

CAMPAIGN MAP EXAMPLE

Brought to you by Vermilion Marketing						
Persona 1 International Student looking for Australia Higher Education Institution						
Student Journey	Discover	Compare	Consider	Commit	Advocate	Notes
Prospective Student Questions	What degree do I need to become a teacher?	What are the best schools for teaching degrees?	What will I learn and how will I prepare for becoming a teacher?	What are the application requirements?	Why do I like this school?	With each of these questions, consider keywords for SEO
	What should I teach?	What schools offer the degree I want?	Who will teach me?	What do I need to apply? - Test Scores? Transcripts? Recommendations?	Why do I like this country?	
	What types of teachers have the greatest demand?	What schools offer teacher prep?	Is this school a good fit for me?		What kind of activities do I like?	
	Why should I become a teacher?		Will classes work with my schedule?		Where can I find casual work?	
	How do I get licensed to teach?		How much does it cost?			
	What are the requirements for becoming a teacher?		How long will it take to get my degree?			
Student Goals	Determine what degree I need to achieve my career goals	Identify schools that offer the degree I need	Evaluate whether or not your university's degree program meets my needs	Apply to your university	I'm going to tell my mates how I love your university	Map considerations to other Personas who may influence Student's Goals
Content Touch Points	A quiz that tell you what kind of teacher you should be	Content about your university's award winners (articles, news release, social media and videos)	Specific information about the degree program, teaching philosophies and degree requirements outside coursework	Downloadable guide on How to Apply	Engaging social media profiles - videos of facilities, dorm, student activities & experiences	Consider content and assets relevant to audience at each touch point.
	A guide to becoming a teach in the state of NSW, Australia	Bachelor's degree program web pages	Information or video about faculty	Undergraduate application requirements	Blog/videos - testimonials	
	A video or articles that talk about the benefits/rewards of being a teacher	Why your university is different from other colleges that offer teaching degrees	Information about when classes are offered	Application form	Student help pages	
	An infographic that maps the paths to becoming a teacher	Engaging social media profiles	Tuition and financial aid information		Open Day events	
Conversion Actions	Sign up for ENewsletters or Request for More Information	Request for More Information	Request for More Information. Invite to Open House Event.	Download Guide and Apply. invite to Selection Event.	Attract Followers and Sign Up for Virtual and on-site Events	Ensure relevant CTA in your tactics
Your Marketing Goals and Timeline	e.g. 2000 student interests ... ongoing	e.g. 1000 enquiries @ 6 months before application closes	e.g. pre-select 500 @ 3 months before application closes	e.g. 300 who passed university entry criteria, select 150 candidates @ 2 months before application closes	e.g. Gain 1000 followers ... ongoing	State marketing goals, timeline. Be S.M.A.R.T.