

Case Study

Educational and Academic Institutes

With a variety of educational institutions and organisations in South East Asia, conveying a message or unique value proposition for brands is becoming increasingly challenging. With the very nature of this type of sector, it is important to be up to date and relevant when it comes to the utilisation of technology in marketing and branding. In the majority of cases, the demographic targeted within this sector are of the younger generation, heavily using technology and digital media.

In order to effectively communicate and engage with this audience, academic institutes of every type will need to equip themselves with the right tools to do so. Social media sites, email and SMS marketing, mobile apps and digital video are all channels that can effectively achieve the right results. Charles Mann has worked closely with a number of establishments within this sector and assisted in creating strong strategies for marketing and promotion, helping to create market specific campaigns.

Our Clients:



Tenby Educare is a well known and reputable brand when it comes to private school education. With a high reputation, the marketing team at Tenby wanted to utilise the power of social media to further enhance their online presence as well as utilise it as a communications forum, particularly with parents.

Due to the sensitive nature of the education sector, Tenby were particularly concerned with creating specific usage policies and guidelines to ensure effective and ethical use of the social media platform. With Charles Mann's help, Tenby Educare was able to understand the scope of social media to an extent that enabled them to correctly and safely utilise it as a marketing tool.



The **Universiti Teknologi Malaysia's (UTM)** School of Professional and Continuing Education (SPACE) wanted to highlight the power of digital media and technological tools as well as social media networks, to heads of department and staff members intending to efficiently use a variety of mediums to enhance online presence.

With a reputation as a leading educational establishment in Malaysia, UTM felt it necessary to provide this valuable information to its staff, and in turn, to its professional client base.



The **Al-Maghrib Institute** was setup as an adult education provider in Canada in early 2000. With international offices and programs running all over the globe, the Malaysian office requested Charles Mann to help train its marketing and PR team to manage and run its online channels in an effective and structured manner.

By learning specific benefits that social media and email marketing could bring to their brand, A-Maghrib was able to engage with its client base maximising the impact it was trying to generate.



With over 40 kindergartens all over Malaysia, **Brainy Bunch** has established itself as a high quality educational establishment, specialising in the Montessori system of teaching. By creating a niche syllabus incorporating the Montessori methods along with the secular approach, Brainy Bunch has established a dedicated customer base that is growing at a steep rate.

With its new elementary school, plans for a high school in Cyberjaya and launch of international branches of its kindergartens in Australia, India and Palestine, Brainy Bunch attended Charles Mann training courses to learn more about the techniques it could utilise to spread its news, updates and messages to existing parents and clients, as well as prospective new customers.

Other Clients Include:



Recommended Courses:

- **Social Media Marketing for Business** – Is Your Business Social Enough?
- **Effective Email Marketing** – Create Powerful Email Marketing Campaigns
- **Using Facebook in Business for Beginners** – A Beginners Course in Using Facebook
- **Advanced Facebook Techniques for Business** – Learn About the Powerful Tools in Facebook
- **Search Engine Optimisation (SEO)** – Improve Your Websites Search Rank in Google
- **Mobile Apps Development for Business** – Create Effective Custom Apps

Further details can be found on our website:

www.charlesmann.com.my