

MARKETING ENQUIRY FORM

Please complete the following form and email to educationservices.marketing@britishcouncil.org so we can provide you with a fully costed quote based on your selection preferences.

Part 1: Your details

YOUR DETAILS					
Name of Institution					
Title		First name		Last name	
Email				Contact No.	
Job title			Department		
Invoice address					

Part 2: Campaign details

Campaign	
Description of Campaign (what are you looking to promote)	
Timings (when would you ideally like the campaign to go live)	
Any other considerations	

PURPOSE OF CAMPAIGN	✓
What are you trying to achieve?	
Brand awareness	
Promotion of event	
Promotion of new course	
Promotion of Summer school	
Promotion of Scholarship	
Other (please specify)	

HOW WILL YOU MEASURE SUCCESS?	✓
Audience reach	
Open rates	
Click through rates	
Other (please specify)	

Part 3: Audience

Please note not all countries offer every service, by selecting a country we will provide you with a quote for the services they do offer.

Do let us know if you are interested in promoting in markets not mentioned below as there is a possibility we could offer social media promotions in those countries.

Key: Targeted E-shot (E), Newsletter advert (N), Social Media (S), SMS text (T)

Select all that apply

COUNTRIES	Offer	✓
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East Asia		
Brunei	E/S	
China	S	
Hong Kong	E/N/S	
Indonesia	E/N/S	
Japan	E/N/S	
Korea	E/N/S	
Malaysia	E/N/S	
Myanmar	E/S	
Philippines	E/S	
Singapore	E/N/S	
Taiwan	E/S	
Thailand	E/S	
Vietnam	E/S	

South Asia		
Bangladesh	E/N/S	
India	E/N/S	
Pakistan	E/N/S	
Sri Lanka	E/N/S	

Americas		
Brazil	E/N/S	
Canada	E*/S	
Chile	E/S	
Colombia	E/N/S	
Mexico	E/N/S	
Peru	E/S	
USA	E*/N/S	
*E-shots in Canada and USA are available for Counsellors and Agents, rather than students		

	Offer	✓
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Middle East & Africa		
Bahrain	E/N/S	
Botswana	E/S	
Egypt	E/N/S	
Ghana	E/N/S/T	
Jordan	E/N/S	
Kenya	E/S	
Kuwait	E/N/S	
Lebanon	E/S	
Mauritius	E/S	
Morocco	E/N/S	
Nigeria	E/N/S/T	
Qatar	E/N/S	
South Africa	E/S	
Saudi Arabia	E/N/S	
UAE	E/N/S	
Uganda	E/S	

Europe		
Azerbaijan	E/S	
Bulgaria	E/S	
Cyprus	E/S	
France	S	
Germany	S	
Greece	E/S	
Italy	E/S	
Kazakhstan	E/S	
Poland	E/S	
Romania	E/S	
Russia	E/S	
Spain	E/S	
Turkey	E/N/S	

Please list any other countries of interest (as we may be able to provide social media services)

Part 4: Select Audience (for e-shots only)

SUBJECTS ☒

All Subjects	
Agriculture and related subjects	
Applied and Pure Sciences	
Architecture, Building and Planning	
Business and Administrative Studies	
Computer and Mathematical Science	
Creative Arts and Design	
Education and Training	
Engineering and Technology	
Health and Medicine	
Humanities	
Law	
MBA	
Hair, Beauty and Personal Care	
Social Studies and Communications	
Travel, Tourism and Hospitality	

LEVEL OF STUDY ☒

All levels of study	
Vocational and technical (eg NVQ, BTEC, VQ)	
Pre-university academic (eg A-Levels, IB)	
Undergraduate	
Postgraduate	
Postgraduate MBA	
Learn English	
Boarding School	
Short Course(s) (eg Summer course)	
Prof. Award/Employment qual. (eg. ACCA etc.)	

LOCATION OF STUDY ☒

All locations of study	
in the UK	
in home country - TNE	
in another country (not UK or home) - TNE	
online/distance learning - TNE	

What are you looking to send	
One e-shot covering all countries, subjects & level of study selected	
A subject specific e-shot to each country selected	
A level of study specific e-shot to each country selected	
A different variation not mentioned above (please specify below)	

Submit Form

Print Form

Please email the completed subscription registration form to

Attn: E-shot Enquiry

Email: educationservices.marketing@britishcouncil.org