



Harnessing

THE POWER OF THE
STUDENT VOICE FOR
DEEPER ENGAGEMENT
AND ADVOCACY

STUDY
GOLDCOAST.™

EXPERIENCE
GOLDCOAST.™

OUR MARKETING TEAM



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DISCOVERING STUDENT STORIES



- Personal sacrifices
- Pursuing dreams
- Transformational experiences

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DEEPER STORYTELLING



- Emotional depth and resonance
- Authenticity
- Connection to community

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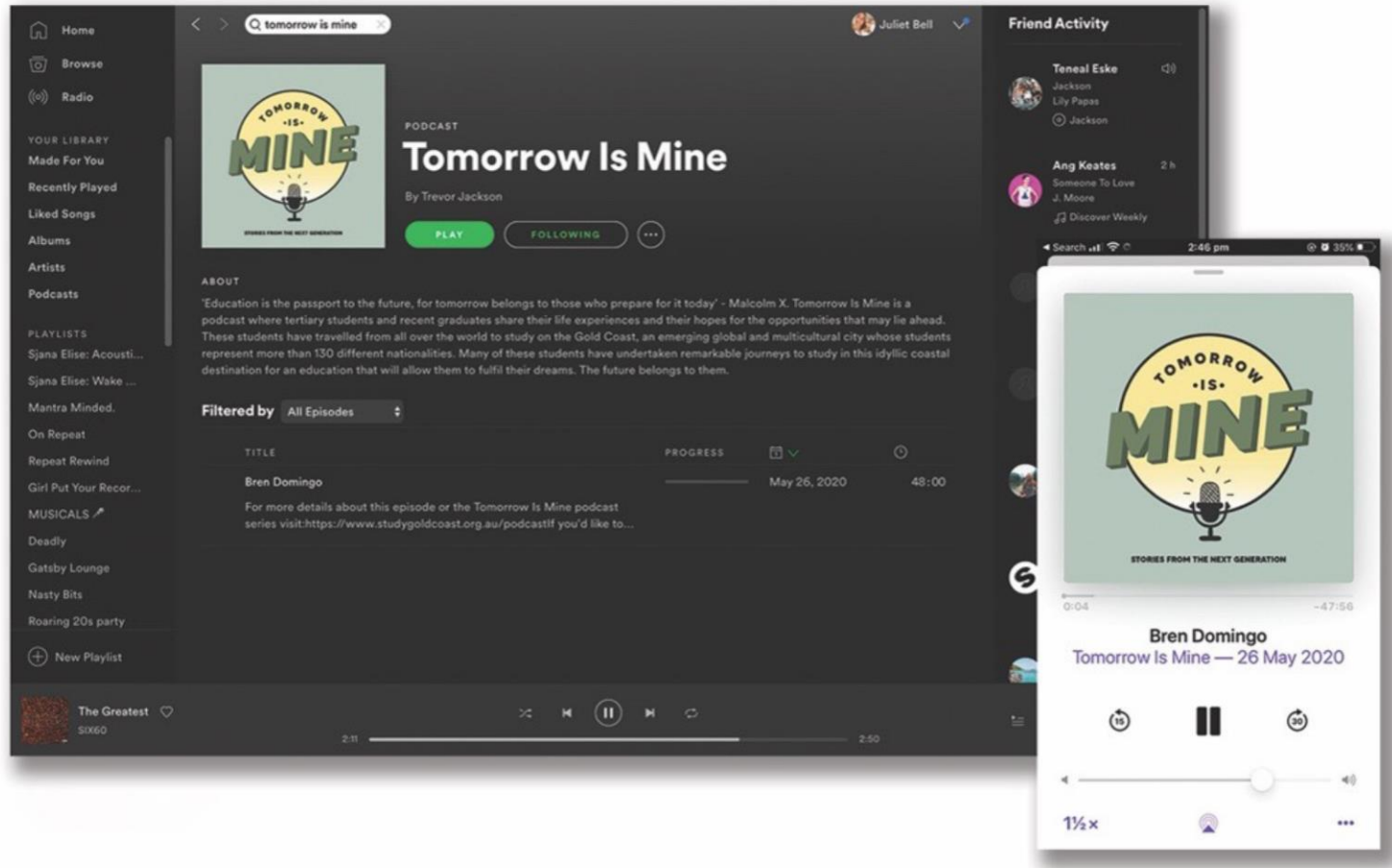
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TOMORROW IS MINE

“
Education

IS THE PASSPORT TO
THE FUTURE, FOR
TOMORROW BELONGS
TO THOSE WHO
PREPARE FOR IT
TODAY.”

- Malcolm X.



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EXPERIENCE
GOLDCOAST™

WHY PODCAST?



- **Authentic storytelling without brand stink**
- **Very easy to consume – by anyone, anywhere, and at any time**
- **Our least listened to podcast has more interactions than our most read text based story**

If you're creating written stories for your website and they're not getting much attention, podcasting can give you a much better ROI.

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WHAT'S IN IT FOR STUDENTS?



- **An important and valued platform for students because it literally gives them a voice.**
- **It speaks to students through a medium they eagerly and readily consume.**
- **It's authentic. Celebrates cultural diversity. Creates understanding and acceptance.**
- **Connects students across the boundaries of their social circles and within their institution, as well as the wider community.**

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WHAT'S IN IT FOR ORGANISATIONS?



- **Personal accessibility** allows you to share organisational culture to engage and attract new students.
- **Powerful and credible word of mouth advocacy.**
- **Content possibilities are endless.** It could be about new ideas, the latest research, or academics sharing the passion of their expertise.

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LEARNINGS



- **Always be mindful of your audience.**
- **The personal is universal.**
- **Don't use podcasting as an overt marketing tool.**
- **Authentic storytelling is the most powerful form of marketing.**

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STUDENT ADVOCACY

NEW EPISODE

TOMORROW IS MINE
Episode 50: Martin Ebata

本土最南端
佐多岬
welcome to
MIKI SAKATA
Home island's southernmost point

TOMORROW IS MINE
THE NEXT GENERATION

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A DIFFERENT KIND OF ENDORSEMENT



NEW EPISODE



TOMORROW IS MINE
Episode 9 - Tanya Bhandari and Soham



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OTHER CONSIDERATIONS

Listen to other podcasts. Think about why you like what you're hearing. What worked?
What didn't? Picasso said: "Good artists copy, great artists steal!"



BENEFITS



- **Students value being heard.**
- **An organic marketing tool that permeates across multiple markets.**
- **Every time a new podcast is published there is a corresponding spike in downloads from their home country.**
- **Students endorsing your organisation in their own words, not yours.**

THE LAST WORD...



NEW EPISODE



TOMORROW IS MINE
Episode 31: Mikhail Eremeev



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QUESTIONS?



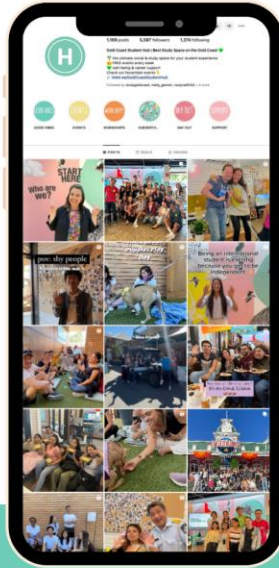
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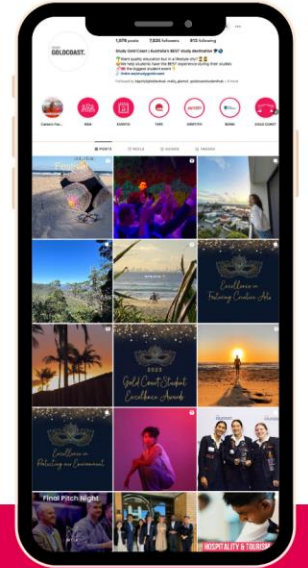


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