*Group 1: OERu digital marketing initiative

*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 canabilising 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. -