



LKY SCHOOL AWARD SUBMISSION

**“Leveraging Facebook to Drive School’s
Outcomes”**

<https://www.facebook.com/nuslkyspp/>

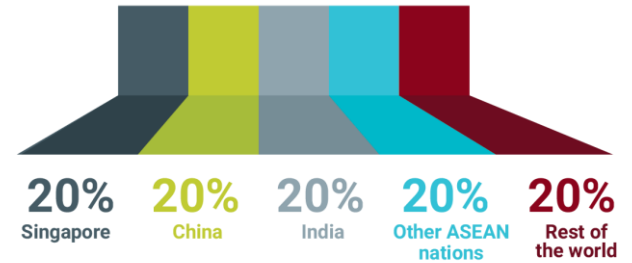
- 1,100% increase in fan growth
- 271% increase in leads generated
- 62.5% decrease in Cost/Lead

Background

Established in 2004, the LKY School of Public Policy is Asia's leading school of public policy, and the first to introduce a fully integrated multidisciplinary curriculum. The School boasts a distinguished faculty active in research, and a diverse student body of 400 students spanning 50 countries.

A key component of the LKY School's vision is to transform the world through good governance and leadership excellence. To do so, the LKY School creates a **diversified classroom**, where we expose our students to a multicultural experience, further enhanced by a select mix of professionals across sectors such as government, media, law, technology, etc.

Target Countries for Student Recruitment:



Challenges and Research

Given the different geographies that the school need to reach out to, the current recruitment process includes in-market events and activities to reach out and engage prospective students. However, due to the travel costs required, there is a need to embark on a digital strategy that can aid and assist the existing in-market efforts of recruitment such that the recruitment activities can be more sustainable.

With the wide variety of target markets, there is also a need to better identify what works for every market. As such, there is a need to conduct a proper research with prospective students, existing students and alumni to better understand the aspirations of each market.

The first key finding we uncovered was that audiences in different countries respond to different marketing messages. For example, prospective students in China and India are more interested in the School's rankings and international reputation, as compared to those in the other regions. On the other hand, the prospective students in the ASEAN region are more concerned with career prospects and opportunities after graduation. Almost all prospective students care preferred valuable contents (they can learn from) over promotional contents (hard-selling).

The second finding was related to the preferred social media platforms of our target audience. Almost everyone chose Facebook as their key platform, except for the Chinese audience, who preferred WeChat.

Strategy

Guided by the research findings, the team started out by creating a LKY School Facebook Page (www.facebook.com/nuslkyspp/) as an anchor platform to engage our prospective students.



The Facebook strategy was centred on the below 5 areas:

Content-focused:



1. Content that drives value to the audience as opposed to promotional content
2. Preparing content ahead of trending issues such that they can be deployed 'real time'
3. Various bite sized formats that give audience interesting nuggets of information
4. Celebrating communities and their achievements



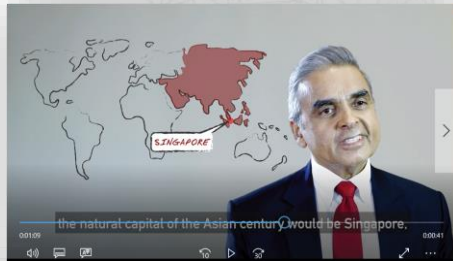
Constant testing and optimization:

5. A/B tests on lead generation forms, length of copy, creatives

01

Content that drives value to the audience as opposed to promotional content.

Instead of promoting our new Masters in International Affairs programme upfront by simply announcing that we have a new programme, we created a series of interview videos with faculty, to talk about what does being in Asia mean and the current trends in international affairs. As a result, many of our content are shared by high profile influencers on social media.



Example of video -
<https://www.facebook.com/nuskyspp/videos/1251011984938695/>



02

Preparing content ahead of trending issues such that they can be deployed 'real time'

Ahead of time, content is created such that they can be deployed once the opportunity arises. As a result of pre-preparation, content is sometimes wasted (e.g. many faculty predicted that Hilary Clinton would win – resulting in content that could not be used) but that is a common understanding that the organisation has achieved to ride on such opportunities.

U.S. Elections 2016 results (pre-interviews with faculty)

Lee Kuan Yew School of Public Policy added 4 new photos. November 10 · 🌐

The results for #USElections are out. What's next for America? We give you 4 views from our faculty.

The grid contains four quotes from faculty members:

- Professor Kishore Mahbubani:** "Managing a rising China will be the priority for the next American President."
- Kwesi Ninsin:** "Setting out the US mission and working to win public support are two most important things for the next President. Candidates trade with East Asia, and climate change creates rifts."
- Professor Kheng Yuen Fong:** "America's active economic and military engagement with Asia should continue mainly because of its contribution to regional peace and prosperity."
- Professor Hoang Binh:** "We will surely hear a lot of thunder, but not much rain on the South China Sea."

Each quote is accompanied by a small portrait of the faculty member and the text "Hear it from our Faculty".

Joseph Schooling's Olympic win (tying his win with Mr. Lee Kuan Yew's quote)

Lee Kuan Yew School of Public Policy
Published by Stanley Lim (7) · August 13 · 🌐

Dreams do come true with hard work and discipline. Congratulations to Joseph Schooling for winning Singapore's first Olympics Gold medal and also to Michael Phelps for displaying awesome sportsmanship! (Photo: Channel News Asia)

The tweet includes a photo of Joseph Schooling and Michael Phelps. A sign in the foreground reads: "YOU WANT TO REACH YOUR GOALS AND DREAMS YOU CANNOT DO IT WITHOUT DISCIPLINE".

International Anti Corruption Day 2016

Lee Kuan Yew School of Public Policy

International Anti-Corru

Zeger Van Der Wal
Assistant Dean (Research) & Associate Professor

International Anti-Corruption Day

3 unknown things about corruption

1. It's not always about money but often about personal affairs.
2. Perpetrators are often known as effective 'can do' employees.
3. Cultural acceptability should be tackled first before punishment becomes effective.

03

Various bite sized formats that give audience interesting nuggets of information.

Given the short attention span of audience on Facebook, different formats of content were pushed out to continuously engage them. This also helps in giving us an indication on which content format works best for our audience.



Highlight videos (#5viewsin90s)

<https://www.facebook.com/nuslkyspp/videos/1378402062199686/>



Graphics videos

<https://www.facebook.com/nuslkyspp/videos/1182666651773229/>



Full length / Facebook Live videos

<https://www.facebook.com/nuslkyspp/videos/1153189548054273/>



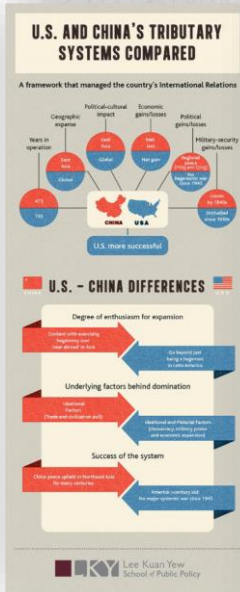
'Ted Talk' style videos

<https://www.facebook.com/nuslkyspp/videos/1224759680897259/>

03

Various bite sized formats that give audience interesting nuggets of information.

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Quotes



Photo story (coupled with captions)

Infographics

04

Celebrating communities and their achievements

Besides content focusing on public policy, international relations, communities' achievements/interviews form a large part of our content calendar. These human stories also help humanise the school's brand and mission.

"Everyday, I would see the work that I do positively impacting people's lives."

Jacqueline Chen (MPP 2009)



"I wake up every day reminding myself of the countless unconditional gifts I have received and am still receiving and the many people whose values I must represent."

Will Chua (MPP 2011)



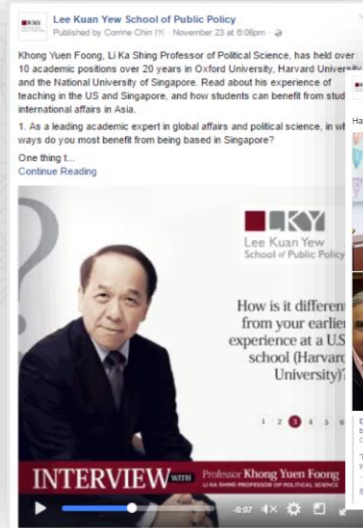
Onsoi Dan I pray that God who is able to do great and mighty things upon you will do more favor and open more doors and opportunity to the lives of Cambodians. You are a Blessing! God bless you...

Like · Reply · Message · July 5 at 11:08pm

Alumni



Existing students



Faculty



05

A/B tests

Where possible, AB tests are conducted such that we can optimise the campaigns to achieve higher ROI.
Examples of AB tests as below:

Lee Kuan Yew School of Public Policy

Learn more by providing your info below.

Nationality

Full name

Email

Company name

Job title

Country

By clicking Submit, you agree to send your info to Lee Kuan Yew School of Public Policy, who agrees to use it in accordance with their privacy policy. Facebook will also use it subject to our Data Policy, including to auto-fill forms for adverts. Facebook Data Policy National University of Singapore Data Protection Policy

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

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Want to make a REAL impact in Singapore, Asia, and the World?
The Lee Kuan Yew School of Public Policy can help you get there.
Learn from some of the smartest brains in Asia... See More



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Join the #1 ranked University in Asia through the Lee Kuan Yew School of Public Policy, and help build better livelihoods in a more sustainable world.

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Copy length (short copy vs long copy)

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Learn from some of the smartest brains in Asia!
- Develop creative solutions to problems your country faces
- Seize opportunities in every challenge
- Embrace the diverse cultures in your community
- Thought leadership and improving standards of governance

== ACADEMIC EXCELLENCE ==
Ranked #1 in Asia, #12 in the World, and #7 in Social Policy & Administration, NUS (National University of Singapore) is a world-class institution with an unwavering focus on academic excellence.
We invite you to join us, and help build better livelihoods and contribute to a more sustainable world.

== UNIQUE CAREER OPPORTUNITIES ==
By working with a wide range of organisations, such as the Asian Development Bank, United Nations and World Bank, we are able to enhance internships and job opportunities for you.


In addition, our Career Services Unit provides sound career advice that is specifically tailored to your own unique background.

== SCHOLARSHIPS & GENEROUS FINANCIAL SUPPORT ==
With strong support from our donors, more than half of our students benefit from some form of financial support including scholarships and grants.

== CLASSROOM DIVERSITY & INTERNATIONAL STUDENTS ==
International students make up about 80% of the cohort, and a typical class has students from more than 70 countries.
This lets you experience the global diversity of culture and perspectives.

== IMPRESSIVE ALUMNI ==
Our alumni network spans over 80 countries and comprises ambassadors, senators, social entrepreneurs, government officials and private sector leaders serving Asia and beyond.

Want to know more?
Request your free brochure by clicking the image below.



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JAKARTA GRADUATE PROGRAMMES INFORMATION SESSION 2016

Lee Kuan Yew School of Public Policy NUS



CHENNAI GRADUATE PROGRAMMES INFORMATION SESSION 2016

Lee Kuan Yew School of Public Policy NUS

Creatives (geo-specific images vs generic images)

Measuring our performance

Fan Acquisition:

Number of Fans (Jan 2016): 28,000

Number of Fans (Jan 2017): 325,000

**1,100%
increase**

School / University



Facebook Fans (As of 15 Dec 2016)

340,919



Lee Kuan Yew
School of Public Policy

310,500



310,377



227,931



193,182

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

Measuring our performance

By adopting Facebook as the key platform, the team was able to access detailed statistics with regards to the reach and performance of each individual posts in the various target countries. We focused on several statistics, such as click-through rates (CTR), cost-per-click (CPC). This helped the team to calculate our conversion rate, cost per lead and ultimately, our return on investment (ROI).

Total budget: \$23,617

Total leads: 3,668 leads

Conversion rate: 0.11% (base: impressions)

Cost per acquisition: \$6.44

Measuring our performance

This campaign was executed from 2015-2016. We ran our analysis and arrived at the following achievements, in terms of leads sourced via Facebook. As a result of our persistent optimisation efforts in 2016, the team was able to achieve two significant returns: a 271% increase in leads attracted via Facebook and a 62.5% decrease in cost per lead.

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)

Appendix: Samples of best performing posts

Below are some samples of our best performing posts of the campaign.

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%.



We also reviewed our leads-generation campaign and looked into the units that achieved at least 5,000 impressions. Below are some units we wish to highlight.

This ad unit achieved the highest click-through rate of 4.38% and a cost-per-acquisition of \$0.92.



Lee Kuan Yew School of Public Policy
Sponsored (Items) - 3

Do you have a keen interest in global affairs and Asia?
Want to be a future leader and improve the level of governance in Asia?
Our Master in International Affairs programme brings Asia's role as a key influencer in world affairs to the forefront.
Grants, scholarships, and financing options available.
Join us at Asia's #1 ranked University.
*Applicants must possess a Bachelors (Honours - second class and above) degree or its equivalent.
Request your free brochure today!

Now Open: Master of International Affairs
Join the #1 ranked University in Asia through Singapore's Lee Kuan Yew School of Public Policy, and help build better livelihoods in a more sustainable world.

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This ad unit achieved the lowest cost-per-acquisition of \$0.88, with a click-through rate of 1.67%.



Lee Kuan Yew School of Public Policy
Sponsored (Items) - 3

With Scholarships and Grants enjoyed by more than 50% of our students...
There's never been a better time to pursue a Masters or Doctorate at Singapore's Lee Kuan Yew School of Public Policy.
Request your FREE brochure today!

Scholarships & Grants at Singapore's LKY School of Public Policy: Do You Qualify?
Join the #1 ranked University in Asia through the Lee Kuan Yew School of Public...

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We also took a further look into our leads-generation campaign, with regards to various target markets.

This ad unit was shown to the ASEAN audience, and it achieved a reach of 73,887 impressions, with a click-through rate of 4.38%.



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Do you have a keen interest in global affairs and Asia? Want to be a future leader and improve the level of governance in Asia? Our Master in International Affairs programme brings Asia's role as a key influencer in world affairs to the forefront. Grants, scholarships, and financing options available. Join us at Asia's #1 ranked University. *Applicants must possess a Bachelors (Honours - second class and above) degree or its equivalent. Request your free brochure today!




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This ad unit was shown to the Indian audience, and it achieved a reach of 21,687 impressions, with a click-through rate of 3.09%.



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As the world gravitates to Asia's economic opportunities and fast growing markets, a new Asian dimension to the discourse of international affairs has emerged.

Commencing July 2017, the Lee Kuan Yew School of Public Policy will offer the Master in International Affairs programme, developed to prepare future ready international Affairs practitioners, in both public and private sectors. Only 30 places are available for the inaugural intake. Click the image below and leave us your Email address for further exclusive updates.



INTERNATIONAL AFFAIRS
With an Asian Perspective

NEW: Master in International Affairs
kickstart your career and be the change that Asia needs. Enter your email address now to find out more about this programme.

[Sign Up](#)

SIGN UP FOR UPDATES NOW!

This ad unit was shown to the USA audience, and it achieved a reach of 15,808 impressions, with a click-through rate of 2.95%.



Lee Kuan Yew School of Public Policy
Sponsored (demo) - 3

As the world gravitates to Asia's economic opportunities and fast growing markets, a new Asian dimension to the discourse of international affairs has emerged. Commencing July 2017, Singapore's Lee Kuan Yew School of Public Policy will offer the Master in International Affairs programme, developed to prepare future ready international affairs practitioners, in both public and private sectors.

The LKY School is part of the National University of Singapore which was most recent... [See More](#)



NEW: Master in International Affairs
Kickstart your career and be the change that Asia needs. Enter your email address now to find out more about this programme.

[Sign Up](#)

SIGN UP FOR UPDATES NOW!

This ad unit was shown to the South Asian audience, and it achieved a reach of 25,336 impressions, with a click-through rate of 2.53%.



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Want to make YOUR local community a better place?
Singapore's Lee Kuan Yew School of Public Policy can help you get there.
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146 2 Comments

As a result of our persistent optimisation efforts, we discovered that images with human faces performed better than those without. We further discovered that the best images were people in class having real group discussions or chats, with the different nationalities in them, as opposed to “posed” images.

This ad unit achieved a reach of 6,138 impressions, with a click-through rate of 0.78%.



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Pursue a Master in Public Policy at Singapore's Lee Kuan Yew School of Public Policy.
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This ad unit achieved a reach of 6,726 impressions, with a click-through rate of 0.85%.



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