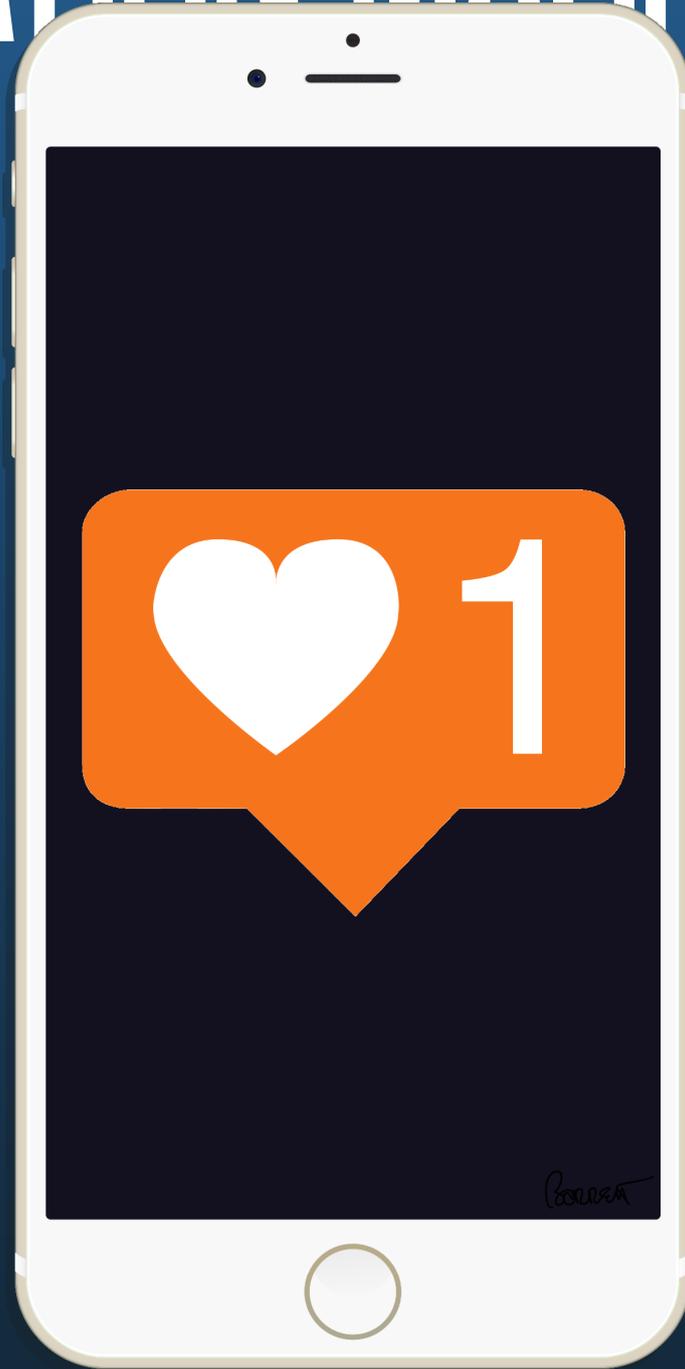


EDUCATION MARKETING

THE DIGITAL ISSUE

GET SOCIAL

What platform should you use?
How often should you post?
Who should you target?



VIDEO CONTENT

The most powerful tool on the internet?

Your audience is online... are you?

Social Media - Search Engine Optimisation - Digital Campaigns

Get in touch to find out more!

info@mangomarketing.com Tel: 01932 829 077

www.mangomarketing.com

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mango marketing

Welcome!



We are Mango Marketing

We are a specialist PR and marketing agency, priding ourselves on our ability to “speak the language” of the education sector.

Our work includes a variety of activities: the securing and writing of editorial features; composing and issuing press releases; and organising interviews with journalists.

We manage the PR for a number of high profile clients, including Bett, the world’s largest education technology event.

On top of this, we also now offer a range of **digital marketing services**. With the increasing use of mobile devices, including smartphones and tablets, people are engaging more and more with digital content. Your audience is online: are you?

What we offer:

Web reviews and SEO support

Social media management

Video and audio editing

Digital PR campaigns

Get in touch to find out more!

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VIDEO



THE MOST
POWERFUL TOOL
ON THE INTERNET



Every day, 4,950,000,000 videos are viewed on YouTube, with the platform attracting around nine hundred million unique users every month. With this in mind, it's not hard to see why video has become a staple part of any digital marketing plan!

But... is it hard to do?

Not at all! Sure, you might want a really nice, polished intro video for your website which you need more help with (*get in touch with us to talk about this*), but you can even take video testimonials and product demonstrations on a phone to use on social media for quick, simple and effective marketing strategy!



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THE SOCIAL REVOLUTION



We all use social media for connecting with friends and sharing content—but why use it for business?

Twitter has over 316 million users. Facebook has over 1.4 billion. Not on social media? You're missing out on huge audiences!



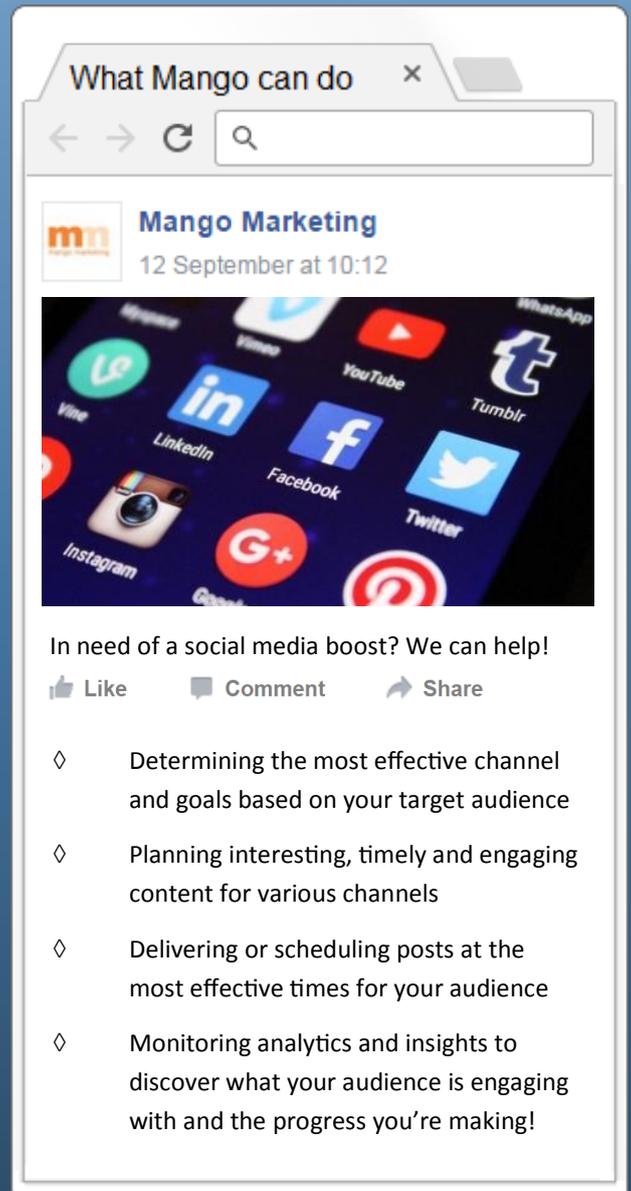
Not only that, but it provides a platform for open communication with your customers. It's great for answering queries, gathering feedback and expanding your reach through shares!



You can also monitor your content through insights and analytics to see exactly what resonates with your followers!



Get creative! Your social media is an extension of your brand, so give it some personality!



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Top tips for social success:

- 1) **Images are essential:** social media users are “scroll-happy” and you’re more likely to get their attention with a picture!
- 2) **Think about your timing:** are your audience online when you post? Are they even awake?
- 3) **Call and response:** Social media is just that, social! Make sure that you’re always responding to enquiries and questions!



Educators on Twitter: Who to follow?

There are hundreds of influencers in the UK alone, but none are more powerful than the super teachers and education experts who have taken to Twitter! Here are some of our favourites:



Ross McGill AKA
@TeacherToolkit
144,000 followers



Martin Burret AKA
@ICTMagic
29,400 followers



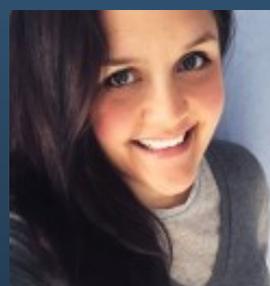
Laura McInerney AKA
@miss_mcinerney
34,000 followers



Tom Bennet AKA
@tombennet71
32,900 followers



Justine Greening AKA
@JustineGreening
50,200 followers



Claire Lotriet AKA
@OhLottie
8,980 followers



Google Analytics

What are they and how can you use them?



What can Analytics do?

Have you ever wondered how many people visit your website? Perhaps you've used a hit counter on your homepage before? While this can give you a brief insight about how the site performs, Analytics can break this down even further and more accurately.

What does it measure?

- ◆ Number of unique visitors
- ◆ Location (by country and city)
- ◆ Number of pages viewed and time spent
- ◆ Referral to the site (from social, other websites)
- ◆ Demographic information (age, gender etc.)

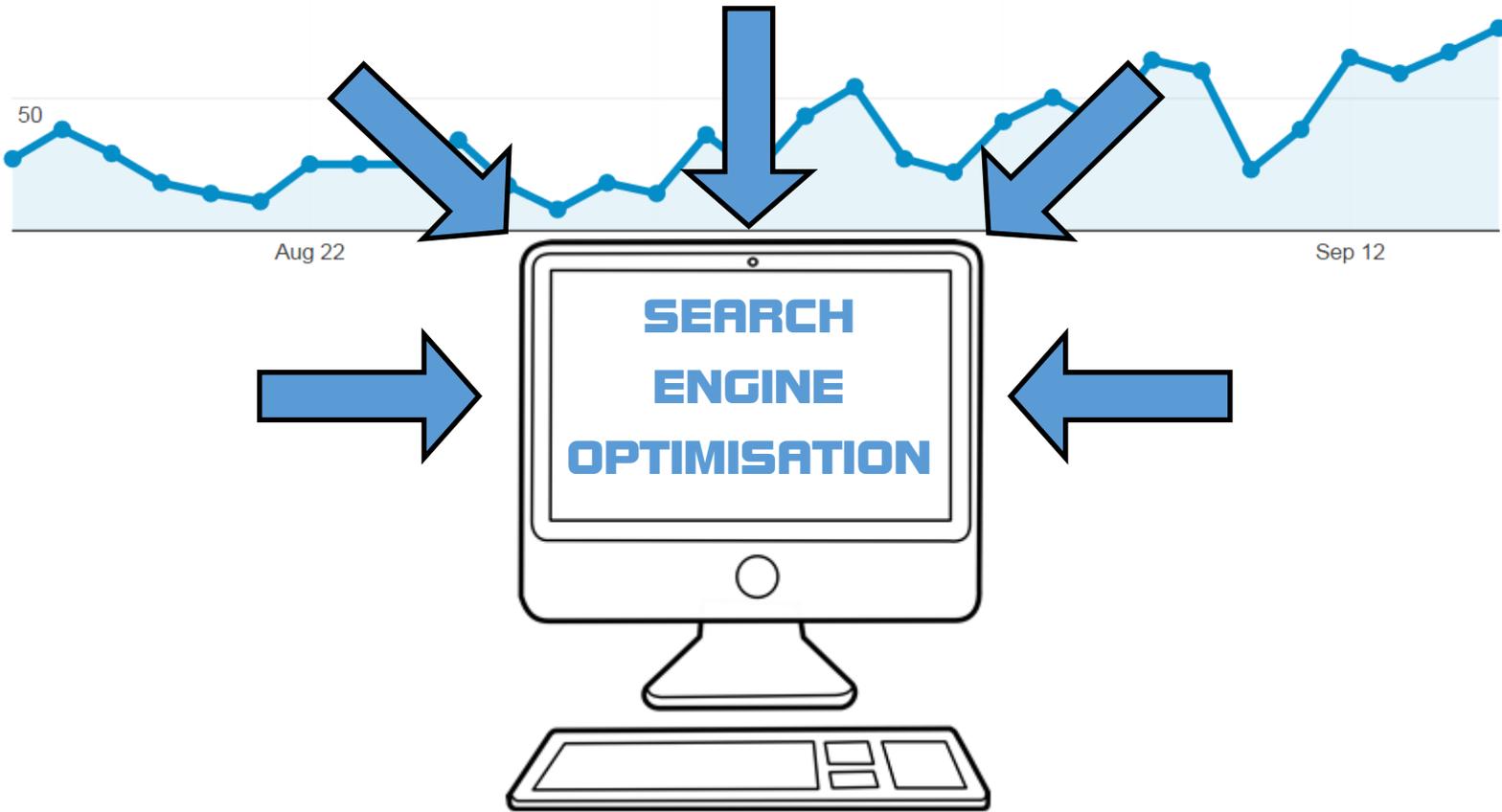


Why is it important to me?

There are a number of key benefits to you or your marketing company when it comes to Analytics. Not only can it show exactly how your website is performing and what your demographic looks like, but it can also be really useful in determining new content or even deciding where your marketing focus needs to be. Did your audience engage more with a particular blog or news item? You could use this to attract more users and potential new business!

Need help in setting up dashboards or day-to-day monitoring?

Get in touch to find out how we can help you!

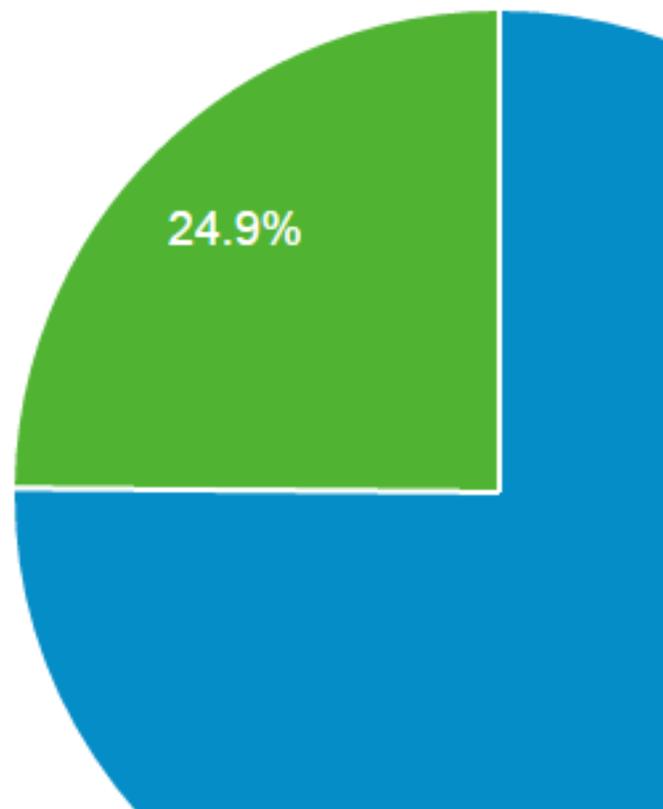


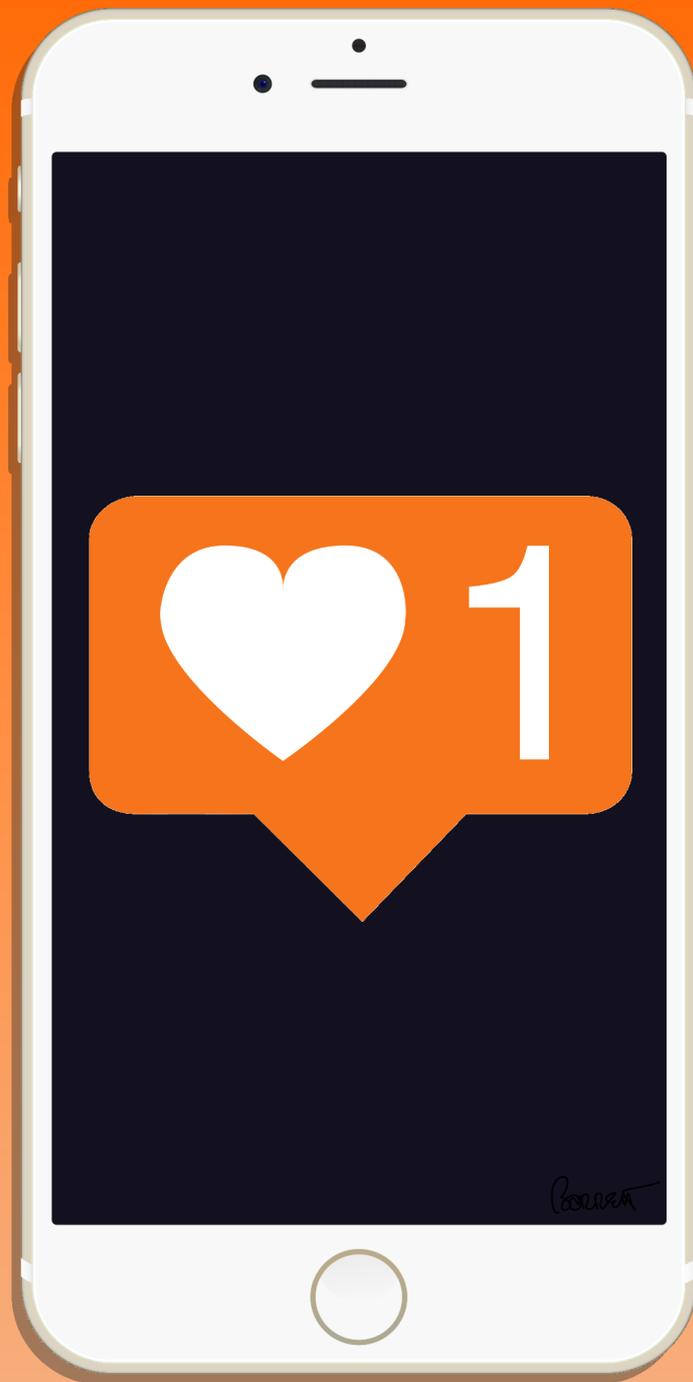
Your website is your central hub of operations in the increasingly digital world, but how can you ensure that people are going to find you?

Search Engine Optimisation is the process of improving your ranking in online searches. For example, you may want to be the top of page one on Google for “digital resources for primary geography”, but no matter how beautiful your website looks, you may need to look into your content and infrastructure to ensure that you’re seen by the right people!

We can help:

- Determine effective keywords
- Review your website’s infrastructure to ensure Google compatibility
- Write tailored web copy to improve organic search results
- Strategize , monitor and maintain your SEO





Get in touch to find out more!

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