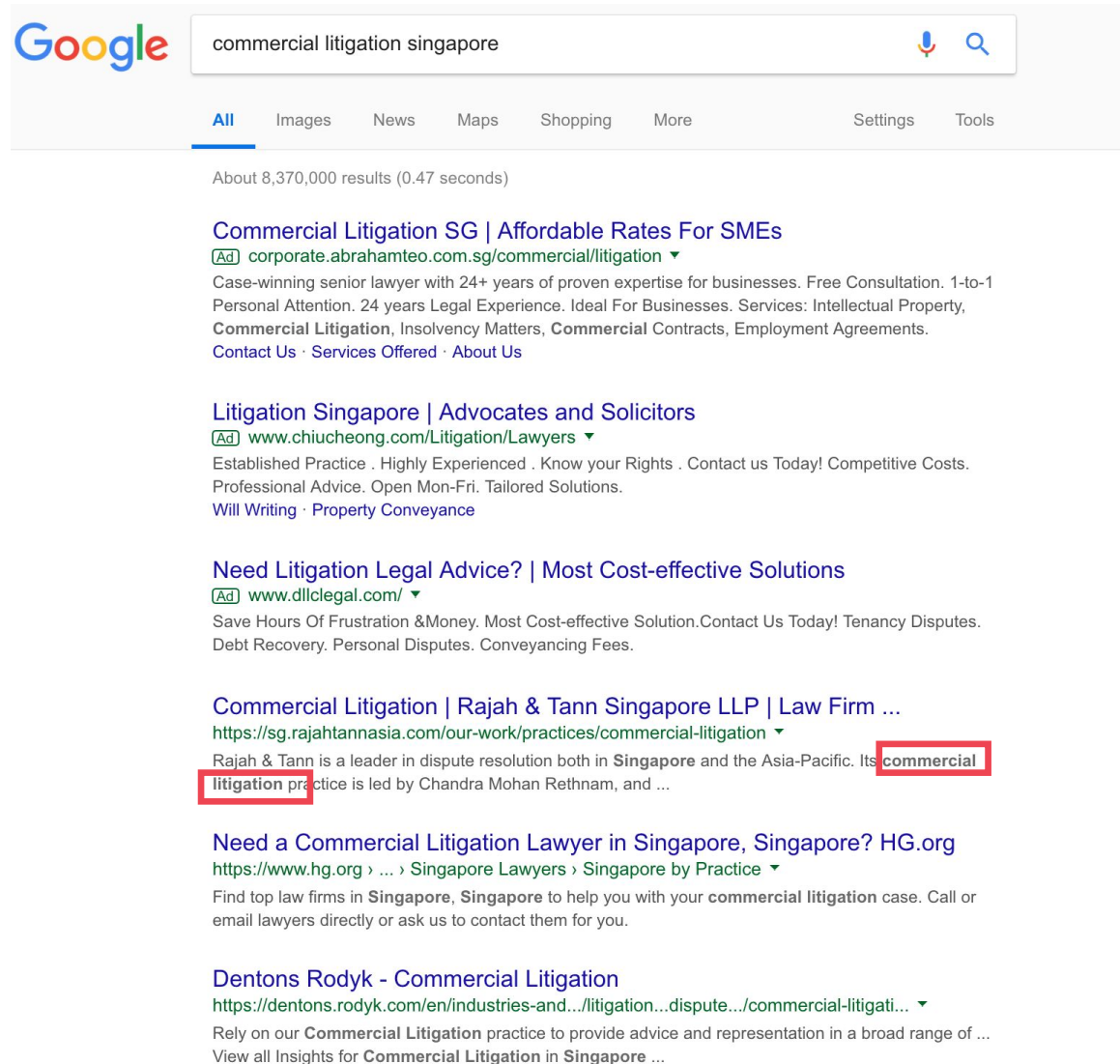
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On-page SEO



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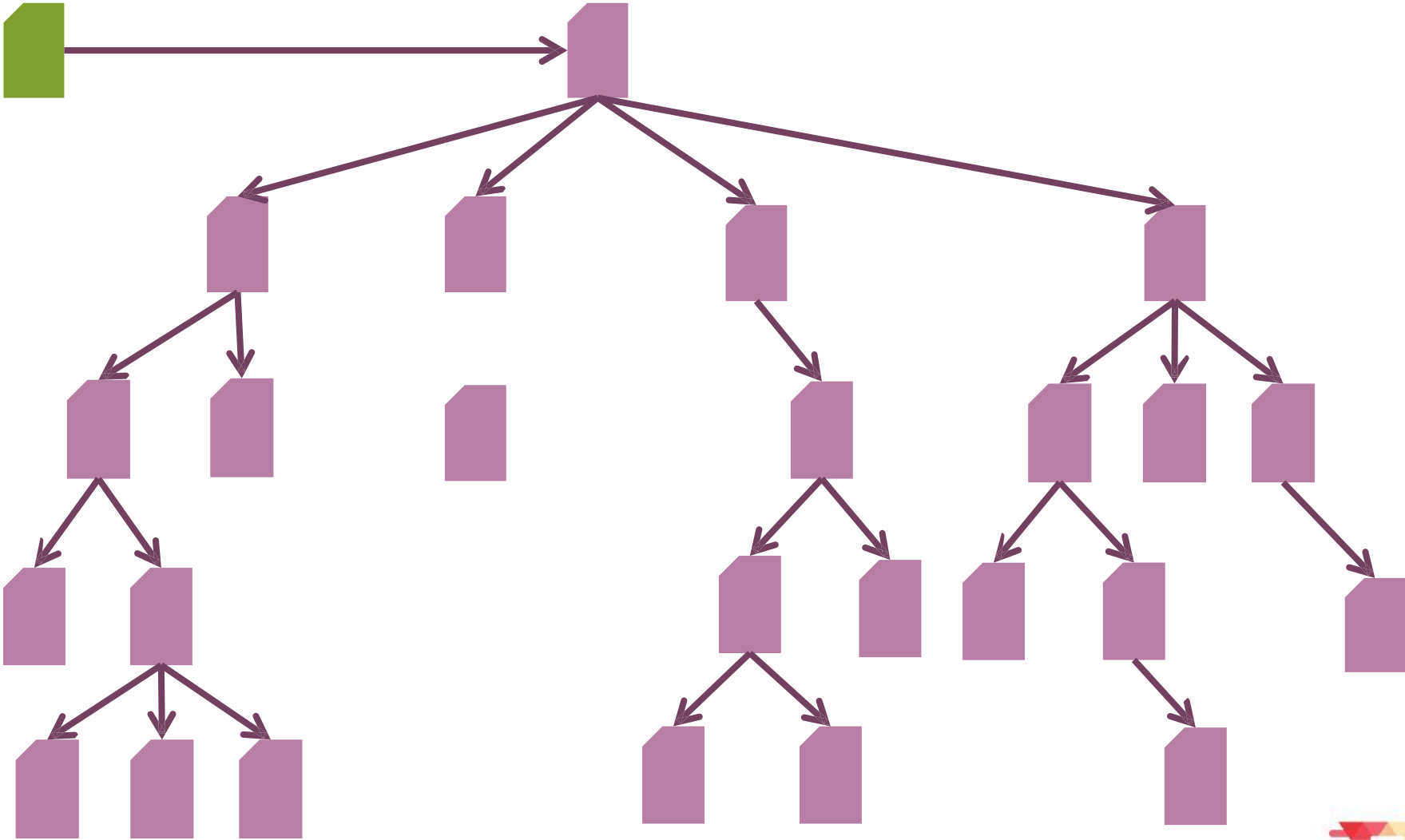
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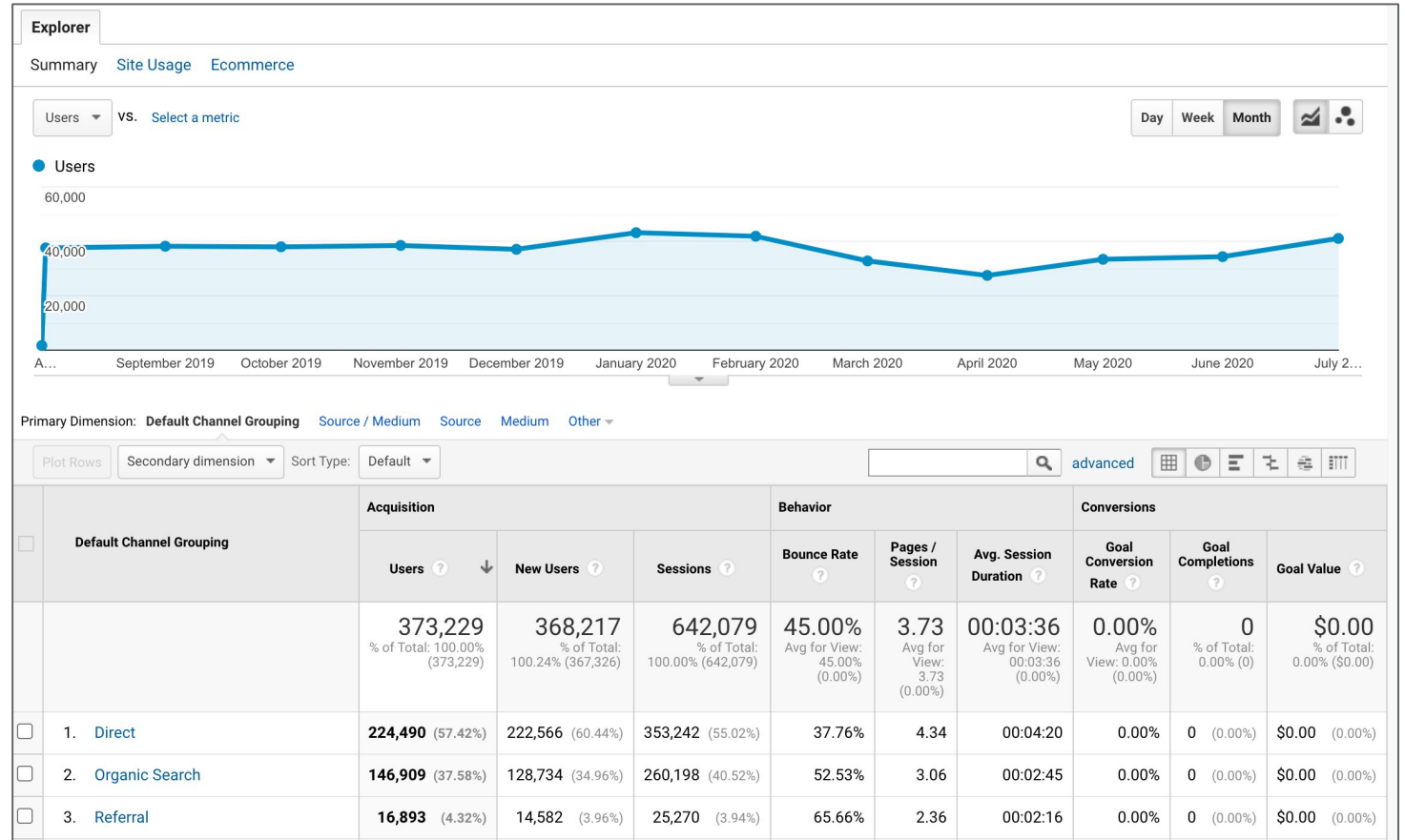
Off-page SEO



NUS Engineering Website Analysis

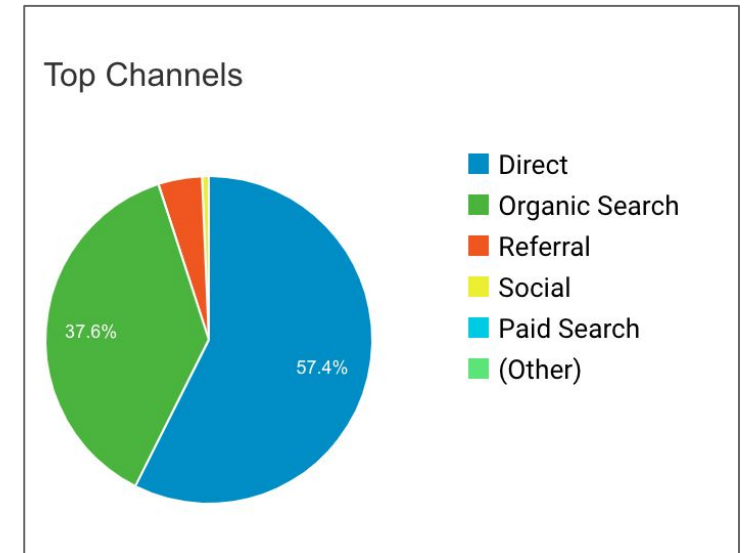
Google Analytics

- In the next few slides, we have analysed data from Google Analytics from the time periods of July 2019 to July 2020 (12 months)
- From what we have observed, the traffic has stagnated in the last 12 months



Google Analytics

- Majority of your site traffic comes through Direct channels (ie. they are manually typing in NUS Engineering's website URL in their browser)
- The next major source of traffic comes through Organic Search. Upon further investigation, the main reason why people are coming through Organic Search is because they searched for "NUS Engineering" on Google.
- This leads us to think that 95% (57.4% from Direct, and 37.6% from Organic Search) of your web traffic comes through an audience that already has an intent of visiting NUS Engineering website.
- This figure of 95% is alarmingly high, since you don't have enough people who would search for "School of Engineering" or "Engineering degrees" coming to visit your website



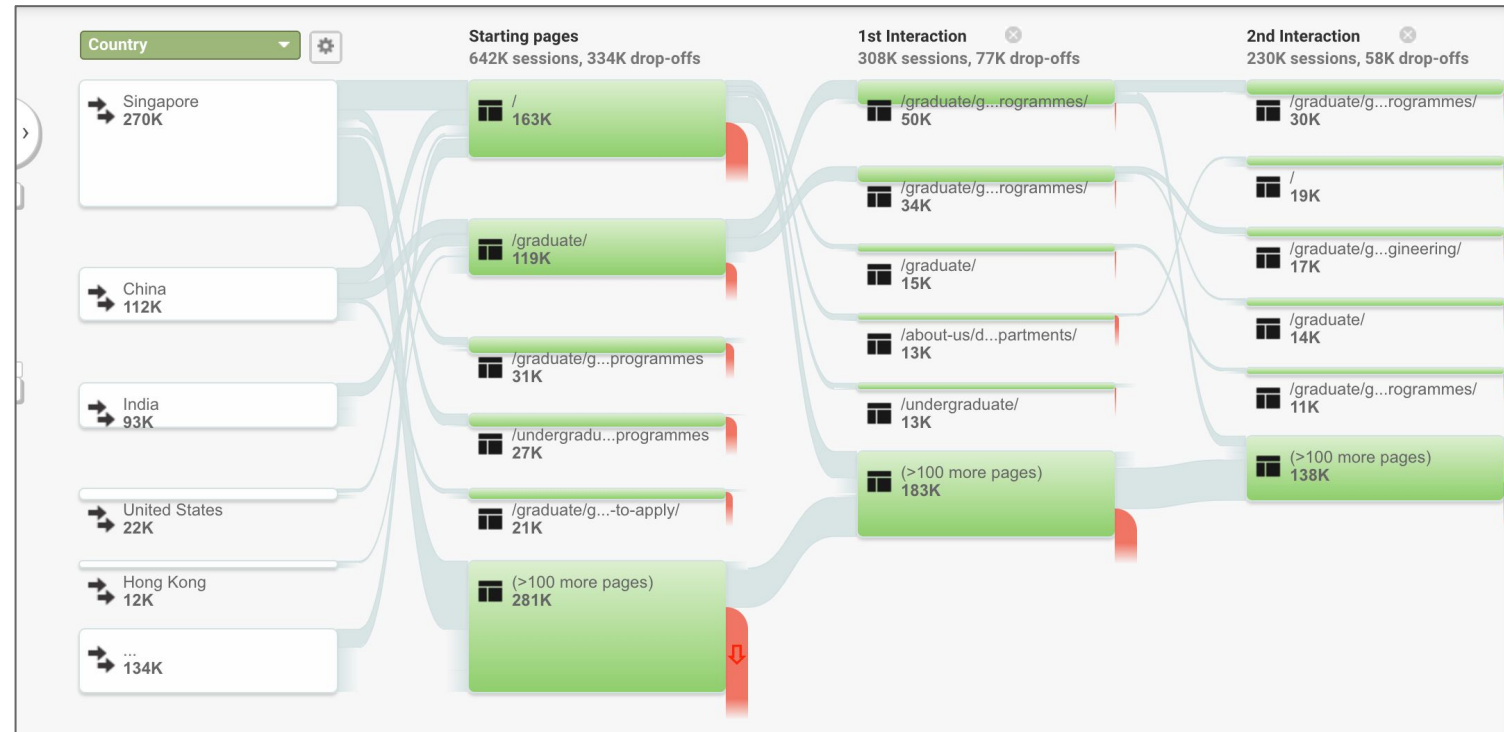
News Section

- In terms of the news section, it appears that the news about the increase in starting pay of engineering graduates has the highest amount of traffic
- Other news such as rankings, or student achievements seem to top the list too
- We see such content also doing very well for the other NUS schools that we work with. Stories about rankings, student life, faculty achievements and starting pay always seem to garner a lot of traffic

Primary Dimension: Page Page Title Other								
Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value	
	39,293 % of Total: 1.64% (2,394,395)	33,886 % of Total: 1.93% (1,759,982)	00:01:36 Avg for View: 00:01:19 (20.78%)	17,182 % of Total: 2.68% (642,075)	80.84% Avg for View: 45.00% (79.65%)	49.69% Avg for View: 26.82% (85.30%)	\$0.00 % of Total: 0.00% (\$0.00)	
1. /news/	7,060 (17.97%)	5,754 (16.98%)	00:00:53	330 (1.92%)	53.94%	16.32%	\$0.00 (0.00%)	
2. /news/starting-pay-for-fresh-engineering-graduates-up-last-year/	2,430 (6.18%)	2,260 (6.67%)	00:03:24	2,033 (11.83%)	88.10%	81.98%	\$0.00 (0.00%)	
3. /news/precautionary-measures-against-the-covid-19/	2,226 (5.67%)	1,759 (5.19%)	00:02:42	1,702 (9.91%)	77.03%	75.88%	\$0.00 (0.00%)	
4. /graduate/news/	1,705 (4.34%)	1,548 (4.57%)	00:01:04	49 (0.29%)	51.02%	21.29%	\$0.00 (0.00%)	
5. /news/three-nus-engineering-subjects-ranked-among-worlds-top-10/	1,529 (3.89%)	1,406 (4.15%)	00:03:30	1,298 (7.55%)	84.28%	80.90%	\$0.00 (0.00%)	
6. /news/civil-engineering-students-win-third-place-at-10th-iuicec/	939 (2.39%)	772 (2.28%)	00:01:42	655 (3.81%)	56.18%	52.82%	\$0.00 (0.00%)	
7. /news/higher-starting-salaries-and-strong-employment-prospects-for-nus-engineering-graduates/	832 (2.12%)	731 (2.16%)	00:02:11	128 (0.74%)	74.22%	38.10%	\$0.00 (0.00%)	
8. /news/programmed-for-the-future/	811 (2.06%)	736 (2.17%)	00:01:53	321 (1.87%)	70.09%	46.98%	\$0.00 (0.00%)	
9. /news/page/2/	691 (1.76%)	496 (1.46%)	00:00:44	13 (0.08%)	53.85%	12.59%	\$0.00 (0.00%)	
10. /news/nus-launches-new-centre-for-3d-printing/	663 (1.69%)	582 (1.72%)	00:03:05	558 (3.25%)	75.63%	74.06%	\$0.00 (0.00%)	
11. /news/nus-engineering-article-engineering-principle-and-practice-pp-sessions/	626 (1.59%)	561 (1.66%)	00:01:53	67 (0.39%)	65.67%	28.12%	\$0.00 (0.00%)	
12. /news/nus-engineers-join-the-battle-against-covid-19/	621 (1.58%)	514 (1.52%)	00:01:21	241 (1.40%)	78.84%	46.54%	\$0.00 (0.00%)	
13. /news/from-plastic-waste-to-ultralight-pet-aerogel-with-wide-ranging-applications/	531 (1.35%)	468 (1.38%)	00:04:24	418 (2.43%)	84.45%	78.53%	\$0.00 (0.00%)	

Drop out rates

- On the right is a chart showing you the most common behaviour that people are taking when visiting the website.
- There's about 40 to 70% drop out rate at every step of the website. This number is astonishingly high due to the poor functionality of the website
- Most people who are visiting are also going to the graduates programme of the website. This shows that you are not getting enough undergraduates visiting the website



Website Assessment Summary

Criteria	Description	Key Findings	Recommendations
Actionability	Provide appropriate guidance, clear progression and course of action	<ul style="list-style-type: none">- The call to actions (CTAs) are a bit hard to find- CTAs may not appear as clickable for some of them	<ul style="list-style-type: none">- Feature CTA button prominently on the homepage- Optimise CTAs by making them stand out and use actions verbs
Efficiency	Reduce the design to the essentials so users can quickly complete tasks on the website	<ul style="list-style-type: none">- The open house button and the contact us CTA are a bit small and hard to find (require a few clicks)	<ul style="list-style-type: none">- Create dedicated landing page for important matters
Findability	Organize and label site clearly so that users can understand and find what they want easily	<ul style="list-style-type: none">- Important information are often hidden in small drop down menu or link outs- Key tags not optimised for search	<ul style="list-style-type: none">- Present important information within the header banner / slider- Ensure SEO best practices are applied during content creation and update
Layout	Apply visual hierarchy and define language to make it easy to digest information	<ul style="list-style-type: none">- Poor visual hierarchy on the pages and no clear structure (which gives a lot of scroll on Mobile version)- Text to stacked on some of the areas	<ul style="list-style-type: none">- Better planning of sitemap, hierarchy of content and type of images that can fit within the content.
Readability	Make design and content easy to understand so that users can efficiently read and take in information	<ul style="list-style-type: none">- Content is hard to read - too stacked- Lack of content for certain pages	<ul style="list-style-type: none">- Use specific spacing in between sentence and create different header and sub header

Key Findings #1

Homepage:

- Lack of organisation in terms of content
- Content too stacked, hard to read
- The bounce rate of the home page is 80%. The other pages have an average bounce rate of 46%. What this means basically is that people do not spend a lot of time in the home page. A home page should attract ample amount of attention and generate a lot of clicks to the other pages of the website.

Loading

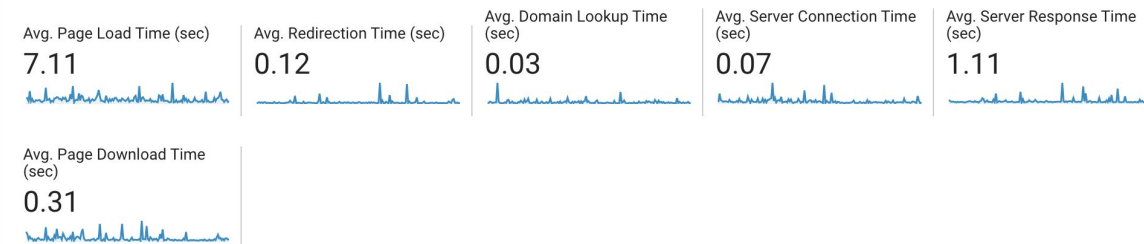
- Average loading time for the pages: 7.11 sec
- Ideally, a page should take around 3 seconds to load. The home page takes an average of 7.11 seconds, more than twice the ideal. When a page takes too long to load, viewers tend to leave. This can partly explain why the bounce rate is too high.
- The graduates section is the second slowest page to load.

Five times more efficient data transfer
The Green IC research team at NUS has developed an innovative technique that allows the transfer of bits (the basic unit of information in computing) across a silicon chip up to five times more efficiently than standard setups. This breakthrough is advantageous for applications such as machine learning, where many processing cores called "neurons" are [...]

Prof Dean Ho shortlisted for eminent engineering prize
Professor Dean Ho, Head of NUS Biomedical Engineering, who is also Director of the N.1 Institute for Health (N.1) and the Institute for Digital Medicine (WisDM), is among five top scientists in the world to be shortlisted for the prestigious A F Harvey Engineering Research Prize from the Institution of Engineering and Technology (IET). He is also the only Asia-based [...]

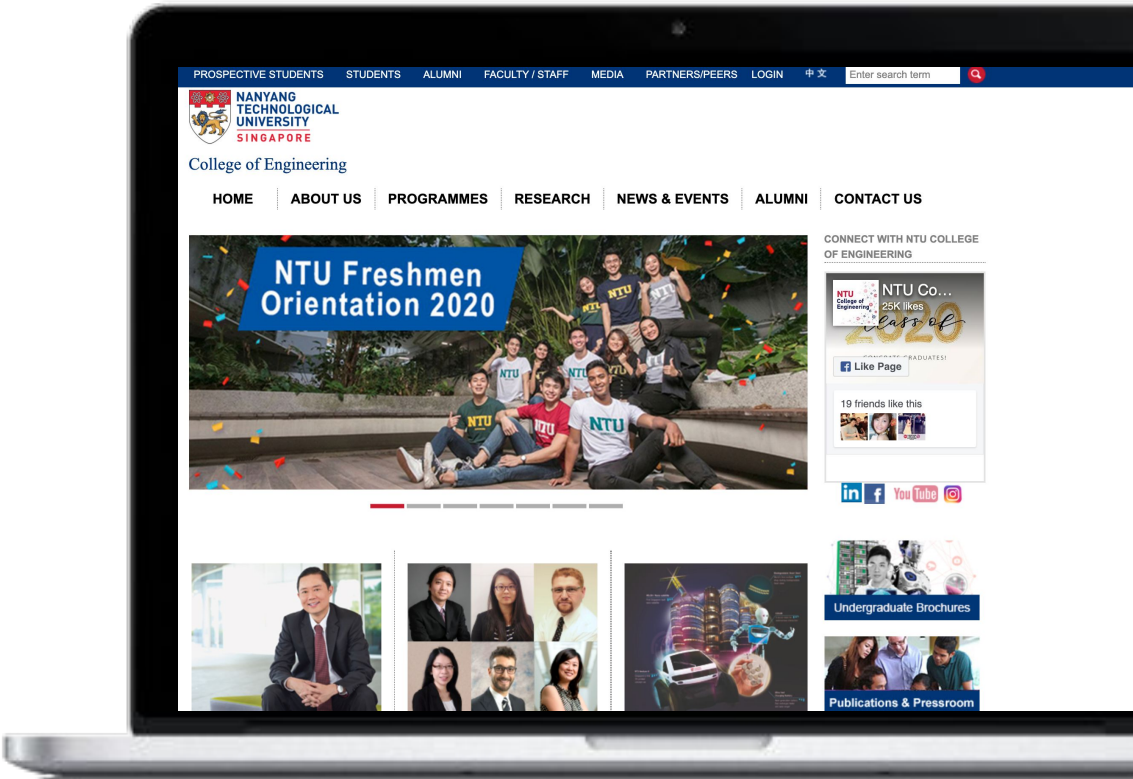
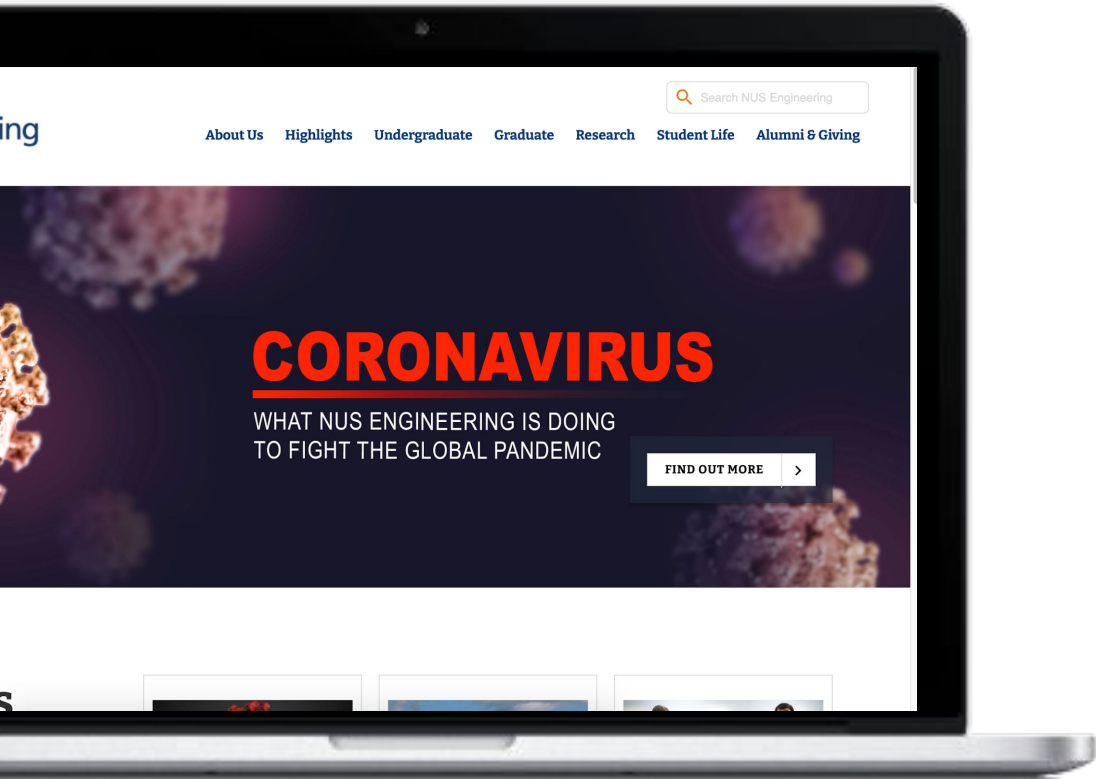
A greener way to cool data centres
Researchers led by Associate Professor Lee Poh Seng from NUS Mechanical Engineering have developed a high-efficiency hybrid cooling solution for 'green' data centres, achieving a near-ideal partial power usage effectiveness score. The team has now incorporated a company, CoolestDC Pte Ltd, to commercialise this technology. Read More

9,458 of pageviews sent page load sample



Page ?	Pageviews ? ↓	Avg. Page Load Time (sec) ?	PageSpeed Suggestions ?	PageSpeed Score ?
1. /	83,847	18.56	5 total	9
2. /graduate/	79,217	21.64	5 total	33
3. /graduate/graduate-coursework-based-programmes/	60,744	5.01	5 total	46
4. /graduate/graduate-coursework-based-programmes/msc-programmes/	52,878	5.89	5 total	28
5. /graduate/graduate-research-based-programmes/ph-d-master-of-engineering/	38,045	6.81	4 total	83
6. /graduate/graduate-research-based-programmes/	35,088	5.95	5 total	41
7. /graduate/graduate-coursework-based-programmes/msc-application/how-to-apply/	34,089	8.36	5 total	77
8. /graduate/fees-and-scholarships/fees-coursework-based-programmes/	26,316	3.12	5 total	78
9. /graduate/graduate-coursework-based-programmes/msc-application/	25,155	2.70	5 total	72
10. /graduate/fees-and-scholarships/	19,061	7.48	5 total	59

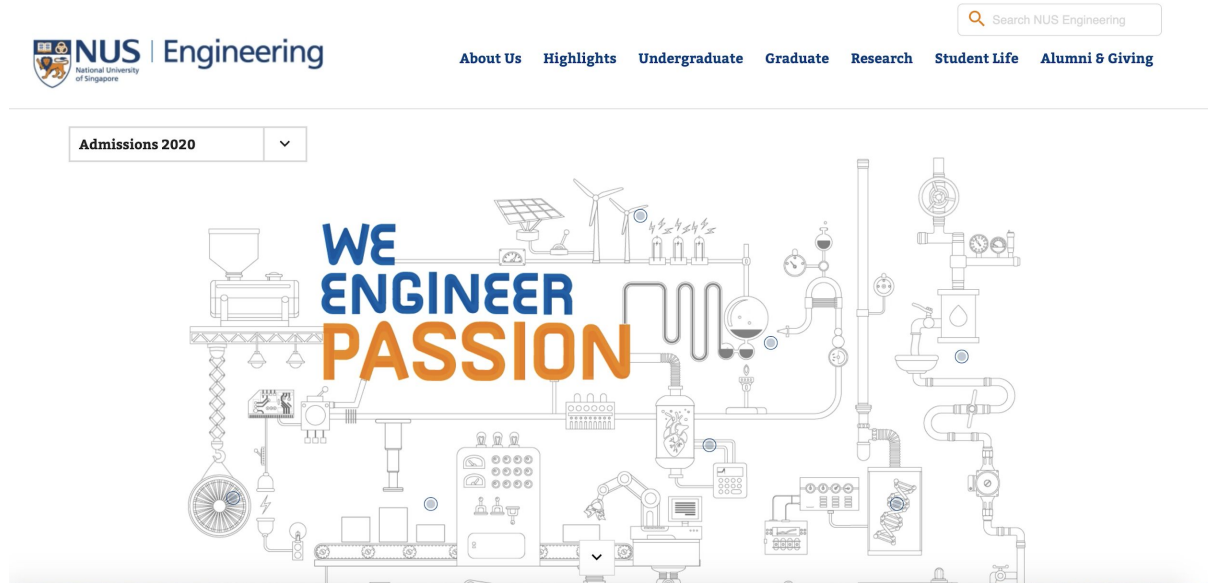
Comparison between NUS and NTU



Key Findings #2

Design:

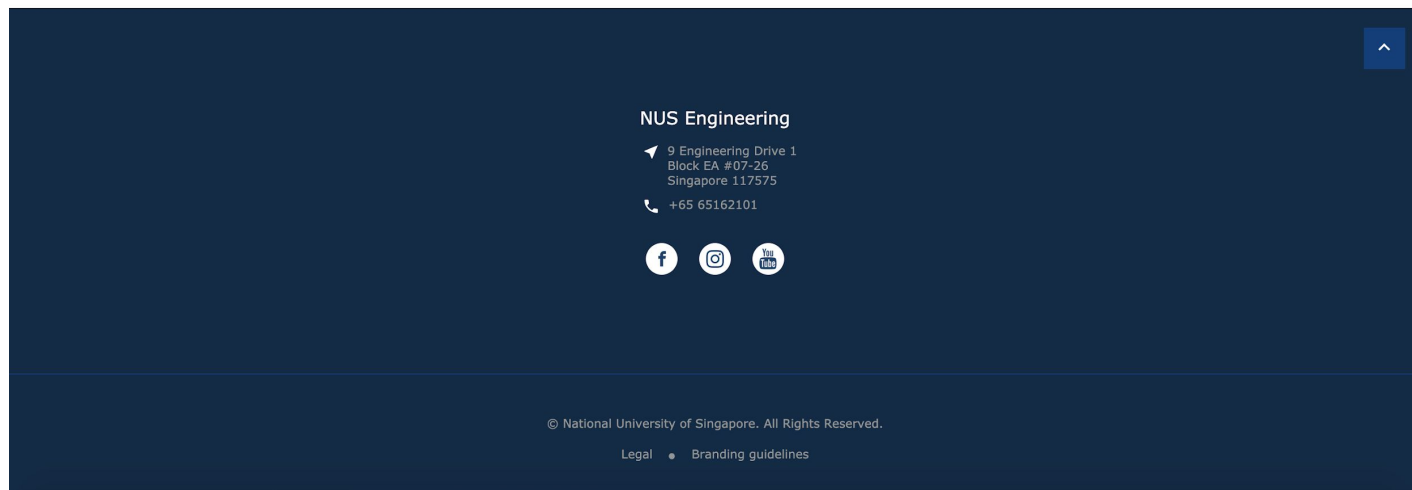
- A person who wishes to know more about a particular program or find out more about enrollment procedures may find it difficult to navigate himself upon arriving at the home page.
- There are, of course, diverse reasons why people go to your website. We see no text, tab or button in the home page that seeks to capture those intentions and serve them.
- What the website seems to do, however, is primarily brand promotion. Its header and highlights seem to seek to inform the public about what the school contributes to society as a whole, not much about reaching out proactively to its readers.



Key Findings #3

Leads Gen:

- Google Analytics is a free but very useful tool that allows website owners to track the performance of their website, through some key metrics and goals. We don't see any conversion tracking set up as of today.
- Pages that seek to reach out to its visitors usually make use of strategically positioned contact forms. We don't see such form in the website.



Summary of Key Findings

- Viewers of the Home Page basically act like a simple index. It shows viewers with links to other pages, *without a message of its own for the intended viewers.*
 - We presume these intended viewers are prospective students or their parents of these prospective who seek to enroll in NUS Engineering.
- The home page has no contact form that readers could fill out with their contact information.
- The news section dominates the home page - but we are not sure if they are relevant to the intended viewers.
- The website loads slowly, which can discourage intended viewers from spending more time with the website.

Strategy and Recommendations

The next few slides show a “Big Picture” strategy for NUS Engineering to adopt

SWOT Analysis of NUS Engineering

Strengths

- Strong branding of the NUS Engineering School
- A vibrant community of students and alumni to draw contents from

Weaknesses

- Lack of internal cohesion for digital efforts
- Lack of social media champions, be it student, alumni or faculty

Opportunities

- The younger audience respond well to new channels like Instagram, TikTok
- Optimise digital marketing tactics for short term objectives

Threats

- Competitors have already built up a strong social media following
- Social media platforms are evolving to extract more advertising dollars

Overall Areas to Improve



**"I want to learn more"
moments**

Channels:

- Social Media
- Advertising

General action steps

- Designing a social media strategy to engage current and prospective students on social media
- Re-defining how to advertise towards prospective students



**"I need to evaluate"
moments**

Channels:

- Website
- SEO

General action steps

- Revamping the website for a better UI/UX experience so students can get the information they need
- Appear on the first page on Google



**"Time to decide"
moments**

Channels:

- Marketing Automation Website
- Social Media

General action steps

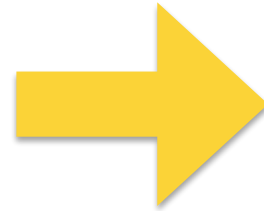
- Outlining a plan for marketing automation
- Publishing content at the right time so the ideal prospective students will pick NUS

Social Media Strategy

- Build a social media presence (a clear distinct voice/brand) for NUS Engineering centered around two key themes:
 - A destination of choice for tertiary education in engineering in Singapore
 - Excellence in education and research
 - A vibrant student experience
 - A growing international body of alumni
 - A prime destination for post graduates to advance their careers
 - Career-boosting upgrades via postgrad programmes
 - Prestigious postgraduate degrees


Channel Strategy: Desired Outcome

Facebook pages/groups	4
LinkedIn page	0
LinkedIn groups	0
Instagram	5
TikTok Accounts	0
Total channels	9



NUS Engineering

FB Groups




NUS Engineering


Showcase pages

School page

LinkedIn Groups



NUS Engineering



NUS Engineering



Channel Strategy: FB Pages


- Instead of 3 FB pages, merge them into one page
 - Page name shall remain as NUS Engineering, with a few key personas
 - Audience #1: undergraduate community, with a lifecycle spanning from prospects >> applicants >> undergraduates >> alumni
 - Audience #2: working professionals, who wish to advance their career through self-improvement, networking or further education
 - We will use geo-targeting mechanisms to ensure our contents are suitable for our audiences
- Develop a set of guidelines related to Facebook (for existing Fb groups, to create new FB groups, etc)



Channel Strategy: LinkedIn

- LinkedIn is the social platform
 - Working professionals to network, job hunt and upgrade themselves
 - Also for an employer to associate with their employees and share industry insights
- Currently, there is no LinkedIn page
- Additional tool: LinkedIn Showcase pages
 - Recommended for research centres
- Additional tool: LinkedIn School pages
 - Ability to view alumni career insights
 - Allows for networking among alumni, students and prospects
- We recommend to apply for a School page
 - Alumni and students will be added to the School page
 - Most competitors have a School Page
- Develop a set of guidelines related to LinkedIn (for existing LI groups, to create new LI groups, etc)



 Harvard Business School Career Insights Change university ▾


Attended ▾ Start year: 1900 to End year: 2017

Search alumni by title, keyword or company < Previous Next >


95,703 alumni

Where they live	Where they work	What they do
52,811 · United States	724 · McKinsey & Company	39,678 · Business Development
10,403 · Greater New York City Area	707 · Harvard Business School	18,616 · Entrepreneurship
8,061 · Greater Boston Area	478 · IBM	8,650 · Finance


Show more ▾




Andy Seet · 1st
Director of Communications at the Agency for Integrated Care (...)
'11 Executive Education

 5 connections in common


[Message](#)




Onn Thoeng · 1st
Service & Management Consultant
'90 Advanced Management Pro...

 5 connections in common


[Message](#)




Vivek Kumar · 2nd
Transformational Growth Leader |
Ast. Director-General, NTUC | M...
'14

 22 connections in common

[Connect](#)



Patrick Tay Teck Guan · 2nd
Asst Secretary-General / Member
of Parliament / Trade Unionist / ...
'13 AMP

 29 connections in common

[Connect](#)

<https://www.linkedin.com/school/4867/alumni/>



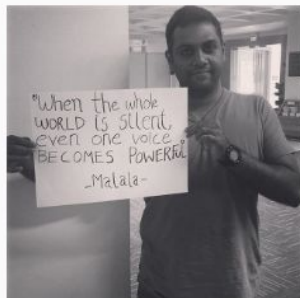


Channel Strategy: Instagram

- Instagram
 - A mobile-first platform for sharing photos/videos
 - Emphasises the present moment – “What’s happening now”
 - Popular among the younger audiences (ie. centennials)
 - Very high engagement rates can be achieved for brands
- For NUS Engineering
 - Instagram can be used to capture the vibrancy of student life



How LKYSPP use Instagram

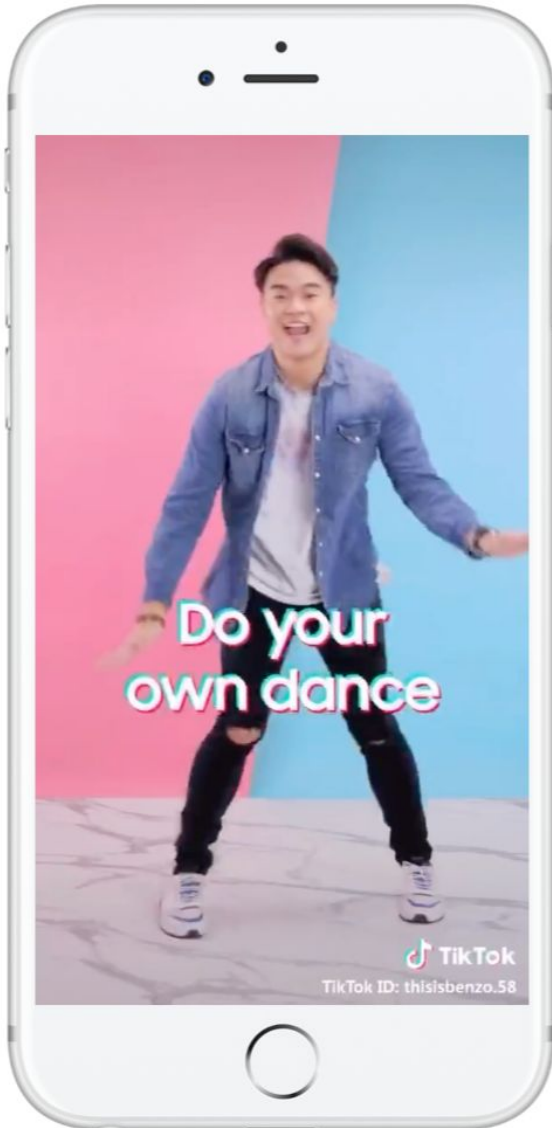


Instagram was also used to support postings on Facebook

To engage the LKYSPP community, we ran a contest on Instagram to nominate quotes to decorate the facade.



Channel Strategy: TikTok



- TikTok is the world's leading destination for short-form mobile videos, available for iOS and Android.
- TikTok is already gaining popularity with universities, given the amount of higher education institutions that have started on that platform
(Sidenote: Here at Brew, we have also just got NUS Biz to be on TikTok too)
- This platform will allow prospective students to see the vibrancy of student life here at NUS Engineering

TikTok Users in Singapore

Users in Singapore



MAU

0.8 Million



Monthly video views

700 Million



Average time a user spends on TikTok

27 min



iOS : Android

39 : 61



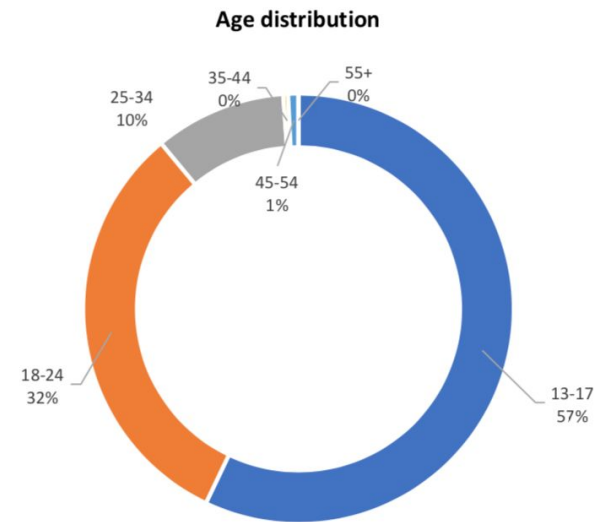
Average time TikTok be opened

5 times



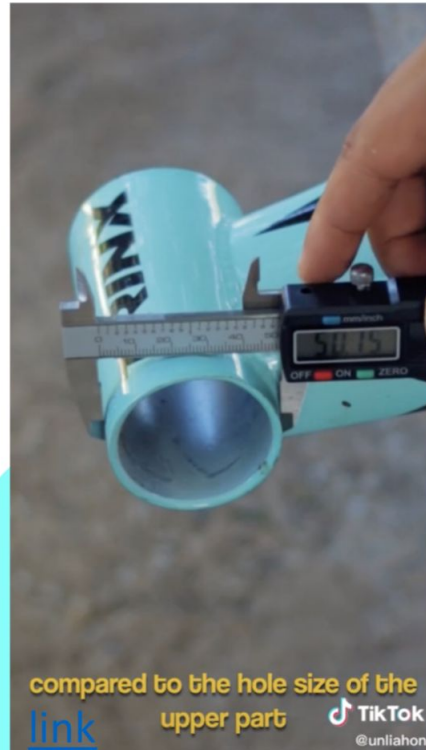
Male : Female

30 : 70



Sample Content on TikTok

Education & Technology



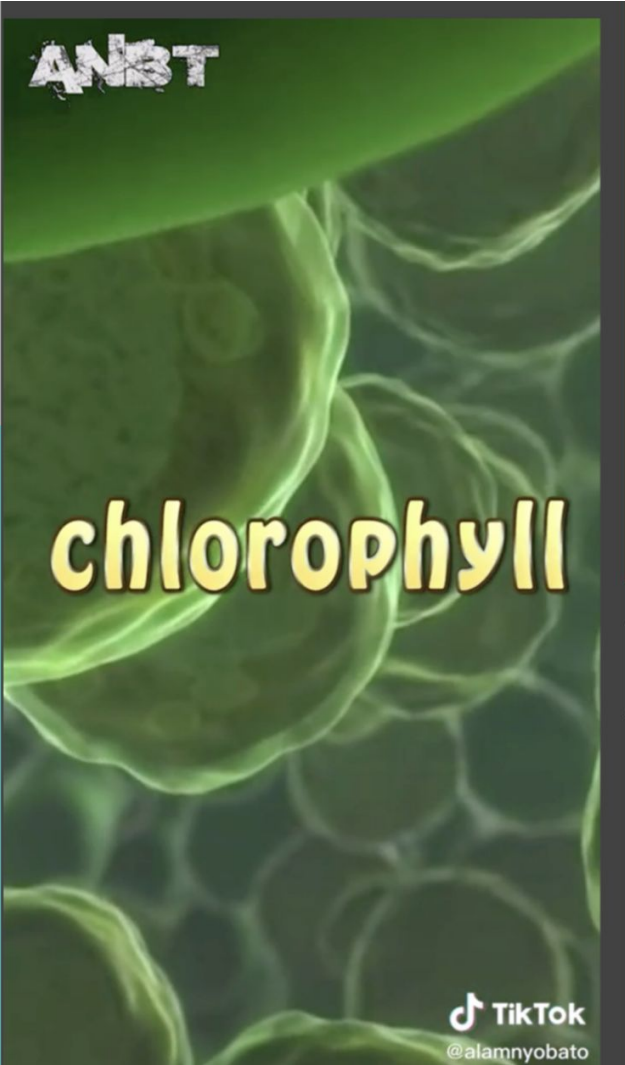
Sample content

Sample Content on TikTok

Education



[link](#)



Sample content

Current Issues with Content Creation

- Currently most teams apply an ad hoc approach, they only create content when necessary
- Lack of focus/ themes that showcase the School's values across channels
 - Followers are unable to know what the School stands for and its value proposition vs competitors
- Lack of content relating to trending topics or significant events
 - This results in generic content which fails to excite audience and lowers overall engagements
- Grooming champions within the Engineering Sch community
 - Example: Pick the more popular faculty members and consider to start creating around them

Content Creation Pillars

To create a social media experience consistent with the School's vision and mission, we recommend to adopt 3 content pillars

Excellence in
education & research

Rankings

Faculty
achievements

Graduate career
placements

A vibrant student life
experience

Student
activities

Exchange
programmes

Internship
experiences

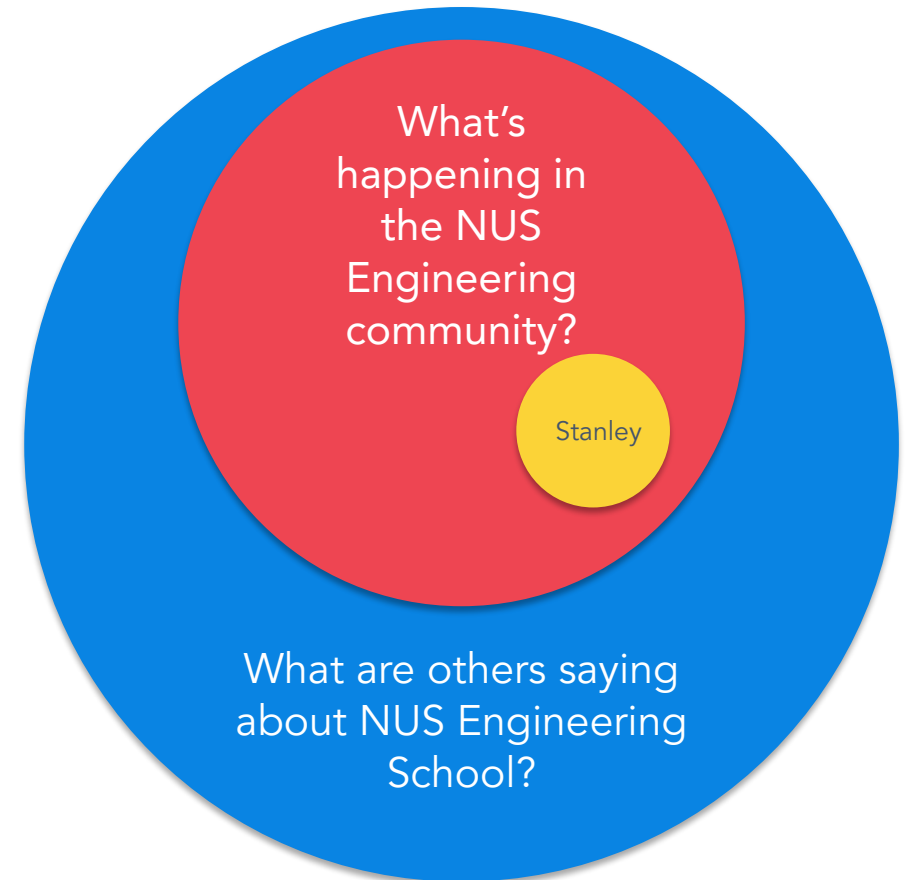
Outstanding
community
achievements

Prominent
career
progression

Meaningful
achievements for
society

Challenges of gathering contents

- **Unchanged:** Teams to continue creating content related to their objectives/ programmes
- You are most engaged with your community
 - Example: Undergrad students will know other undergrad students from the same programme well enough
- Content is then systematically aggregated by a central depository



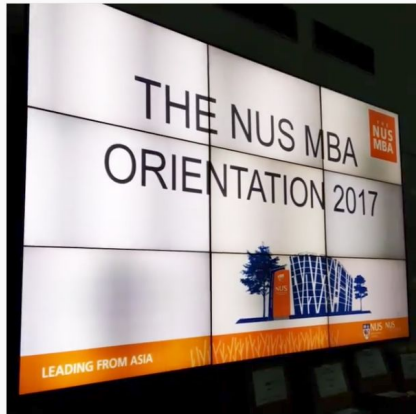
Examples of Great Visual Contents



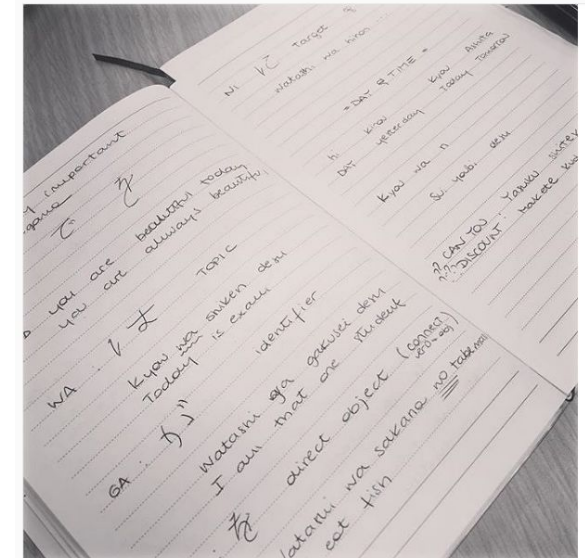
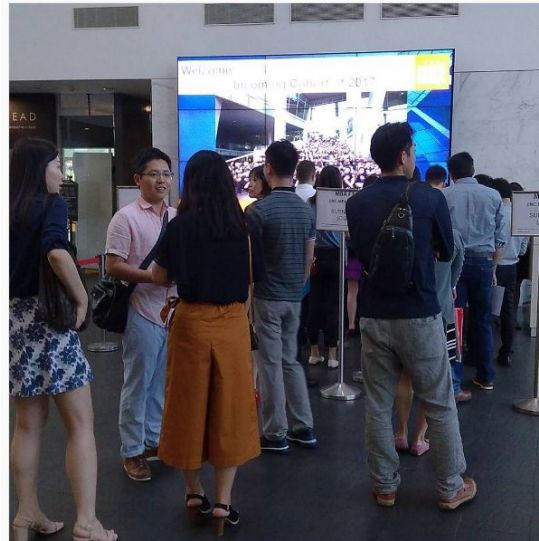
Moments of action within the NUS Business School community

Sense of movement, focus and excitement

Examples of Not So Great Visual Contents



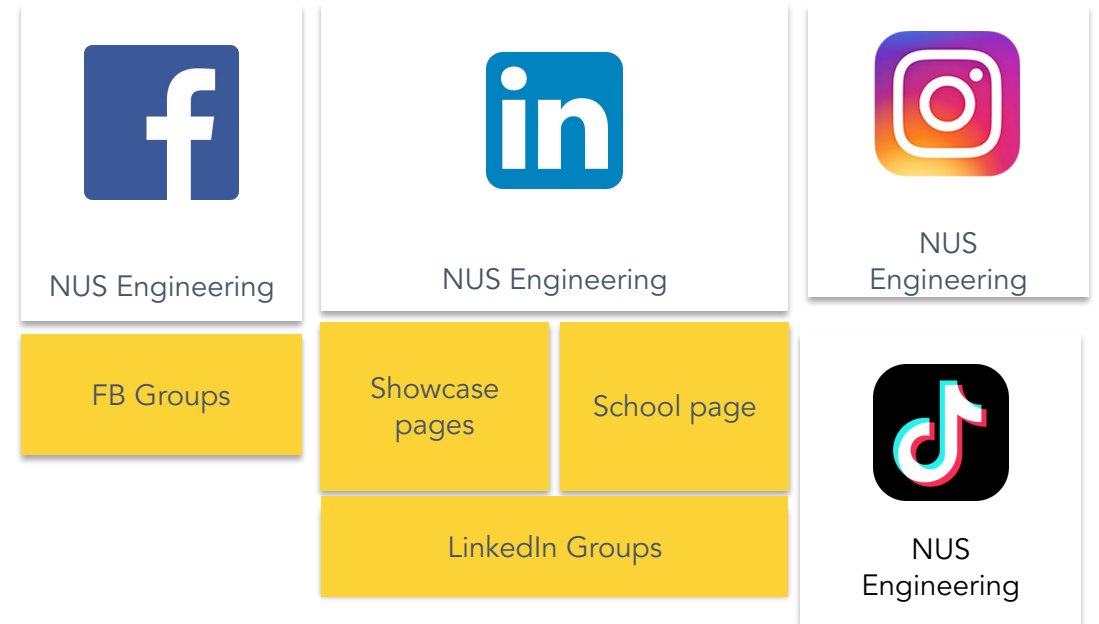
Static contents with poor lighting and lack of focus



Action Steps

Step 1: Consolidate Your Channels

- Reclaim your social media assets
- Build up new assets, where needed (LinkedIn Showcase pages, TikTok accounts)



Step 2: Listen to Your Audience

- Build your social listening capabilities
- Find your champions and cultivate them to spread your message



Step 3: Set Your Digital and Social Goals

- Goals: increase in specific KPIs by the end of the year
- Adopt specific campaigns to reach your goals
- Measure your efforts, refine till optimal results are achieved

Goal	Channel	Suggested Targets
Awareness Building - Target people in "I want to learn more" moments	Social Media Advertising	Fan Count: Engagement Rate:
Traffic Acquisition Target people in "I need to evaluate" moments	Website SEO	Overall website traffic levels Organic traffic levels:
Acquire more applications Target people in "Time to decide" moments	Social media Advertising Website	Enquiries Attribution targets

Step 4: Strategise Your Contents

- Nail down the experience you want to portray through your content pillars
- Identify how your department can create contents in-line with the pillars



Step 5: Plot Your Calendar

- All departments should sit down and map out their key social media contents/activities on a consolidated calendar
- Identify significant periods, dates or events

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Corporate Comms and Admissions		A levels results	Open House	Accept offers			Orientatn	Graduatn				
BME	?	?	?	?	?	?	?	Events	?	?	?	?
CEE	?	?	?	?	?	?	?	?	?	?	?	?
Alumni	?	?	?	?	?	?	?	Alumni meet up	?	?	?	?
ECE	?	?	?	?	Student Internship	Student Internship	Student Internship	?	?	?	?	?

Step 6 - Consider Other Activities

- Below are a list of activities that we would consider to be essential for NUS Engineering to have a more effective online presence

- Website Revamp

In the earlier slides, we have already documented what prospective students want to see on the website, and how the current website can be improved from five other standpoints

- Digital advertising

No recruitment campaign can be complete without a well thought out digital advertising strategy and an appropriate amount of budget set aside. Consider allocating a portion of the recruitment budget for this

- Marketing Automation

Given that NUS is on Salesforce Marketing Cloud, there are a few platforms that we can tap on to ensure that your awareness building and admission campaigns (eg. advertising targeting, whatsapp/telegram messages) can be automated

Case Studies and Best Practices

Achieving the Objectives: Growing a fan base for LKY School of Public Policy

- LKYSPP recognised the need to acquire a critical base of followers for a strong presence
 - We ran a campaign, growing their fan base from 30K to 300K in 1 year
 - Cost per fan was about \$0.22

Fan Acquisition:

Number of Fans (Jan 2016): 28,000

Number of Fans (Jan 2017): 325,000

**1,100%
increase**

Engagement:

Average Number of likes per post (Jan 2016): 14.9

3,153%
increase

Average Number of likes per post (Jan 2017): 469.8

Average Number of comments per post (Jan 2016): 0.5

2,088%
increase

Average Number of comments per post (Jan 2017): 10.4

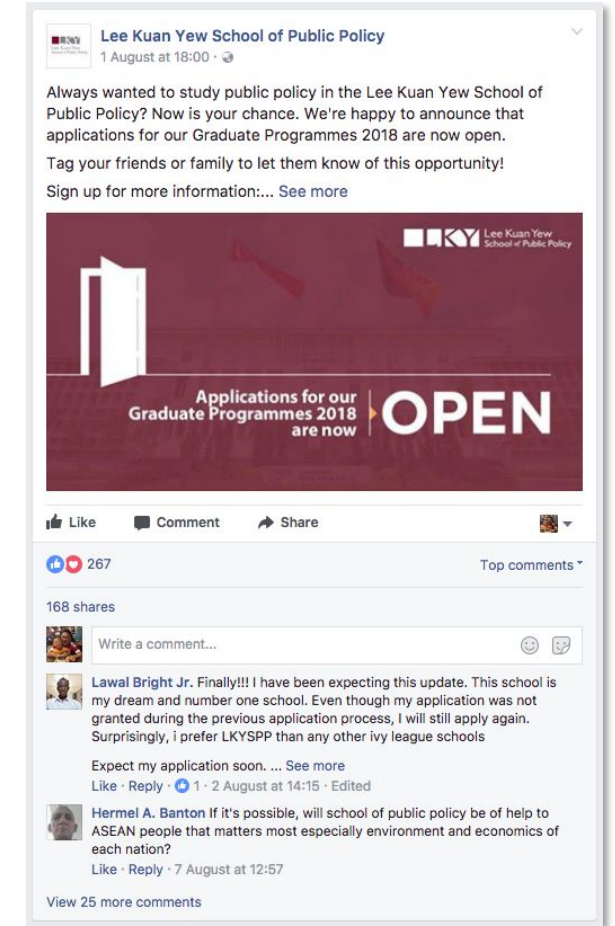
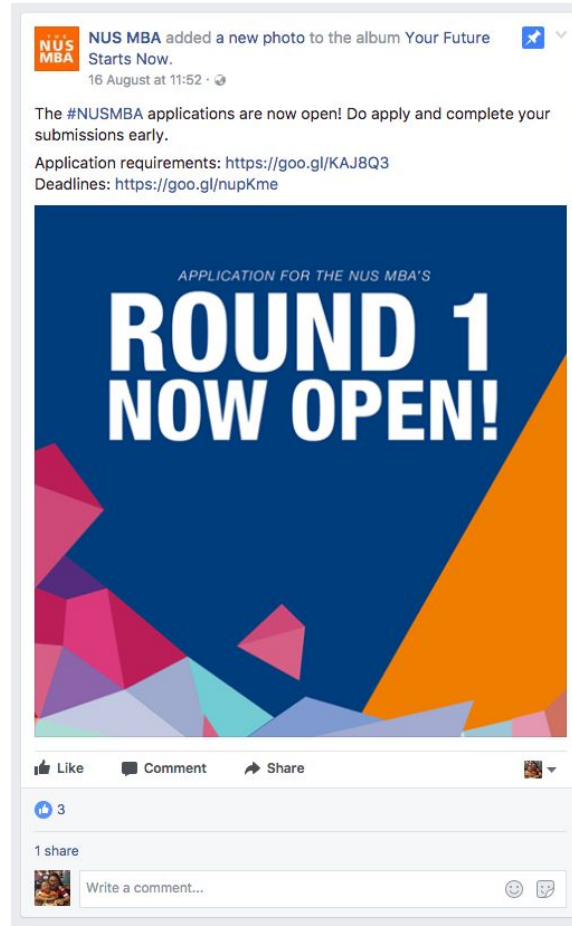
Average Number of shares per post (Jan 2016): 1.5

5,075%
increase

Average Number of shares per post (Jan 2017): 76.1

Achieving the Objectives: Attracting leads for LKY School of Public Policy

- LKYSPP has an annual challenge of attracting applications for its postgraduate degrees
- In 2016, we ran their leads acquisition campaign for them



Achieving the Objectives: Attracting leads for LKY School of Public Policy

- Campaign creatives

This post achieved the highest click-through rate of 18.6% and a cost-per-click of \$0.0086 for our 2016 campaign.



This post achieved the lowest cost-per-click of \$0.0082. It's click-through rate is 8.41%.



- A/B testing of campaign mechanics

Destination (driving to lead form directly on FB vs lead form on website)



Copy length (short copy vs long copy)



Creatives (geo-specific images vs generic images)



Achieving the Objectives: Attracting leads for LKY School of Public Policy

- Results

Total leads attracted via Facebook in 2015: 1,380

Total leads attracted via Facebook in 2016: 5,123 (271% increase)

Cost per lead in 2015: approximately \$80

Cost per lead in 2016: approximately \$30 (62.5% decrease)

Social Media Listening

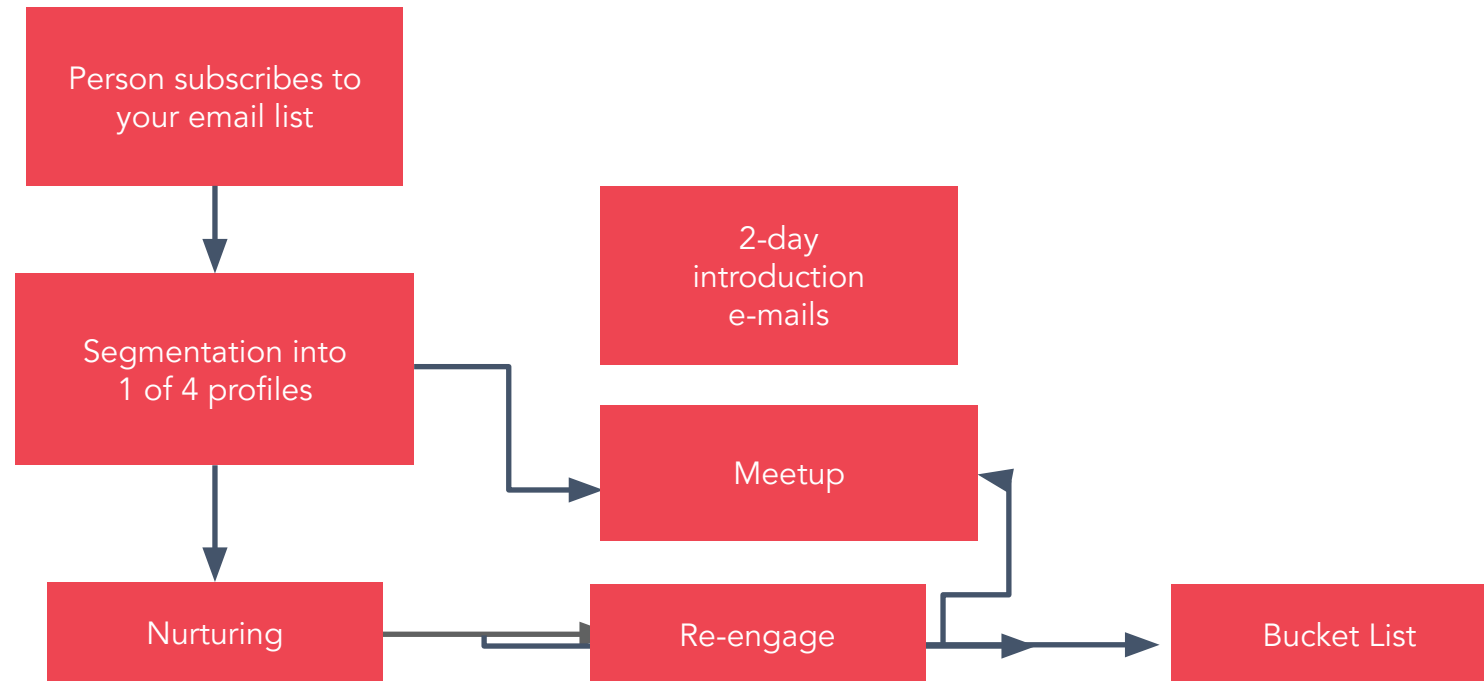
- In order to go viral on social media, the first step is to find out which topics is engaging our target audience
- We do that by listening to what they are saying on their social profiles
- This can be achieved using enterprise social media listening tools such as Meltwater
- The topics we can listen for:
 - What are people talking about NUS Business School?
 - What are students commenting about their life in NUS Business School?
 - Identifying influencers online who can spread your messages



This is a screenshot of a social media listening campaign from Meltwater. Numerous brands use Meltwater to find out what the intended target audiences are talking about.

Additional: Establishing Auto-Funnels and Lead Scoring Capabilities

We have tested different types of e-mail segmentation funnels and found this most effective for achieving high e-mail open rates, click through rates, and conversions for info-sessions and enrolments.



Additional: Establishing Auto-Funnels and Lead Scoring Capabilities



Lead Scoring is a marketing technology that qualifies a prospect based on his email activities

The prospect gains 1 point every time he opens our email

If he clicks on a link, he gains 2 points

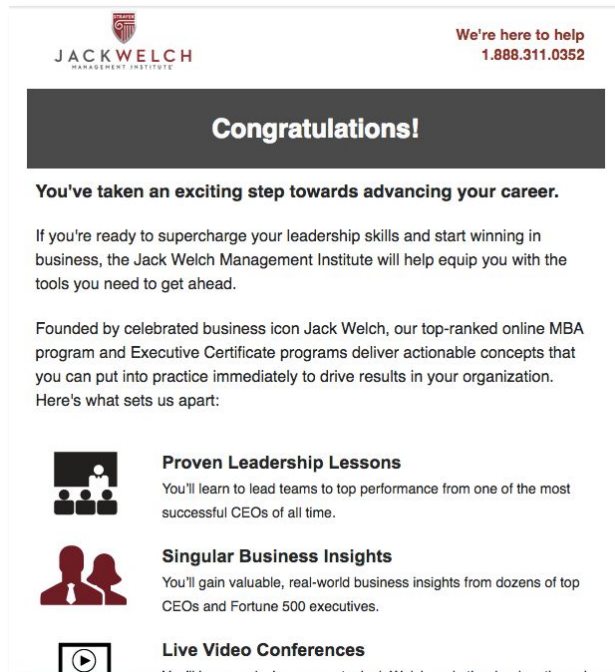
If he forwards the email, he gains 3 points

Once a prospect achieves a certain lead score, this means that he has been reading our e-mails, spending time on our website, and interacting with our contents

That would be a perfect opportunity for the school to engage the prospect on a more personal level, and perhaps have an Officer to speak to him directly

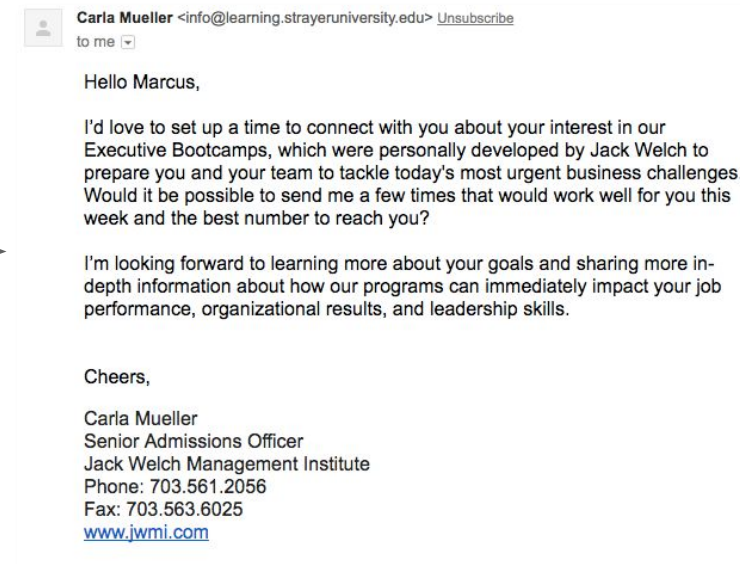
Case Studies: Establishing Auto-Funnels and Lead Scoring Capabilities

Jack Welch Management Institute has set up a similar e-mail auto-funnels to qualify prospective students. This increased their response rates by over 85% **without any increase in resources.**



First Email upon subscribing

→
After opening
dozens of e-mails
from them, I got
this email...



Automatically received this from the Admissions Officer. A reply to this email will directly go to her inbox

Thank you