

Description of RISEBA's Marketing Approach

2026

Note : The document may contain links to internal RISEBA resources that are not publicly accessible. Access to the relevant information may be provided upon request.

This internal RISEBA working document has been translated into English with AI support for EFQM assessment purposes, to provide a general overview of its content. Minor terminological inaccuracies may occur.

1. Planning	\\fs1.riseba.lv\riseba\Marketing and Communications Department\2026\EFQM Accreditation\1. Planning	
	communications and marketing strategy;	Building on the marketing strategy used by RISEBA University (file: RISEBA_strategy_marketing), we have made several improvements to promote brand development and make the university more attractive to our target audience: • Changed the style of the university's website • Introduced a new style for external communications • Developed a new corporate identity for the university (including documentation for both teaching staff and students)
	Audience segmentation;	If we look at the descriptions characterising the target groups, we base our analysis on the MOTIVAL methodology and can identify two target audiences: Group 1 – primarily upper-secondary school pupils interested in higher education opportunities, specifically bachelor's degree programmes Group 2 – working professionals with a bachelor's degree seeking opportunities to continue their education or gain a new qualification at a higher level When we communicate in the media to promote brand values and attract the interest of audiences wishing to study, we typically work according to an audience segment matrix which: • is divided along one axis into levels of study (bachelor's, master's and doctoral) • on a second axis, into three faculties (Faculty of Architecture and Design, Faculty of Business and Economics, Faculty of Media and Creative Technologies) This segmentation clearly distinguishes demographic parameters and interests for communication purposes, which in turn determine the chosen channels and types/content of communication. File: RISEBA_admissions_Summer_2026
	main target groups;	As described in the previous section
	Communication channels;	Main communication channels: • Internal channels • Website www.riseba.lv • Direct marketing (e.g. email marketing, etc.) - o Social media: - Facebook - https://www.facebook.com/RISEBA.LV - Instagram - https://www.instagram.com/risebauniversity/ - YouTube - https://www.youtube.com/@risebaweb - LinkedIn - https://www.linkedin.com/school/riseba-university/ • External - META - TikTok - YouTube - Google Search - DV360 Display - events (school visits, exhibitions, etc.)

	Annual and campaign plans;	a few examples of what we use on a day-to-day basis and for campaigns when planning activities: - planning campaign materials and content: https://docs.google.com/spreadsheets/d/18cWNlp_knZC-u4V2yPAR4N6rIDx_s5ge3kuOyIls3Y/edit?pli=1&gid=1788835452#gid=1788835452 - campaign plan (file name: MBD_RISEBA_SUMMER-ADMISSIONS_MAY_AUGUST_2026_V2-REPLAN)
	KPIs and the principles for setting them.	For each campaign, the relevant KPIs to be achieved and the appropriate/available resources are defined; these are analysed after each campaign so that we can effectively utilise the experience gained for future activities. For example, the Winter Intake Campaign report file: Winter_camp_analysis_2025_2026 and RISEBA – Winter Intake 2025
2. Implementation of communications	\\fs1.riseba.lv\\riseba\\Marketing and Communications Department\\2026\\EFQM Accreditation\\2.	Screenshots and links from social media, websites, news portals and
	channels used;	Social media (Instagram, Facebook, LinkedIn, YouTube, TikTok), website, video conferences, news portals, niche digital and print publications.
	approaches to engaging different audiences;	We usually divide the target audience into segments to make it easier to define and tailor communication channels, content and visual materials that will motivate the audience to choose our study programme. For an example of audience segmentation, see the slide from the Summer Intake Campaign: Summer_Intake_Segments_Audience_Channels_2026
	examples of the most significant	
	cooperation with other departments.	To implement our communication strategy, we work closely with the Admissions Department, ensuring the timely flow of information, consistent messaging and the effective outreach to prospective students across various communication channels.
3. Monitoring of results	\\fs1.riseba.lv\\riseba\\Marketing and Communications Department\\2026\\EFQM Accreditation\\3. Monitoring of Results	
	what data is regularly collected;	Data on the performance of social media and the website is regularly collected, including reach, views, user engagement, clicks, page visits and changes in the number of followers . In addition, the results of advertising campaigns, statistics on media publications and other digital communication indicators are analysed to gain a comprehensive overview of the effectiveness of communication activities.
	Which metrics are analysed;	Key performance indicators: reach, views, engagement, number of clicks (CTR or Clicks), website visits, follower growth, ad reach and engagement, as well as SEO and media monitoring data. Depending on the activity, the results of campaigns and the audience's reaction to published content are also assessed.
	How often is the analysis carried out?	Analysis of communication results is carried out regularly – on a daily basis – whilst a detailed summary and evaluation of results takes place once a month and following each major communication campaign or event. A comparative analysis of results is carried out annually.
	How is the effectiveness of communications assessed, for example:	Communication results on Facebook and Instagram are regularly obtained from the Meta Business Suite platform, using the analytics data available there on audience reach, engagement and other key performance indicators.
	Reach;	Reach – the total number of unique users who have seen an advert, post or piece of content at least once. This is a mandatory metric that we include in campaign planning as one of the KPIs and for tracking results. See the file for an example: RISEBA_SUMMER-INTAKE_MAY_AUGUST_2026
	engagement;	The aim of engagement marketing is to build long-term and meaningful relationships with customers. Engagement is one of the campaign planning objectives that determines the type of communication, audience selection criteria and content. Engagement marketing is primarily used in social media communication (a campaign planning criterion). See the file for an example: RISEBA_SUMMER-ADMISSIONS_MAY_AUGUST_2026
	CTR;	CTR (Click-Through Rate) – a percentage indicator showing what proportion of people who have seen your advert have clicked on it.
	conversion;	A conversion is an action taken by a prospective student following interaction with the university's digital channels, which helps to achieve the institution's objectives. A conversion may be submitting an application to study, registering for an open day, downloading information material, filling in a contact form or subscribing to a newsletter.

	website analytics;	RISEBA uses Google Analytics 4 for website analytics, and this is the main source of data for analysing campaign performance and website traffic. What information do we primarily look at (using data from the period 9 July 2025 to 8 July 2026 as an example) • Traffic: How many people visit the site, which countries/regions they come from, and what devices they use. • Sources: where visitors come from (e.g. direct (organic) traffic, social media or advertising) • User behaviour: which pages on the site are viewed most frequently, and how long users stay on the site. • Conversions and goals: for example, clicks on buttons View files with the following names: - GA4_RISEBA_as of 07.2026_Reports_1 - GA4_RISEBA_as of 07.2026_Reports_2 - User_acquisition_First_user_primary_channel_group_Report_3
	social media analytics;	Conclusions regarding Facebook In 2026, the number of Facebook views increased by 1.7 per cent (from 2,820,823 to 2,868,414), whilst the number of clicks rose by 67.9 per cent (from 7,621 to 12,794), indicating more effective user engagement in further exploration of the content. At the same time, the engagement rate fell by 30.6 per cent, whilst the number of website visits fell by 34 per cent. This suggests that, although the content reaches a wide audience and generates clicks, more attention needs to be paid to content quality and calls to action that would encourage more active audience engagement and conversion to the website. Conclusions regarding Instagram Instagram's results show significant growth. Audience reach increased by 25.2 per cent, the number of clicks by 257 per cent, website visits by 12.2 per cent, whilst the number of followers rose from 23 to 444 (+421 followers). In 2026, views (2.52 million) and engagement metrics (9,788) were also recorded for the first time, which will enable a more comprehensive analysis of communication effectiveness in future. The results confirm that Instagram is becoming an increasingly important communication channel. Overall, the data indicates a positive trend in digital communication. Facebook retains the largest audience and a high number of views, whilst Instagram is showing the fastest growth in terms of reach, clicks and follower acquisition. Going forward, it is recommended to focus particularly on increasing Facebook audience engagement and website visits, as well as continuing to develop Instagram content whilst maintaining its positive growth momentum. Regular analysis of these metrics will enable timely adjustments to communication activities and allow decisions to be supported by data.
	media monitoring;	LETA monitoring system (see \\fs1.riseba.lv\riseba\Marketing and Communications Department\2026\EFQM Accreditation\3. Monitoring of Results)
	SEO;	SEO stands for Search Engine Optimisation. It is a process aimed at improving a website's visibility on search engines, such as Google, so that it appears higher up in organic (unpaid) search results. In 2026, we initiated and completed content optimisation by implementing the recommended improvements to the website's content and technical solutions. (see \\fs1.riseba.lv\riseba\Marketing and Communications Department\2026\EFQM Accreditation\3. Monitoring of Results)
	advertising results;	A summary of the results of RISEBA's advertising campaigns from a communications perspective is usually compiled in the form of a single consolidated presentation, which we discuss with both the agency and senior management. For an example, see the file titled: RISEBA – Winter Intake 2025 Such reports usually consist of three parts: - a review of the brief and the communication plan approved by management - an analysis of the results - conclusions
	results of the activities.	For larger events, such as School 2025/2026, we hold a planning meeting with teaching staff and students, during which we provide guidance and information on the objectives, the programme, the materials used and the activities. Following such exhibitions, a joint debriefing session is held with the event participants, during which we discuss the summary of results and gather feedback to be used as input for next year's event. For an example, see the file titled: Recommendations_for_the_School_Exhibition_2026
4. Use of data in management decisions	\\fs1.riseba.lv\riseba\Marketing and Communications Department\2026\EFQM Accreditation\4.	Screenshots from social media audiences (primarily age groups).

How have the results of the analysis influenced:	the communication strategy;	The communication strategy is regularly adapted based on analytics data from the website and social media. Analytics enable us to assess audience behaviour, reach, engagement and content effectiveness, thereby making data-driven decisions on communication priorities, campaign planning and content development.
	budget allocation;	The majority of the communications budget is allocated to digital media, particularly social media advertising and digital campaigns. This enables us to reach specific target audiences more effectively, optimise advertising costs and quickly adapt campaigns based on their results.
	choice of channels;	Communication channels are selected according to the target audience segment. To reach prospective undergraduate students, priority is given to Meta platforms and TikTok, whilst for the postgraduate audience, Meta platform advertising and organic communication are used. For doctoral programmes, LinkedIn, news portals, the RISEBA website, as well as participation in in-person and online conferences, are more effective. This approach ensures a more efficient use of resources and more precise targeting of the audience.
	audience segmentation;	Analytical data shows that RISEBA's social media content is actively consumed by audiences at all levels of study; however, the highest level of engagement is observed in the Master's segment. This can be explained both by the greater number of Master's programmes and by the nature of the content, which is often informative, narrative-based and more suited to an adult audience. For prospective undergraduate students, more dynamic and informal content is more appealing, which is why the Student Union's social media accounts also play a significant role. Analytics show that different topics appeal to different segments; for example, science and research content achieves higher engagement on LinkedIn, whilst on Meta platforms, content relating to student life, the study process and events generates greater interest.
	Changes to content;	Based on the results of the analytics, content is being made more interactive and visually engaging, with greater emphasis placed on video format, short-form content and authentic student stories. Subtitles are used regularly, content is published in Latvian and English, and the structure of the information is being refined to make it easier for different audiences to understand.
	the introduction of new activities.	Analytics results serve as the basis for introducing new communication activities and improving existing ones. Based on audience engagement data, video content is developed, live streams are organised, campaigns featuring students' and graduates' experience stories are run, series of lecturer interviews are produced, and new social media formats are introduced. Various advertising formats, audience segments and messages are also regularly tested (A/B testing) to identify the most effective communication approaches and continuously improve communication outcomes.
5. Competitor and reputation analysis	\\fs1.riseba.lv\riseba\Marketing and Communications Department\2026\EFQM Accreditation\5. Competitor and	station.lv screenshots
	how competitors are monitored;	The communication activities of other higher education institutions are monitored regularly by analysing their social media content, digital advertising, website updates, media publications and organised campaigns. Particular attention is paid to the communication formats used, the messages conveyed, audience engagement and current topics. Competitor analysis helps to identify industry trends, assess RISEBA's competitiveness and refine its communication approach.
	how RISEBA's reputation is analysed;	RISEBA's reputation is primarily analysed qualitatively, by regularly monitoring media coverage, public reaction on social media and opinions expressed in the public sphere. The content, tone and most frequently discussed topics of these publications are assessed. At present, no quantitative surveys are conducted on student satisfaction with communication; however, feedback received on a daily basis from students, postgraduate students and cooperation partners is used in the reputation assessment.
	how the results of media monitoring are used;	The results of media monitoring are used to assess which audiences RISEBA reaches most effectively, which topics generate the greatest public and media interest, and to identify the university's strengths and areas for improvement from the perspective of the external audience. Regularly issued press releases enable us to gauge media interest in various topics and determine which communication channels receive the widest coverage. This information is used in communication planning and in setting content priorities.
	How publicity and media mentions are analysed.	With the help of a specialised media monitoring tool, mentions of the RISEBA name in digital media are regularly tracked. The number of publications, reach, tone, keywords used and the types of media in which RISEBA is mentioned are analysed. The monitoring data enables us to assess the effectiveness of communication activities, identify current public interests and respond promptly to events that affect our reputation.
6. Continuous improvement	\\fs1.riseba.lv\riseba\Marketing and Communications Department\2026\EFQM Accreditation\6.	Presentation by the management team

	Please provide examples of how, based on the data collected and feedback received, communication or marketing activities have been improved over the last two years.	In the autumn of 2025, RISEBA's communication objectives and audience segments were presented; based on this presentation, improvements have been made to the communication style, including the creation of a unified visual identity. (See the attached files titled: RISEBA_Communication_Guidelines_10.2025.pdf and Digital Communication Visual Identity Guidelines_RISEBA.pdf) Refining content formats – Analytical data showed that short-form video content and authentic student experience stories ensure greater audience engagement; consequently, the proportion of video content on social media has been increased, interviews with students, graduates and academic staff have been produced, and more dynamic visual solutions have been utilised. Optimisation of communication channels – based on an analysis of the effectiveness of various platforms, communication has been better tailored to specific target audiences. Meta platforms and TikTok are being used more actively to reach prospective undergraduate students, whilst LinkedIn, the RISEBA website, news portals and professional events are used to engage master's and doctoral students. Reallocation of the advertising budget – following an evaluation of the results of digital campaigns, a larger proportion of the advertising budget has been redirected to digital media, particularly social media advertising, which ensures more precise audience reach and the ability to optimise campaigns promptly. Improving content accessibility – taking into account audience habits and platform statistics, subtitles are systematically used in communications; content is published in Latvian and English; and the structure of the information has been refined to make it easier for different audiences to understand. Thematic content planning – media monitoring and social media statistics have shown that different topics generate varying levels of audience interest. For example, science and research content generates greater engagement on the LinkedIn platform, whilst content relating to the study process, student life and events is more popular on Meta platforms. This is taken into account when planning the communications calendar and selecting publication channels. Assessment of communication effectiveness. Audience reach, engagement, click-through rates, the resonance of posts and media reposts are analysed on a regular basis. The data obtained is used to refine communication messages, identify the most effective publication times, select the most appropriate formats and define priority communication topics. To evaluate the return on investment of marketing resources and obtain feedback from clients (in this case, programme directors), we conduct audio or video meetings, during which we gather valuable information to improve results at future events (for example, the School Exhibition 2027, which traditionally takes place at the Ķīpsala Exhibition Centre. File name: Recommendations_for_the_School_Exhibition_2026).
7. Evidence	\\fs1.riseba.lv\riseba\Marketing and Communications Department\2026\EFQM Accreditation\7. Evidence	
Please attach:	strategies;	Included: \\fs1.riseba.lv\riseba\Marketing and Communications Department\2026\EFQM Accreditation\1. Planning
	communication plans;	Planning for the relevant academic year takes place by discussing key events and dates with the relevant departmental representatives and approving the plan with management and administrators. See the file titled: RISEBA_2025_2026_activity_plan Other activities are planned as separate campaigns. See the example file: RISEBA_admissions_Summer_2026
	campaign plans;	See previous entry
	analytical reports;	See 3. Monitoring of results
	presentations;	See previous sections
	management reports;	
	examples of decisions taken;	
	KPI reports;	See 3. Monitoring of results
	other documentation supporting the	