

AALTO UNIVERSITY, SCHOOL OF SCIENCE

CASE STUDY



Over
90%
of students in the age bracket of 18-26 years are active users of social media and have a presence in at least one social network

University gets ‘Social’ with students

A closer look into how Social Media has helped Finland’s Aalto University School of Science to attract the best talent from around the globe

Client Introduction

Aalto University is strongly future-oriented while, at the same time, building on the combined 300-year-history of three highly regarded universities. Only the best students and researchers are admitted to study and conduct research at Aalto University.

A student-centered culture that encourages people to passionately learn new things is fostered at Aalto University. The new university provides high-quality research and education and creates an internationally attractive environment for learning and research.

Aalto University focuses its research on major global issues. New research environments often evolve into larger research programs or units through themes that require a cross-disciplinary approach.

The Aalto University School of Science is famous for its excellence in both research and teaching. The high

quality of research is reflected in several Centres of Excellence and Academy Professors appointed by the Academy of Finland. In addition to domestic competitive research funding, researchers at the school have obtained a significant amount of funding from the European Research Council (ERC).

Aalto University School of Science uses Social media platforms like Facebook and Youtube to market its programs to students in Asia and Europe.

The university uses the new communication channels to connect with prospective students to offer career guidance, to promote the Finnish student life and to attract international students for its Master Programs.

Executive Summary

Until recently, the Aalto University master programs were primarily promoted through offline channels - education fairs, print media, campus visits. With the rampant growth of social media and the digital world, the University decided to embrace the new communication channels to connect and engage with their target audience, most of whom who are active users of these channels. MixORG, a full service digital marketing agency, was instrumental in designing and driving the online strategy for the University.

The University's communication team and MixORG worked together, aggressively building an online community on Facebook for the Aalto University that comprised of alumni, current students, faculty, prospective students and other stakeholders. The page provided valuable information to students ranging from program related information to entrepreneurial success stories that came from the University. The social media uptake was an overall success and had helped the University to achieve its goals.

Goals

- Make Aalto University more digitally savvy compared to other European Universities by embracing new communication channels
- Use the global reach of social media platforms to grow the University's visibility among prospective students beyond borders
- Create a community and connect directly with prospective students to offer career guidance and assist them with the nitty-gritties of applying to Aalto University - School of Science, Finland
- Promote the much applauded Finnish educational system, culture, lifestyle and student life in order to attract international students
- Showcase the University's Research focus and its distinguished faculty to establish its credibility
- Create an aspiration among the prospective students to apply to the university's programs

AALTO UNIVERSITY - FACTS

80,000 *Alumni*

20,000 *Students*

5,000 *Staff Members*

370 *Professors*

10.6% *International Students*

421 Million Euros *Total Income*

43.7 Million Euros *Research Funding*

Platforms chosen

● Facebook

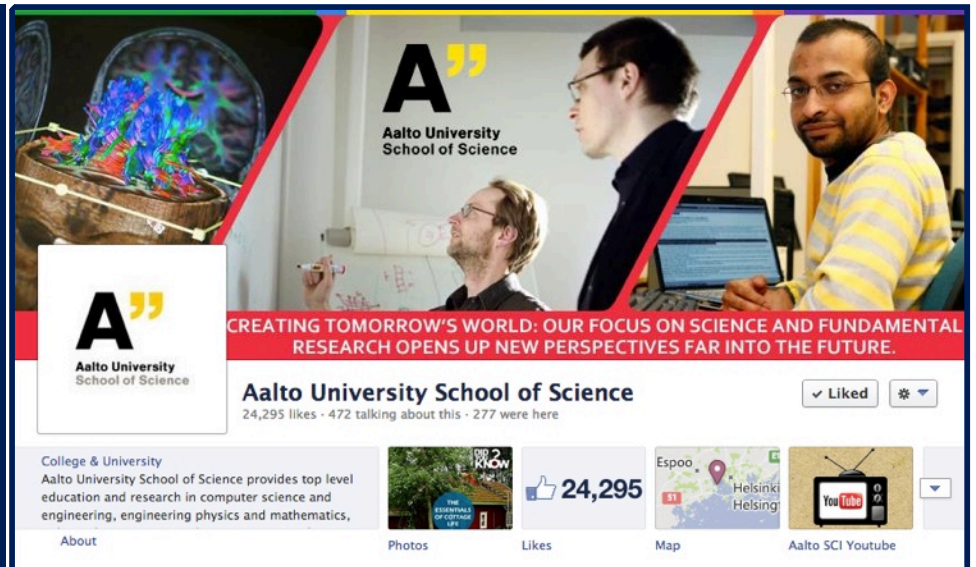
- Fastest growing social network
- Possibility to build an online community
- Run highly targeted digital ads
- Build campaign apps to grow engagement
- Listen & interact directly with fans
- Measure effort with facebook analytics

● Youtube

- Share student life at Aalto University
- Host talks from Faculty
- Walkthroughs of the campus
- Showcase the Finnish lifestyle and culture
- Market international programs

Platform	Handle / URL
Facebook	aaltosci.masters
Youtube	AaltoScience

With a proactive attitude to embrace and apply new communication channels in their marketing, Aalto University has revolutionized the way they connected with International students



Approach

- Aalto University School of Science worked with MixORG, a full service digital marketing agency, to create an online strategy and a year long roadmap for the brand.
- An official Facebook University page was set up and later Alumni and students were invited to 'Like' the page.
- During the content planning stage a number of topical areas were identified that aligned with the message that the University wanted to send out.
- Our creative design team packaged the content into very catchy information bytes that comprised of
 - 'Do you know' series
 - Facts & events of Aalto
 - Education in Finland and Aalto
 - Research and Innovation
 - Alumni testimonials
 - Popular Master Programs at Aalto
 - Entrepreneurship ecosystem
 - Infographics

(Find some examples in the next page)
- Through periodic postings on the Facebook page, the engagement within the page began improving and students began writing to the University enquiring about programs.
- An Ad budget was set apart for marketing the University online and Facebook Ads were designed for the same. The Ads played a huge role in growing the community and in bringing about the necessary traction on the University's Facebook page.
- The social presence of the University was integrated on their website, making it easy for students visiting the website to discover them.
- A list comprising of South Asian universities from where Aalto University School of Science's alumni came was made. Sponsored story ads were then run targeting these students who were from these universities.
- We designed and built a Facebook app to provide downloadable information booklets. This material was available exclusively to only students who were fans of the page. This was achieved using Facebook's fan gating. The students were also requested to drop their personal info if they wanted some guidance from the university's admissions staff.
- The latest youtube videos that were uploaded by the University were also made available to community through an app that we made.

The Finnish Ministry of Education and Culture will distribute annually 3% (approx. € 50 million) of university core funding based on

STUDENT ((FEEDBACK))

Aalto University will use the results of the feedback to develop its activities that are related to studies.

A! Aalto Ventures Program

CHANGE MAKERS LECTURE SERIES

OUR ALUMNUS MÄRTEN MICKOS

HELSINKI DID YOU KNOW

GREEN CAPITAL
A third of Helsinki is covered in green areas

THE FINNISH CAPITAL
590,000 Inhabitants
600 Art Nouveau buildings
The World Design Capital 2012

A" Aalto University School of Science

Our Alumni

"In SDE, I liked the way the curriculum was constructed and the courses were inter-connected. I also appreciated the good structure and continuum which enabled me to understand the importance of the topic I was studying in a real-life context. And so did the practical touch to industry and business given by numerous course guest lecturers. The novelty of the SDE course contents is also worth mentioning, and this is vital in the field of computer science. When I came to Finland, I knew nearly nothing about research. Here, I had the opportunity and honor to have as professors people who are so passionate about the research they conduct and to collaborate with PhD students and researchers. Therefore, I decided to follow an academic path".

Irina Todoran
SDE alumna currently pursuing PhD in Zürich

NETMEDI

photo by Heidi Kärnä

Kaiku

Their first product is called **Kaiku** a tool which allows staff to easily visualize and analyze patient-transmitted data such as form responses and pain levels. For patients, it offers a secure connection with their doctors and nurses, as well as a reliable tool to follow the state of their health.

Netmedi is one of the start-ups founded by students and alumni from Aalto School of Science. Netmedi aspires to improve communication and information flow in healthcare.

Research by :

Department of Computer Science and Engineering

Smarter power management can extend the battery life of mobile devices

RESEARCH NEWS FROM SCHOOL OF SCIENCE

TEEKKARI DID YOU KNOW

A student of technology, loves to make practical jokes. There's even a word for a teekkari prank: JÄYÄ.

A" Aalto University School of Science

Apply now to **NORDSECMOB** Master's Programme in Security and Mobile Computing

Second Application round for self-funded students

CONGRATULATIONS !!!

151 NEW STUDENTS SELECTED TO AALTO SCI'S MASTER'S PROGRAMMES

THE NEW MASTER STUDENTS REPRESENT **37** DIFFERENT NATIONALITIES.

DID YOU KNOW

It might be -25c outside, but it is cosy +25 inside!

DID YOU KNOW

AYY IS A 15 000 MEMBER STRONG UNION

INTERNATIONAL AYY • AALTO UNIVERSITY

Results

- The community grew to a staggering **24,000** fans in less than 6 months.
- A record-breaking amount of applications to its Master's programmes. Aalto University -School of Science saw a **22.8% increase in applications** compared to last year.
- The University has been able to successfully reach students outside the country using Facebook. This has resulted in a huge cost saving for them. In the absence of a social platform the University would have had to spend a significant amount of money in education fairs and country visits by university staff.
- On a day to day basis, Aalto University - School of Science's branded content shared on Facebook receives roughly **2000-3500 views**.
- The page adds between **3000-5000** fans every month as a result of ads, creative content and community engagement.
- The page's content experiences an organic reach of approximately **678,000** unique users on Facebook every month.

- **14500+ people** engage (share, like, comment) with the content posted on the Facebook page every month.
- The Facebook Ads targeted roughly **2.2 Million people** who fit our target audience. The Ads received over **30,000 clicks** that directed students to the University's Facebook page for joining the community.



Through our School's Facebook page, we have been able to directly communicate to our potential applicants on topics that are important to us. We have been very impressed by the growth of our community in such a short time. With Facebook, we can follow how our marketing activities reach the target groups in various countries. For us, this is an exciting social media platform to get experiences from in collaboration with MixORG!

Eija Kujanpää

**Manager of International Relations
Aalto University, School of Science**

FUTURE POSSIBILITIES

- ❖ Start a student blog where students share their experience studying at Aalto University
- ❖ One-on-one live Q&A session with the University's Admission Staff
- ❖ Interactive and social physical spaces within the University for students to engage with
- ❖ Intelligent twitter engine that auto tweets to students who talk about Aalto University
- ❖ Expand marketing initiatives to under tapped countries to attract the best talent pool
- ❖ Formation of a University Volunteer group comprising of students, professors and administration staff who actively engage with prospective students
- ❖ Build some campaign app that grow the University's name through word of mouth



It was not very long ago that words such as liking, sharing, following, tagging, and stumbling all had very different meanings. But in the era of social media, they provide the means for universities to get 'social' and engage directly with their students to provide an unparalleled quality of education.



About MixORG

Helping brands go Social



As a full service digital marketing agency, [MixORG](http://www.mixorg.com) helps organisations and brands in the Education domain to achieve more by providing strategic, creative and technical expertise to harness the transformative potential of today's digital landscape.

Whether it is developing digital strategy, running an online campaign, building a website or using innovative marketing techniques, MixORG can provide services that cut across the digital spectrum.

MixORG has vast experience offering strategic consulting and end to end execution of digital strategies for companies such as Aalto University - Finland, Career Launcher (Asia's leading education service provider), Jamboree, Smart Careers, HT Studymate, etc.

Our modus operandi is to understand every aspect of your business and subsequently align our activities to

help you achieve your goals. We strive to ensure that our clients create a substantial revenue stream that is purely driven by this digital transformation.

Our Services

- Strategy and Planning
- Social Media Marketing
- Web Design and Development
- Search Engine Marketing (SEM)
- Social Media Training
- Mobile Application Development

For more information about us, please visit www.mixorg.com

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