

جامعة الشرقية  
A'SHARQIYAH UNIVERSITY



## ASU Marketing Strategy

2021/25

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### Approvals

This document has been approved by

Name	Date
1. Board of Trustees	23 December 2021

### Implementation and Responsibility

Document owner	Contact person	Date of Implementation
Deputy Vice Chancellor for Resources & Institutional Support	Director of Public Relation and Media Department	23 December 2021

### Revision history

Version	Author/Reviewer	Revision(s) made	Date

## **INTRODUCTION:**

ASU Marketing Strategy guides all marketing activities at ASU in line with ASU Strategic Plan (21 – 25). It was developed following a rigorous analysis of key data elements including number of students registered per program, market rates positioning, comparative rates and marketing analysis 2021. It determines appropriate marketing tools to promote ASU programs and services. It defines the position of ASU locally and internationally. It reflects ASU identity programs, and services for community and public as a higher education institution in Oman with the aim of providing quality higher education and quality community services.

## **ASU VISION:**

ASU aspires to be a leading higher education institution in Oman that promotes authentic values, innovation and socio-economic development.

## **ASU MISSION:**

ASU advances knowledge through innovative learning and applied research that will contribute to the economic and social development of the region by providing a conducive environment enhanced by international collaboration.

## **ASU VALUES STATEMENT:**

ASU understands its responsibilities in nurturing values as part of its corporate social responsibilities.

Driven by our vision and mission, ASU Strategic Plan (21 – 25) has embraced the following values:

- **Endeavour:** We will seek to perform our best in everything that we undertake to achieve our individual and the University's collective goals.
- **Respect:** We will treat our students, staff and all the University's stakeholders with consideration and regard.
- **Openness and Trust:** We will be honest, sincere, and trustworthy in all our dealings with the University's internal and external stakeholders.
- **Accountability:** We will throughout the University be highly committed and responsible for our actions and performance.
- **Social Responsibility:** We will consider the impacts of our actions and the University's activities on the welfare of our students, staff, the wider community, and the environment.
- **Creativity:** we will seek new ideas, approaches, and opportunities for the benefit of our students, staff, and the wider society.

## **Target Audiences:**

- Students
- Parents
- Public / Community

## **Marketing Channels:**

- Traditional Media Channels
- Digital Media Channels
- Forums, Exhibitions, Webinars, Educational Gatherings, Event
- Visits / Relations



- Current Students, Student Parents & Staff

**MARKETING STRATEGY OBJECTIVES:**

This Marketing Strategy has the following objectives:

1. Provide the best of service for prospects enquiries (Student Recruitment Stage) and enhance our service for applicants (Admissions Stage).
2. Maintain a healthy financial position to continue investment in ASU's Mission, Vision and Student Experience.
3. Determine the University's market position and specific target stakeholders
4. Improve ASU's brand identity and perception as a university that provides a high-quality education, raise community awareness, and improve the university's reputation regionally
5. Develop a comprehensive marketing approach, marketing techniques, and actions from different University's Units.
6. Plan and implement marketing campaigns to maximize student enrolment.
7. Employing data driven from research approaches, assess the efficiency of marketing activities.
8. Recognize ASU Locally, Regionally & Internationally.
9. Enhance ASU online presence.
10. Promote University and campus life experiences.

**INITIATIVES:**

This section describes the initiatives for each of objectives in the previous section.

**Objective 01: Provide the best of service for prospects enquiries (Student Recruitment Stage) and enhance our service for applicants (Admissions Stage):****Initiatives:**

- 1.1 We will provide up-to-date information about our university and its programs through traditional & digital media.
- 1.2 We will establish a call-centre for better communication with public enquiries and professional customer service.
- 1.3 We will organize students' attraction (enrolment) events to raise awareness of our university programs and enhance our image.

**Objective 02: Maintain a healthy financial position to continue investment in ASU's Mission, Vision and Student Experience:****Initiatives:**

- 2.1 We will seek commercial sponsorships for our university events.
- 2.2 We will follow a professional marketing strategy to promote our university and increase student recruitment.
- 2.3 We will attract self-funded students to lower dependency on government scholarships.
- 2.4 We will target expatriate students.

**Objective 03: Determine the University's market position and specific target stakeholder**

The plan will use research, a demographic data to attract and enrol new students, increase community knowledge about A'Sharqiyah University, and reinforce ASU as a choice regionally.

**Initiatives:**

- 3.1 We will compile demographic information for ASU's service area.
- 3.2 We will conduct phone calls to students who opted ASU as one of their preferred institutions and persuade them to join ASU.

**Objective 04: Promote ASU's brand identity and awareness as a university that provides a high-quality education, raise community awareness, and improve ASU's reputation regionally.**

Everything the university says or does is part of its branding. Every press release, flyer, email, and presentation; every Facebook, Twitter, and Instagram post; every service, advertising, and any information says something about the university - what we are for and what we're doing. To have strong, consistent messaging, everything must be in sync.

**Initiatives:**

- 4.1 internal and external strategic marketing campaigns (including promotional visits to schools and other Industrial Organizations) that reinforce, promote, and defend brand identity, relevance, successes, and reputation will be developed, implemented, and evaluated.
- 4.2 We will enhance the internal and external communication to engage all stakeholders and satisfy their needs.
- 4.3 We will encourage participation in university celebrations, educational, cultural, and social events & publish all events through social media channels and other communication channels.
- 4.4 In design and print (Hard & Soft) production, we will reflect the university's brand and strengthen ASU's graphic/digital identity standards and related policies.
- 4.5 . For ASU, we will create and unified deep baritone and visual identity.

**Objective 05: All across University, to develop a comprehensive marketing style of communication, marketing strategies, and actions from different colleges and department**

Integrated Marketing Communications aims to bring together all elements of marketing communication, such as advertising, promotions, public relations, and direct marketing, rather than enabling them to execute separately.

**Initiatives:**

- 5.1 Through the development of integrated marketing approaches, we will support promotional activities.

**Objective 06: Develop and conduct marketing campaigns to boost student enrolment:**

Targeted marketing is more than important; it's an expression of who you are in the global marketplace, what advantages you have to offer, and, most significantly, who your shoppers and competitors are. When it comes to higher education, students have a variety of opportunities; adult learners want and require flexibility; we need to reach a wider stakeholder and help to develop strategic messages that are aligned with the ASU brand that will be focused and appropriate. When we communicate with our target, we must customize our communications precisely to ensure that we are recognized rather than avoided.

**Initiatives:**

- 6.1 We will assist in Students enrolment management strategies to increase high school student enrolment number at ASU
- 6.2 We will generate press media promotions, publications, and digital methods to enhance ASU position among the local and international market.
- 6.3 We will create a channel of communication with different institutions to give support for a positive university experience that encourages student recruitment, enrolment, and retention.



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- 6.4 We will develop & implement a marketing project especially designed for colleges with low number of students.
- 6.5 We will develop & implement a marketing project to attract Postgraduate students.
- 6.6 We will develop and implement marketing initiatives to attract transfer students.

### **Objective 07: Using data-driven research approaches, assess the success of marketing activities:**

#### **Initiatives:**

- 7.1 We'll evaluate traditional paid media by checking at post-paid/post-campaign statistics.
- 7.2 We will assess non-traditional/new media marketing activities.
- 7.3 We will perform a communications audit of marketing materials.

### **Objective 08: Recognize ASU Locally, Regionally & Internationally:**

#### **Initiatives:**

- 8.1 We will provide supporting materials for OAAA accreditation.
- 8.2 We will promote ASU and its programs and facilities to be known nationally and internationally.
- 8.3 We will communicate with a number of HEIs in other countries to get recognition.

### **Objective 9: Enhance ASU online presence:**

#### **Initiatives:**

- 9.1 We will activate ASU official accounts on social media channels and update/feed each channel with daily events and news.
- 9.2 We will enhance overall website design to improve web presence and effectiveness.
- 9.3 We will utilize social media to promote ASU & increase search optimization.

### **Objective 10: Promote University and campus life experiences:**

#### **Initiatives:**

- 10.1 We will expand and leverage student presence online, through social media engagement and their representation of ASU.
- 10.2 We will promote University offers to the community and public.

## **MARKETING KPIS:**

KPIs have been developed for all initiatives and corresponding targets have been set for the next four years.  
(See appendices 1: Marketing Measures)

Objective	Initiatives	Measure				
			21/22	22/23	23/24	24/25
<b>Objective 01:</b> <b>Provide the best of service for prospects enquiries (Student Recruitment Stage) and enhance our service for applicants (Admissions Stage):</b>	1.1 We will provide up-to-date information about our university and its programs through traditional & digital media	Average stakeholders' satisfaction regarding the quality of printed promotional material for university-wide and academic/admin units (Prospectus, Brochures, .....).	75%	80%	80%	80%
		Average stakeholders' satisfaction of digital marketing campaigns (Email, Public Relations, Social Media, etc.).	75%	80%	80%	80%
	1.2 We will establish a call-center for better communication with public enquiries and professional customer service	Average stakeholders' satisfaction of the services of call center in providing better communication and better call services.	75%	80%	80%	80%
	1.3 We will organize students' attraction (enrolment) events to raise awareness of our university programs and enhance our image.	Average stakeholders' satisfaction of enrolment events done by PR & media in attracting and recruiting students.	75%	80%	80%	80%
<b>Objective 02:</b> <b>Maintain a healthy financial position to continue investment in ASU's Mission, Vision and Student Experience:</b>	2.1 We will seek commercial sponsorships for our university events	Revenue amount generated from sponsorships.	1500	1500	2000	2000
		Number of sponsorships annually.	5	8	10	12
	2.2 We will follow a professional marketing strategy to promote our university and recruit the right number of students	Stakeholders' average satisfaction about the marketing strategy as reflected in student recruitment surveys.	70%	75%	80%	85%

		Average satisfaction rates about the image of ASU among stakeholders.	75%	80%	85%	85%
	2.3 We will attract self-funded students to slower dependency on government scholarships	Percentage of annual increase of self-funded students enrolled.	32%	34%	37%	40%
		Percentage of annual increase of corporate sponsored students enrolled.	2%	2%	3%	3%
	2.4 We will target expatriate students	Number of expatriate students enrolled.	20	30	40	50
<b>Objective 03: Assess the college's market position and identify special target audiences:</b>	3.1 We will compile demographic information for ASU's service area	Number of demographic reports generated annually	2	2	2	2
	3.2 We will conduct phone calls to students who opted ASU as one of their preferred institutions and persuade them to join ASU	Number of phone calls made to targeted students	700	800	1000	1500
<b>Objective 04: Improve brand identity and perception about ASU as a university offering high standard of education, to promote community awareness, and enhance ASU's reputation in the service area:</b>	4.1 We will develop, execute, and assess strategic marketing campaigns (including promotional visits to schools and other Industrial Organizations), both internal and external, that strengthen, promote, and protect brand identity, relevance, accomplishments, and reputation	Number of marketing campaigns	25	30	35	40
		Number of school and industrial visits	5	5	6	8
	4.2 We will enhance the internal and external communication to engage all stakeholders and satisfy their needs	Average Stakeholder's Satisfaction about ASU branding	70%	75%	75%	80%
	4.3 We will encourage participation in university celebrations, educational, cultural and social events & Publish all events through Social media channels and other communication channels	Number of awareness campaigns	3	4	4	4
		Number of events posts/published in social media and other communication channels	150	200	250	300



	4.4 We will reflect the university's brand and strengthen ASU 's graphic /Digital identity standards and related policies in design and print (Hard & Soft) production	Average of Stakeholders satisfaction about ASU Graphic and Digital design	75%	75%	75%	80%
	4.5 We will create and establish a unified voice and visual identity for ASU	Number of Voice and Visual Identity produced	5	6	7	8
<b>Objective 05: Implement an integrated marketing approach to communication, marketing strategies, and efforts from various colleges and departments across the University:</b>	5.1 We will support outreach efforts through the development of integrated marketing methods	Percentage of consistency between print and electronic media	100%	100%	100%	100%
		Percentage integration of design elements across all external and internal communication methods (publications, advertising, collateral materials, signage, website, etc.)	95%	100%	100%	100%
		Percentage of consistency in messaging and branding relevance	95%	100%	100%	100%
<b>Objective 06: Create and implement marketing activities to increase student enrollment:</b>	6.1 We will support enrolment management tactics to increase the enrollment of area high school students at ASU	Percentage of annual increase of self-funded high school students enrolled	5%	5%	5%	5%
	6.2 We will generate press media promotions, publications, and digital methods to enhance ASU position among the local and international market	Number of media coverages, Published articles, Newsletter issues, published adverts, locally	30	40	45	50
		Number of media coverages, Published articles, Newsletter issues, published adverts, internationally	10	15	20	25
	6.3 We will create a channel of communication with different institutions to give support for a positive university experience that encourages student recruitment, enrollment and retention.	Percentage of annual increase of corporate sponsored students enrolled.	5%	5%	5%	5%
		Percentage of corporate sponsored students retained.	75%	85%	85%	90%

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	6.4 We will develop & implement a marketing project especially designed for colleges with low number of students.	Percentage of completion of the marketing project	100%	100%	100%	100%
		Implementation of the marketing project	100%	100%	100%	100%
	6.5 We will develop & implement a marketing project to attract Postgraduate students, especially designed for colleges with low number of students.	Percentage of completion of the marketing project	100%	100%	100%	100%
		Implementation of the marketing project	100%	100%	100%	100%
	6.6 We will develop and implement marketing initiatives to attract transfer students.	Percentage of completion of the marketing project	100%	100%	100%	100%
		Implementation of the marketing project	100%	100%	100%	100%
<b>Objective 07: Evaluate the effectiveness of marketing activities through data-driven research methods:</b>	7.1 We will assess traditional paid media through post-paid/post-campaign analysis	Average satisfaction about traditional media activities	70%	70%	75%	80%
	7.2 We will assess non-traditional/new media marketing activities	Average satisfaction about non-traditional/new media marketing activities	70%	70%	75%	80%
	7.3 We will perform a communications audit of marketing materials	Number of Audit conducted	1	2	2	2
<b>Objective 08: Recognize ASU Locally, Regionally &amp; Internationally</b>	8.1 We will provide supporting materials for OAAA accreditation	Percentage of supporting materials provided	90%	100%	100%	100%
	8.2 We will promote ASU and its programs and facilities to be known nationally and internationally	Number of participations in educational exhibitions (locally, regionally & internationally)	4	5	6	6
		Number of visits to other countries to promote ASU	2	3	3	3
	8.3 We will communicate with a number of HEIs in other countries to get recognition	Number of recognition applications submitted to other countries	5	5	5	5

		Number of countries recognize ASU	2	2	3	3
<b>Objective 9: Enhance ASU online presence:</b>	9.1 We will activate ASU official accounts on social media channels and update/feed each channel with daily events and news	Average increase in followers & adverts	35%	40%	40%	45%
	9.2 We will enhance overall website design to improve web presence and effectiveness	Average satisfaction about website design and overall outlook	60%	65%	65%	70%
	9.3 We will utilize Social Media to promote ASU & increase search optimization	Average of social media engagement	50%	60%	65%	70%
<b>Objective 10: Promote University and campus life experiences:</b>	10.1 We will expand and leverage student presence online, such as through social media engagement and their representation of ASU	Number of videos for ASU students and graduate's role models, published	3	3	3	4
	10.2 We will promote University offers to the community and public	Number of offers events	3	5	5	6