

*Group 1: OERu digital marketing initiative

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**Please add your name before contributing - Click on the people icon. See top right of your screen (or bottom of your screen on mobile device)*

**Remember to post any issues you would like to be tabled at the OERu council of CEOs meeting using this link: https://etherpad.oerfoundation.org/2018_Issues_for_CEOs_meeting*

*What are the barriers for marketing professionals at OERu partners to engage in the OERu digital marketing project?

- Marketing on OERu is potentially cannibalising internal marketing.
- How do we communicate a message that is inline with the internal messaging.
- Understanding what OERu is
- Are we focused on Enrollments or 'interest'
- Unsure of what the market is searching for in order to find OERu
- How do you track users from OERu through to institution courses

*What are the opportunities for marketing professionals at OERu partners to engage in the OERu digital marketing project?

- Revenue share agreements
- Institution professional development
- Data of audiences and potential students

*List suggestions to improve participation in the OERu's marketing and communications working group

- Education among institutions

*List recommendations and advice for the OERu digital marketing project

- Blog strategies that educate audiences on OERu - Content Pieces - Meta Description
- Need to define search terms
- Website development - that allows OERu to be identified within search term easier
- **High stakes grants for development** - specialised courses for developing nations
- Institutional students designing advertising success stories for the OERu Network
- Lynda.com course on how to make an OER course. -