

# EF Englishtown builds culturally relevant, global social presence.

Worldwide English learning company uses Adobe Social to increase reach into social channels, improve impact, and measure success.



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*Lena Weber-Reed, social media strategist, EF Englishtown*



## SOLUTION

Adobe Social solution within Adobe Marketing Cloud

## RESULTS



### GLOBAL INSIGHT

Improved insight into customer behaviors and preferences across social channels, audience segments, and geographies



### PERSONALIZE

Delivered more targeted messaging to add relevancy to social interactions



### STANDARDIZE

Adopted a central platform for social marketing to enhance marketing efficiencies and governance



### ENGAGEMENT

Improved audience engagement with social channels

## EF Englishtown

Established in 1996

Served more than 20 million students

London, England

[www.englishtown.com](http://www.englishtown.com)

[www.ef.com](http://www.ef.com)

### CHALLENGES

- Improving visibility into audience behaviors and preferences across social channels, geographies, and segments
- Increasing content relevancy to drive engagement
- Building marketing efficiencies without sacrificing experience quality



### Marketing: an international language

EF Englishtown, a division of EF Education First, combines cutting-edge technology, course content, and dedicated online teachers to facilitate a modern, mobile way to learn English quickly and effectively. The school's students range from professionals looking to enhance business relationships and students continuing their education to individuals just practicing language skills to travel abroad. To meet the diverse needs of its students, the company delivers more than a million hours of coursework a month, 24 hours a day within in a learn-at-your-own-pace delivery model.

Helping to drive interest in the EF Englishtown brand and traffic to its website, the company's marketing team uses social media as a critical tool for reaching a broad audience. However, with a global footprint, the team has to overcome language, cultural, and other barriers to deliver the appropriate message to the right audiences at the right time.

"We have a global social community of approximately one million people, comprised of students and fans from every corner of the world with an interest in learning English," says Lena Weber-Reed, social media strategist for EF Englishtown. "We want to keep them as engaged as possible, as well as convert fans to students and students to evangelists."

To make communications through social channels more relevant, EF Englishtown wanted to empower local teams with robust social capabilities and enhanced messaging. By centralizing its social platform, the company also saw an opportunity to improve governance, to help ensure consistency of messaging across social media properties and its website. EF Englishtown also wanted to be proactive to meet the needs of local social teams by leveraging social scheduling and posting templates to more broadly share content across regions.



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*Lena Weber-Reed, social media strategist, EF Englishtown*

## One voice, one solution

To centralize its social media marketing activities and fortify its social strategies, EF Englishtown chose to implement Adobe Social, part of Adobe Marketing Cloud. "Adobe Social offered the most robust toolset available to support our diverse social marketing activities," says Weber-Reed. "Additionally, the ease of using the Adobe solution enabled our local teams with varying expertise to take advantage of all the capabilities."

Standardizing social activities on a single platform provides the organization with a significant opportunity to make local communications more consistent with global brand standards. Improved governance, repeatable workflows, and greater oversight of content development also help to ensure that messaging and imagery maintain a familiar look and feel for audiences.

Using Adobe Social, the EF Englishtown team can implement marketing best practices with improved insight into content performance across regions and audiences, take advantage of content scheduling, and optimize its social engagement strategies. Additionally, the company can experiment with new and different types of content, supporting a culture built around learning and innovation.

With new social content and campaigns, the EF Englishtown team has dramatically shifted its strategy from developing large amounts of social content to adopting a marketing cadence designed to optimize engagement. "Our new social strategies are built on data collected with Adobe Social and help to ensure we're not overwhelming audiences with a flood of information," says Weber-Reed. "We now know what is most relevant and attractive to different audiences so we can target our messages and drive traffic to the website."

## Local, relevant messages

Another way social strategies at EF Englishtown have improved is through delivering targeted messages to different markets that follow local learning trends. For example, in Germany, one student segment typically learns English for fun and for travel so, on its local social properties, EF Englishtown can showcase messaging more focused on recreation. Alternatively, in Mexico, students tend to engage with information focused on vocational learning.

"With Adobe Social, we can identify and share local trends with teams across the organization to increase relevancy of individual communications and entire strategies within a geography," says Weber-Reed. "At the same time, we can find commonalities among markets to build marketing efficiencies."



## SOLUTION AT A GLANCE

- Adobe Marketing Cloud, including the Adobe Social solution. Capabilities used include:
  - Management and governance
  - Publishing and ads
  - Social analytics
  - Social campaigns

### For more information

[www.adobe.com/solutions/digital-marketing.html](http://www.adobe.com/solutions/digital-marketing.html)



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EF EnglishTown can also test various types of social content that mirrors in-classroom experiences, such as pop quizzes on Facebook pages that test students about vocabulary and grammar. Using Adobe Social, the company has also avoided social missteps that could potentially harm customer relationships.

For example, by asking Japanese audiences to answer English test-style questions, the company saw that it was receiving virtually zero response. Digging deeper, marketers realized that, culturally, it was far from optimal to ask such complex questions in a public forum. As a result, EF EnglishTown chose to engage audiences with less potentially disconcerting, multiple choice questions, and the company saw an instant lift in participation.

"We can now see how different activities across geographies, channels, and languages perform side by side," says Weber-Reed. "Using Adobe Social, we can see results instantly—including measuring engagement, reach, sentiment, and more."

## A brighter future

With successes already achieved using Adobe Marketing Cloud solutions, EF EnglishTown is encouraged by integration with Adobe Social. Using advanced analytics and audience targeting capabilities in Adobe solutions, the company looks to continue improving customer experiences throughout their entire journey—from social properties to its website. Additional campaign capabilities show promise in engaging audiences through more targeted, personalized communications.

"As we use Adobe solutions more and more, we continue to learn about our audiences, what they want, and what the best way to engage with them is," says Weber-Reed. "We also see vast potential in being able to further monetize our efforts to work as strategically and cost effectively as possible."