

Report On
“Understanding the IELTS automated email segmented journey and
the deployment of marketing initiative”

By

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ID: 15104048

An internship report submitted to the BRAC Business School in partial fulfillment of the
requirements for the degree of
Bachelor’s Degree

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BRAC Business School
BRAC University
January 2020

Declaration

It is hereby declared that

1. The internship report submitted is my own original work while completing degree at BRAC University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

Student's Full Name & Signature:

Mumitu Shamha Missan
ID: 150104048

Supervisor's Full Name & Signature:

Saif Hossain
Assistant Professor, BRAC Business School
BRAC University

Letter of Transmittal

Saif Hossain

Assistant Professor

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of internship report on “Understanding the IELTS automated email segmented journey and the deployment of marketing initiative”

Dear Sir,

I am Mumitu Shamha Missan, ID: 15104048, majoring in MIS, a regular student of BRAC University, pleased to submit my internship report on “Understanding the IELTS automated email segmented journey and the deployment of marketing initiative” as per the requirement to attain a Bachelor of Business Administration degree, from BRAC Business School, BRAC University.

It was a great opportunity and a valuable experience for me to engage in the administrative world and I am grateful for giving me such an opportunity to gain practical experience of working in a reputed organization as the British Council. It helped me a lot to enrich my knowledge as to develop my abilities and looking forward to my future career.

Sincerely yours,

Mumitu Shamha Missan

15104048

BRAC Business School

BRAC University

Date: January 6, 2020

Acknowledgement

First and foremost, I would like to express my gratitude to Almighty Allah for the capability and strength that He has given to me to finish my internship report. I am thankful for His blessings to my daily life, good health, healthy mind and good ideas.

Furthermore, I am highly indebted to my Internship Supervisor, honourable Mr. Saif Hossain, Assistant Professor, BRAC Business School, BRAC University for his guidance and constant supervision as well as for providing necessary information regarding the report.

I would also like to express my gratitude towards my parents for their kind cooperation and encouragement which helped me in completion of this project.

Last but not the least I would like to express my special gratitude and thanks to the British Council for giving me such attention and time.

Executive Summary

According to Ielts.org (2019) a rising number of Bangladeshi people are opting for work, study or live-in English-speaking countries. Over 10,000 organizations, be that government, educational institutions or employers, recognise IELTS as a measure of English Language proficiency and over 3.5 million candidates sat for IELTS, only last year. That is why IELTS is important and if someone wants to study, work or emigrate abroad in an English-speaking country, there is a high chance that they will ask to submit IELTS scores.

As one of the forerunners of four skills English language testing 30 years ago, IELTS is one of the evaluation systems to set the standard for English language testing today. Australia, Canada, New Zealand and the United Kingdom use IELTS to process the immigration.

Currently, IELTS is jointly owned by the British Council, IDP: IELTS Australia and Cambridge Assessment English.

To engage more students to take IELTS with the British Council, they introduced an “Always On” campaign for IELTS test taker. Always on is a continuous campaign tactic that aims to create notable brand experiences at scale through wherever opportunities can be created. That being said, the always on campaign of IELTS, Destination campaign, whoever register with the British Council will receive five consecutive email regarding the IELTS journey and s/he will be more confident throughout his/her IELTS journey.

The campaign was first introduced by the British Council Bangladesh in whole SA region, so all the data received will be primary data.

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List of Acronyms

MARCOMM	Marketing and Communications
COMMS	Communications
BCB	British Council in Bangladesh
BHC	British High Commission
SA	South Asia
HR	Human Resource
GSD	Global Service Desk
CM	Campaign Monitor
CPC	Cost per click
AB	Asset Bank
IDP	International Development Program
IELTS	International English Language Testing System
UKVI	UK Visa and immigration
IG	Instagram
CTR	Click-through-rate
GDP	General Data Protection

Chapter 1: INTRODUCTION

1.1 Background of the study

The British Council in Bangladesh has been administering IELTS for more than two decades now.

According to Ielts.org (2019) IELTS is the only English language test that is acknowledged by all of the significant immigration establishments in Australia, Canada, New Zealand and the United Kingdom, for visa applications and immigration. Also, IELTS offers choice of two test versions, IELTS Academic which usually measures English language proficiency needed for academic purpose and higher education while the IELTS General Training evaluates a test taker's proficiency in everyday context.

In addition to that, there is another two types of IELTS, IELTS for UKVI and IELTS Life Skills. The IELTS for UKVI will consist of both academic and general training IELTS like regular IELTS except all the modules will be recorded. IELTS for UKVI stands for IELTS for UK Visa and immigration.

Each type of IELTS has four modules; Reading, Writing, Speaking and Listening. Listening, Reading and Writing modules of all IELTS tests are completed on the same day, with no breaks in between them. The Speaking section, however, need to be completed within a week before or after you have taken your other modules.

The test takers usually go through a lot of confusion between their test dates and registration. The main agenda of the campaign was to guide the test takers throughout the journey so that the test takers do not end up in a wrong place, be confident and focus on their preparation.

1.2 Objective of the study

The overall objective of this report is to understand the customer journey in regards of the automated email journey and how the organization segmented the journey and how the marketing team deployed the marketing initiatives.

The objective of the study can be diversified in two parts:

- General Objective
- Specific Objective

General Objective:

The general objective of this report is to understand the IELTS Destination-bound Always on Lead Campaign and how they engaged the potential IELTS test takers in the consideration stage of their buying journey and convert them in taking IELTS with the British Council.

Specific Objective:

The specific objectives of the study are,

- To know in which level of customer journey is the campaign
- To narrate the present scenario of the journey
- To know number of conversions through follow-up calls made by the Customer Services
- To identify the effectiveness and satisfaction level of automated email marketing among the recipients
- To highlight the conclusion for using the automated email marketing services.

1.3 Methodology of the Study

The report is organised combining the experiences during the period of my internship and was prepared based on both primary and secondary data.

Methodology:

- To achieve the objectives of my study, part by part journey details with images and journey details
- To understand the current level of the journey, I collected data from Google analytics and the campaign monitor
- To know the number of conversions that happened throughout the email journey, customer service officer will be interviewed
- To identify the effectiveness and the satisfaction level of automated email marketing, our marketing manager will be interviewed.

Limitation:

Preparing the report, several constraints were faced. Such as,

- The primary data was difficult to collect
- Data source were limited as it was new to the region
- British Council is an international organization so most of their information were not shared expressively
- As active personnel of the campaign it was not easy to conduct research and perform assigned job simultaneously.
- As all the information regarding the analytics and campaign monitor is confidential, the data's provided will be estimated.

Chapter 2

COMPANY OVERVIEW

2.1 British Council

Company Vision

According to the British Council's annual report (British Council, 1940-41) "The Council's aim is to create in a country overseas a basis of friendly knowledge and understanding of the people of this country, of their philosophy and way of life, which will lead to a sympathetic appreciation of British foreign policy, whatever for the moment that policy may be and from whatever political conviction it may spring. While in times of danger this friendly knowledge and understanding becomes vital to the successful prosecution of war (that is the Council's place in the war effort), in times of peace it is not less valuable".

Company mission

In 1940 British Council was granted a Royal Charter (British Council, 1940-41). Its mission in the Royal Charter was stated as: "promoting a wider knowledge of [the United Kingdom] and the English language abroad and developing closer cultural relations between [the UK] and other countries".

Although the way British Council carry out their work has changed, the mission laid down in the Charter of 1940 still resonates today.

80 years on, the organization continue to create 'a friendly knowledge and understanding' between the people of the UK and wider world by making a positive contribution to the countries it works with, and in doing so making a lasting difference to the UK's international standing, prosperity and security.

2.2 British Council in Bangladesh

British Council in Bangladesh has been working in Dhaka since 1951. Today, it has extended their value to various areas in Bangladesh. The association offers a wide scope of administrations and exercises the nation over, through their workplaces in Dhaka, Chittagong and Sylhet.

British Council in Bangladesh has over 6,000 library members and are focused on conveying improved administrations to them. In September 2014, another state-of-the-art library in Dhaka featuring the best of English was opened.

It also has English teaching centres, English language courses and examination in the Dhaka office.

British Council in Bangladesh work in partnership with many public, private, non-profit and non-governmental organizations to convey an arrangement of energetic and significant tasks and are firmly dedicated to rise to circumstance and assorted variety in all parts of its work.

The organization work focuses on four key areas (British Council, 2016) – English, education, society and the arts – and work with three main groups of people. These include:

Society and community leaders, who can realize changes in social, instructive and social arrangement to increment worldwide associations

Influencers, including experts, the media, instructors, specialists, researchers and business pioneers, who the association join forces with to help boost the effect of their work and our own

Young people, either in training or simply beginning in their vocations, who are supposition formers through their very own interpersonal organizations and the up and coming age of national influencers and pioneers.

To reach more people and to strengthen ties between the UK and Bangladesh by connecting with people from key regions in the country, it opened a brand-new office in Sylhet in mid-2015.

British Council Bangladesh Team

- Tom Miscioscia, Director Bangladesh
- Andrew Newton, Deputy Director
- Arshia Aziz, Director Marketing
- Md Kafil Hussain Chowdhury, Head of Centre, Sylhet
- Ashraful Islam, Head of Procurement
- Imran Yunus, Head of Security

Departments of British Council Bangladesh

- Business Support and Services
- Examinations Services
- Customer Services
- Programs and Partners
- Teaching Centres

Students need the right environment to embellishment. British Council Bangladesh teaching centres in Bangladesh have been specifically designed to help teachers teach and learners learn.

As IELTS works under examinations, following is a brief discussion of the work that examination does for the British Council.

Examinations

The examinations services allow people in Bangladesh to access educational and professional development opportunities from the UK and elsewhere.

In school assessments it works with two of the biggest worldwide granting bodies - Cambridge International Examinations and Edexcel. It works with 300 UK educational program English

medium schools all over Bangladesh. The English Board offers help to these schools to make the assessments' enlistment and organization forms as smooth as could be expected. The English Board has created modified online enlistment frameworks for school assessments' competitors and these frameworks are currently being utilized by our workplaces around the globe.

International English Language Testing System (IELTS) is the world's most well-known English language test. In excess of 2 million IELTS tests are taken every year. In excess of 8,000 associations overall acknowledge IELTS, including government, scholastic and work foundations. English Board Bangladesh manage IELTS tests crosswise over Bangladesh.

Cambridge English Language Assessment Exams are known and perceived by schools, colleges, private and open division businesses everywhere throughout the English-speaking world. In Bangladesh British Council administer the Key English Test (KET), the Preliminary English Test (PET), and the First Certificate in English (FCE) from its centre in Dhaka.

Aptis is a cutting edge and adaptable English evaluation framework intended to meet the differing needs of associations and people far and wide. Aptis is a business-to-business item which is utilized by associations and organizations to benchmark the English language levels of their representatives, potential workers, understudies or educators. There are three distinctive Aptis items accessible: Aptis (General), Aptis for Educators and Aptis for Youngsters. Instructive and Proficient Tests. English Chamber Bangladesh oversee numerous global expert tests for the benefit of an assortment of significant UK inspecting bodies just as UK Colleges. This includes the Chartered Institute of Management Accountants, the Association of Chartered Certified Accountants and the Universities of London, North Umbria, Derby, Nottingham and Heriot-Watt University.

Chapter 3

IELTS DESTINATION BOUND

The objective of this campaign is to target potential IELTS test-takers in their interest/consideration stage and provide them the information they need for registering for their IELTS. The campaign has four destination-bound landing pages where test-takers can find mobility information relevant to their destination and how an IELTS with the British Council can help them 'take off'. The destination countries are the UK, Canada, Australia, USA.

The key message for the campaign is: **#TakeOffWithBritishCouncil**

This connects to the fact that people who take IELTS are taking it for going abroad to live, study or work. The target audience for the campaign was students and professionals who are willing to study or work overseas. We reach our target through social media ads on Facebook and Instagram and drive them to the landing page for their destination. Once they land on the campaign pages, they find an overview of the destination with study and migration opportunities for Bangladeshis specific to that destination country, and how IELTS can help them take off. They are asked if they want to receive more information, they can sign-up using the form on the page. Once they sign-up using the form, they become a lead and depending on the consent they share we run remarketing activities to them using the following tools:

- Automated email journey
- Consultation call by the Customer Services
- Social media remarketing ads

3.1 Customer journey in the campaign

- Facebook and Instagram ads are delivered on potential test takers feeds

- Test takers who engages with the ads are taken to the one of the four destinations landing pages
- Test takers who are willing to receive more information about IELTS, prep resources, available dates register their interest on the lead form embedded on the landing pages
- Remarketing activities are undertaken using three channels – Facebook ads, consultation calls and automated emails, depending on the consent the test taker shared on the lead form

3.2 Destination landing pages and lead sign-up form (British Council, 2019)

Do you want to study in USA? IELTS can help you get there

BRITISH COUNCIL Bangladesh

Take off and unlock your dream

Book your IELTS with the British Council. Study, work or live in USA and achieve your goals.

BRITISH COUNCIL IELTS

Live, work or study in USA

With the world's leading universities and Fortune 500 companies, the USA is known as the land of opportunities. Offering a rich educational and life experience, the USA hosts the largest international student population in the world. As the second most innovative country in the world, the USA provides young minds with the right resources to excel. If you are planning to pursue your future in the USA, then IELTS, the internationally recognised English language proficiency test, is your first step towards it.

There are three types of IELTS:

1. IELTS Academic, for students and young professionals who are pursuing higher education.
2. IELTS General Training, for professionals who are looking to migrate abroad for work.
3. IELTS UKVI/Life Skills, for people who are planning to live in the UK and for procuring spouse visa.

IELTS is accepted and recognised by over 10000 institutions in 140 countries. Find out more here.

An integral element in your pathway to the USA, a good score in IELTS can mean a greater range of opportunities for you. We want to be a part of your journey and guide you through it with our expertise. Book your IELTS with the British Council to ace your IELTS and be a part of the extraordinary.

Register your interest to receive information on IELTS!

Name

Email

Mobile number

Which IELTS module do you intend to take? Academic

Which month do you intend to sit for the test? August 2019

Which is your preferred test city? Dhaka

British Council would like to use the information you provide to send details of activities, services and events (including social events) which we think are of interest. Please tick the box below to provide your consent.

I would like to receive details

Please choose your preferred channel of communication below.

Register your interest to receive information on IELTS!

Name

Email

Mobile number

Which IELTS module do you intend to take? Academic

Which month do you intend to sit for the test? August 2019

Which is your preferred test city? Dhaka

British Council would like to use the information you provide to send details of activities, services and events (including social events) which we think are of interest. Please tick the box below to provide your consent.

I would like to receive details

Please choose your preferred channel of communication below.

I would like to receive details

Please choose your preferred channel of communication below.

Email

Social media

Phone

Call me on Weekdays

Call me between 10 am – 12 noon

We will process your personal information based on this consent. You may unsubscribe by - Contacting bd.enquiries@britishcouncil.org.

How we will use the information about you +

Submit

Facebook and IG ads (British Council, 2019)

British Council Bangladesh
16 hrs · 🌐

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Facebook remarketing ads (British Council, 2019)

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IELTS can enhance your communication skills and help you reach your goals. Book your IELTS with the British Council now.



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Register for IELTS with the British Council. We are all set to help with our expertise.
Book your IELTS today.

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Academic and General Training: 12 Dec 2019, 14 Dec 2019

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Chapter 4

OVERVIEW OF THE AUTOMATED EMAIL JOURNEYS

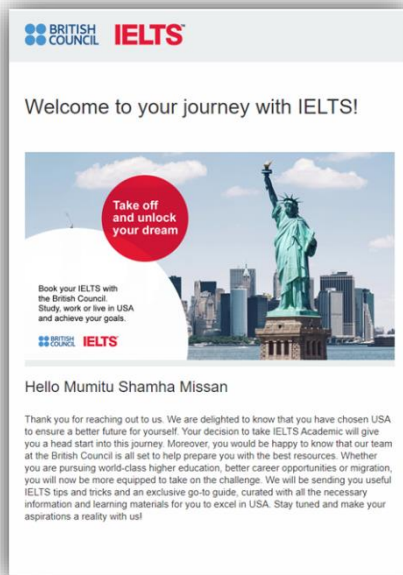
Test-takers are put on an automated email journey when they opt-in to receive email comms from us in any of the four destination-bound landing pages. They receive a total of five personalized email from the British Council over a period of 12 days using the information they shared in the lead sign-up form.

The email test-takers receives are:

- Welcome to IELTS journey email
- About the test email
- Prep resources email
- Tips-and-tricks email
- More reasons to take IELTS with the British Council email

There are a total 100 different emails separated in 4 automated destination-bound journeys. Test takers only receive five emails personalized to their information need.

4.1 Automated email journeys

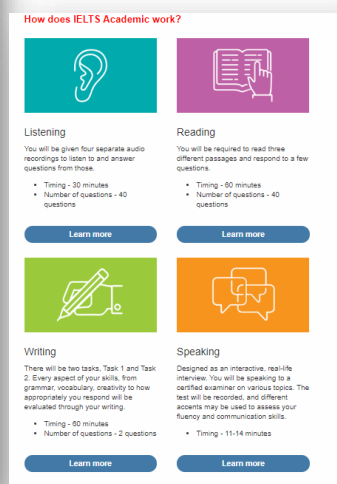


Welcome to IELTS journey email

A welcome message is sent immediately after they register in the lead sign-up form. The email acknowledges which country they want to go and what type of IELTS test the test takers want to take or might need to take.




About the test email



Brief introduction about IELTS and the British Council. The email also explains how the test of IELTS test of the test-taker works.

BRITISH COUNCIL IELTS

Hello Mumitu, here are some IELTS preparation resources for you



Book your IELTS with the British Council and get access to high-quality practise materials

[Register now](#)

To make sure you are ready to take IELTS – here are some preparation resources you can avail from the British Council. Even if you believe you are a proficient user of English, we still recommend that you prepare thoroughly for your test with our helpful IELTS preparation resources.

Online resources and face-to-face courses in Dhaka

- **Road to IELTS:** Take full advantage of Road to IELTS, our exclusive preparation platform, housing practice tests, expert videos, eBooks, mock-test, and automated performance tracking and feedback. Experience the free version of Road to IELTS and get free access to 30 hours of online practice materials from [Road to IELTS Test Drive](#)

Preparation resources email

Our free IELTS apps allow you to learn English flexibly – wherever you are and whenever you want to prepare.

IELTS Prep

IELTS Prep App

The easy-to-use IELTS Prep App gives you instant access to free practice tests, grammar tips, exercises, quizzes and more. You will also find sample questions for Listening, Reading, Writing and Speaking, as well as vocabulary practice.

Download for [iOS](#) | [Android](#)

IELTS Word Power

This app contains more than 100 questions to help you put your vocabulary to the test and improve your English in preparation for IELTS. You can tackle questions from 11 different categories, ranging from work and business, to science and technology.

Download for [iOS](#) | [Android](#)

LearnEnglish Audio and Video


In LearnEnglish Audio and Video, you will find the best podcasts and videos offered on everyday life and famous stories and poems. Also a moving audio script and pitch control to help with listening and understanding the podcasts.

Download for [iOS](#) | [Android](#)

A listing of the preparation resources available to the test-takers provided by the British Council including Road to IELTS, English courses, MOOCs, mobile apps etc.

BRITISH COUNCIL IELTS





Hi Mumitu, here are some tips that will help you with your IELTS Academic



Book your IELTS with the British Council and take off to excel in life.

[Register now](#)

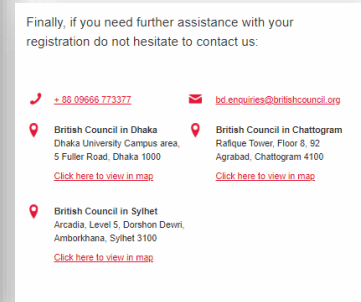
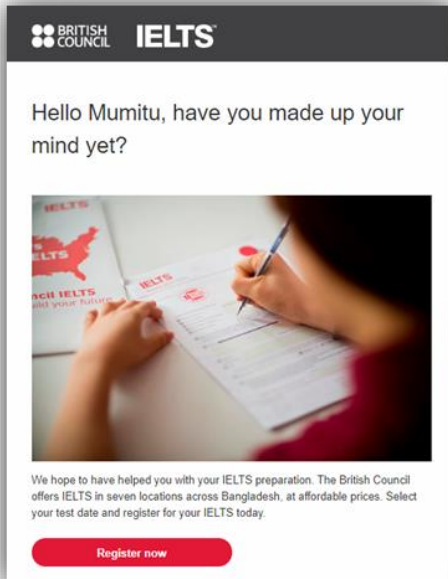
Tips-and-tricks email

			
<p>Listening</p> <ul style="list-style-type: none"> • Practice for the full test keeping in mind that you will hear the recording only once. • Multitasking is the key; practice reading, listening and writing simultaneously. • If you miss an answer, move on to the next question to avoid losing your place in the recording. • Read the instructions carefully to adequately answer according to the requirements. <p>Learn more</p>	<p>Reading</p> <ul style="list-style-type: none"> • Improve your reading speed during practising. • Go through the questions first and then read the passage. • Analyse your mistakes when you are practising and efficiently improve your skills for a better output. • Go with your gut; your experience should be able to help get you through the tough spots. <p>Learn more</p>	<p>Writing</p> <ul style="list-style-type: none"> • Address all the parts in the essay question. • Develop your ideas by supporting them with a relevant, clear and logical approach. • Use a range of vocabulary in a suitable context and keep your language formal. • Avoid grammatical errors and use different sentence structures to bring variation in your writing. <p>Learn more</p>	<p>Speaking</p> <ul style="list-style-type: none"> • Speak at length with clarity, without any pauses or hesitation. • Replace common usage of words with a wide range of vocabulary. • Your pronunciation should be accurate and understandable. • Do not memorise prepared answers, examiners have the ability to recognise this and will change your question as a result. <p>Learn more</p>

Depending on their IELTS test of choice this email consists of listening, reading, writing and speaking tips.

More reasons to take IELTS with the British

Council email

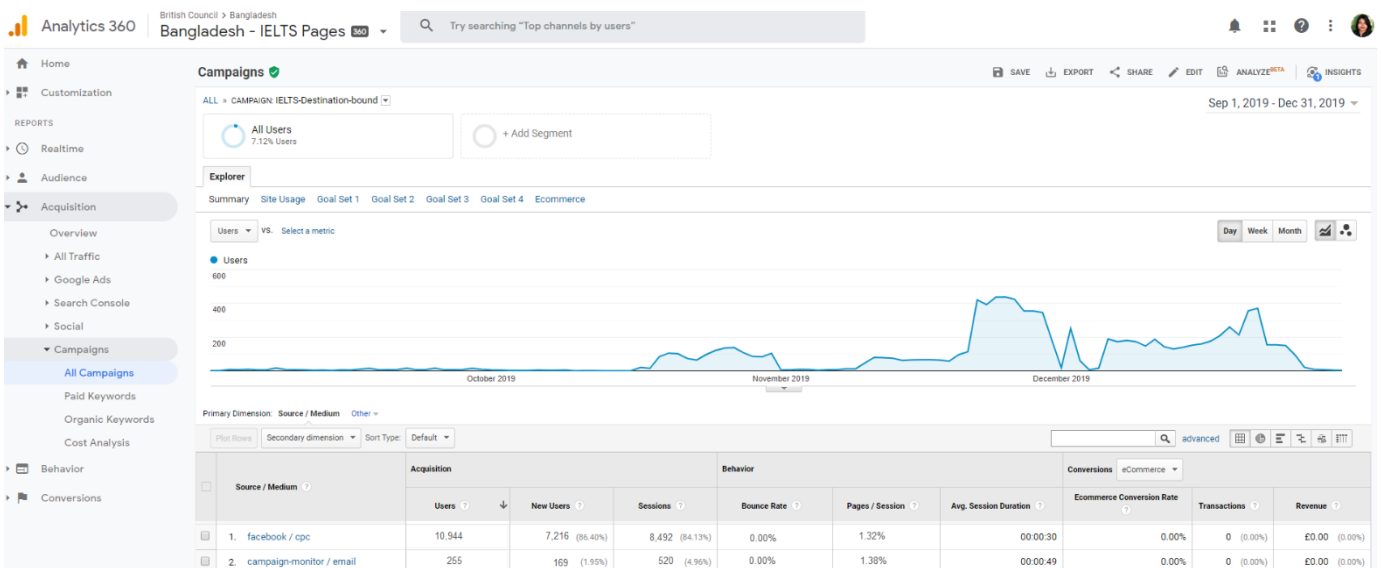


Finally, registration remainder with more reasons why they should book their IELTS test with the British Council.

4.2 Customer journey analysis

Google analytics

The source of the campaign is Facebook. From there the link provided in the post carry them to the registration pages.



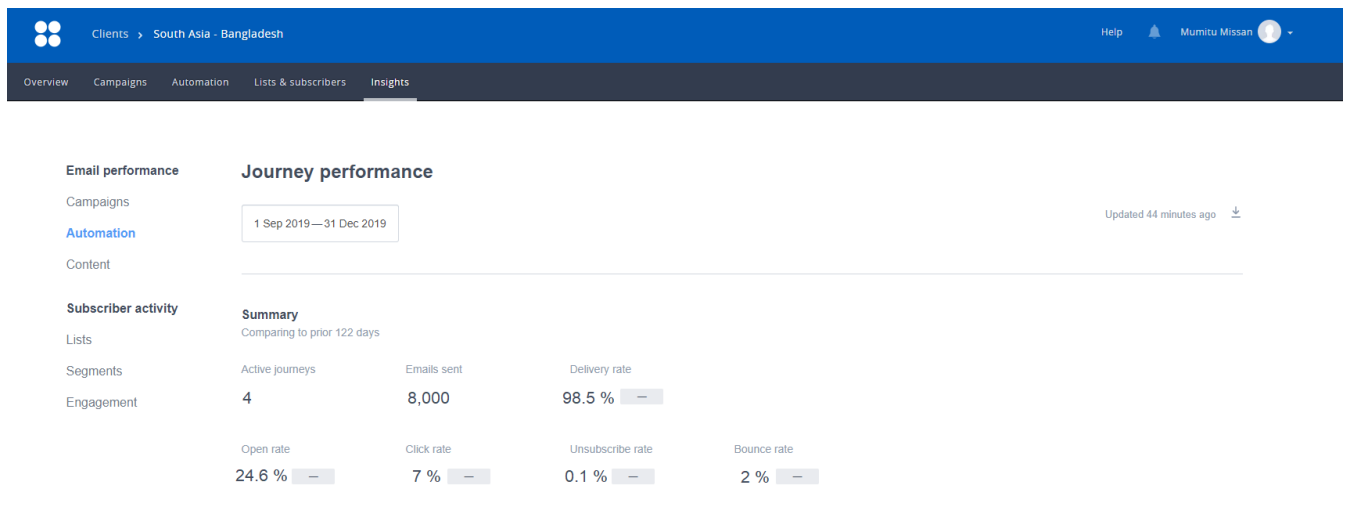
Source / Medium	Users	New Users	Sessions	Pages / Session	Avg. Session Duration
facebook / cpc	10,944	7,216	8,492	1.32	38.82
campaign-monitor / email	225	169	520	1.38	48.40

In the Google analytics, the traffic shows the source as Facebook.

Also, it shows the user number and new users that followed the Facebook link for the registration after the campaign went live. The cpc here shows the number of the new user that we got from the Facebook marketing.

Campaign Monitor

The campaign monitor shows the overall campaign performance of the destination-bound campaign.



As we see from the picture above, the emails sent is 8,000 from 4 active journeys which are Australia, Canada, UK and USA. The delivery rate is more than 98 percent which means around 7,800 emails were successfully sent with an open rate of 24.6 percent. The click rates or CTR is a percentage that tells you how many emails successfully achieved one click from a subscriber. This click tells you if your campaign was engaging enough to entice an action from your audience. According to databox (July 2019) a good CTR for Facebook ads is between 2-5

percent where we are a bit higher with 7 percent CTR with only 0.1 percent unsubscribed rate and 2 percent bounce rate.

4.3 From awareness to conversion

To know about the conversion level of the campaign, I interviewed our Customer service manager Tasnuba Sharmin. Following is her insight regarding the campaign

a. What do you think about our audience segmentation?

TS: The audience segment here was not actually changed from our side, it depends on the test takers. If they choose to go to Australia for work, they have to choose the general training. What the IELTS team did was, they segmented each content for each country and each type, which I think is pretty good. And I say it is good because the contents are actually helping the test takers and we can see that from the test takers calls for the information. The amount of phone calls we used to get for fact checking is now done by the automated emails.

b. What was the outcome to the campaign that we have run?

TS: As I have said, previously the test takers had to call us for small details, but now the automated email is working, and the registration increased significantly. You see, people do not want to go ahead with something they do not know and calling for that particular information can be sometimes a problem for various reason like holidays, networks etcetera. The test takers find the information useful and can now rely on the fact that the registration process is also flexible which helps them to take the IELTS.

c. After the campaign went live, what was the conversion in terms of customer queries?

TS: I can not give you the actual conversion data as it is confidential, but after the campaign went live, the IELTS registration increased significantly and the amount of budget spent is paying off.

4.4 Effectiveness and efficiency

To identify the effectiveness and satisfaction level of automated email marketing among the recipients, our Marketing manager also my line manager, Abdullah Al-Mamun was interviewed. I asked about his thought regarding creation of this campaign and why he used this marketing to target the customers. Following are his thoughts about the effectiveness of this campaign

a. What would you suggest increasing our number of email subscribers?

AM: To know about how we can increase the email subscriber, we first have to know the purpose. We first came to think of the campaign after looking at the IELTS test takers decision making journey, where in one stage the test takers know that they need to take IELTS but they need more information about how to register for the test, this is where we introduced the destination bound campaign where we provide them the information through email. Now, to increase the subscribers we have to find the right group of people who are in that step already (test taking step). We do not want to reach the person who do not know what IELTS is, we have to reach them with an awareness campaign. So, to answer your question properly, first we have to reach the right people with right targeting, secondly, with the right content. Say for example we publish an ad on Facebook with generic content, not all the targeted people will be able to understand from that particular ad unless they get what they actually want. So, a proper content is also necessary to pique the test takers interest.

b. What is the best way to ensure our emails do not end up in the spam folder?

AM: Mostly, hygiene factor works here. Firstly, we have to look for the right client. At present we are working with the “Campaign monitor”. Most companies work with free email clients which end up giving the customers monotonous contents and with customer not opening the email in second or third try, the email goes to the spam folder by default. What we do here is we immediately send the test takers an email just after they registers, the confirmation email. Once the email is opened once, the Gmail or Yahoo email app whichever you are using, knows that it is an important email and never sends the emails to junk or spam. So, the first bit is to use a legitimate email client and the second bit to send an immediate email to the customer, and also our first email open rate is higher than other emails. Also, another way not to end up in a junk email folder is not to send any suspicious content, just like there are certain links that you cannot send in Facebook messenger. Just like that there are some links that the email service restricts from having send. It can be blocked by email service or your email client.

c. We would like to email past customers who have not purchased anything with us for a while. What would you include to pique their interest in this email?

AM: Here the biggest question is consent. Just because they took bought service from you a long time ago does not mean that by default, they gave consent to your marketing. The British Council, as an organisation, complying with GDP - general data protection regulation, to send any marketing content to the recipient, there has to be explicit consent from the recipient that we can send the marketing contents to them. If they give the content then we can send out our emails but if there are not any consent, despite them taking IELTS with us, we ca not contact them.

d. You find out that a competitor disparages our products to promote their own.

How should our Marketing department respond to this tactic?

AM: this again connects to the purpose of the campaign. Well, everybody is allowed to run their own initiatives and if the purpose is to familiarise the test takers to the whole process and if it is almost similar to our campaign regarding content and everything, what we can do it make the contents more efficient. How to make it efficient, is to update the contents, to send more or less email depending on the feedback that we are getting. We are currently sending out five email, but can we make it easier by sending three emails or more detail oriented by sending out seven email. It depends actually.

Conclusion

IELTS is one of the English proficiency testing system and it is much more recognised in English speaking countries. The British Council IELTS team came up with a great initiative which was not even introduced in the whole SA region. The campaign was first introduced in September 2019 and the second phase of the campaign recently ended. The conversion level was so significant that the marketing team is making the campaign an “Always on” campaign from the following month including other countries for the destination-bound.

Thousands of aspiring students in Bangladesh look forward to higher studies every year. By taking IELTS, they have the opportunity to discover the prestige and unique advantages of a higher degree qualification or a dream job which makes swifter for them to choose the right option to build their career. Such campaign is nonetheless a huge chance for the students of Bangladesh to set their life goal more effectively especially if they are looking forward to going to Australia, Canada, UK and USA. And it is hoped that British Council will continue to arrange this type of campaign regularly in the upcoming years as well.

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