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Facebook & influencer marketing in practice



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Why Facebook?





- 2 billion users
- in countries all over the world
- primal role according to surveys
 - exceptions



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What do we do on Facebook?

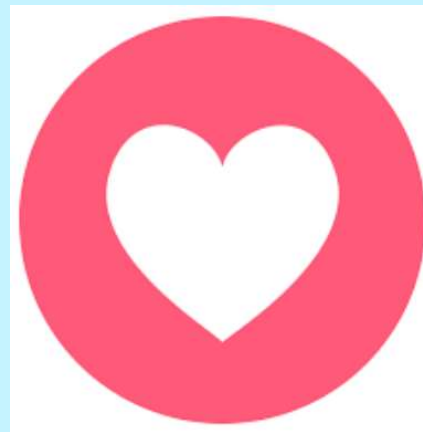


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Building real life community!





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www.facebook.com/studyinhungaryofficial/

The screenshot shows the Facebook page for 'Study in Hungary'. The page header includes the name 'Study in Hungary' and a search bar. Below the header is a navigation menu with options like 'Home', 'About', 'Photos', 'Videos', 'Events', 'Posts', 'Groups', and 'Community'. The main content area features a large video player showing a group of young people smiling and waving. Below the video are interaction buttons for 'Liked', 'Following', 'Share', and 'Contact Us'. The right sidebar contains a 'Community' section with a 'Very responsive to messages' badge, and an 'About' section with details like 'Typically replies within minutes', 'Send Message', and the website 'www.studyinhungary.hu'. The page also shows '14,036 people like this' and '14,458 people follow this'. At the bottom, there is a 'Pages liked by this Page' section featuring the 'Embassy of Hung...' page.



Key facts

- Almost 15,000 followers since April 2016 (more than neighboring countries')
- 100 % reply
- Primal platform of instant communication
- Reaching 500,000 people during Stipendium campaign
- Related to partner's Facebook
- Close relation with Study in Europe (video talk)



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Because we work together from the beginning!





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Campus Buddies, the student ambassadors



Follow Campus Buddies!



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**They guide students through
their own experiences**



#CAMPUSBUDDY

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TRINH

20 / VIETNAMESE

CHEMICAL TECHNOLOGY AND BIOTECHNOLOGY

"Nothing can replace hard work."

5 IMPRESSIONS OF HUNGARY

- Hungarians have a good sense of humour.
- The professional attitude of one of my mentors – she is always ready to solve problems.
- Professors seem to be surprised when I bow to them.
- I like Hungarian nicknames – they usually end with "ka".
- Hungarians look serious at first but they are actually very friendly.

Ho Chi Minh City Vietnam < 8950km > Budapest Hungary

MIRI

Law

Jälilabad Azerbaijan

Budapest Hungary



STUDY IN HUNGARY #campusbuddy

“ Everything will be done, but the necessity is where you are in this process! ”

-  You can feel history in every step you take
-  Bridges impress me
-  The Hungarian language is as hard as it is unique



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Video intro

 **Study in Hungary**
15 November at 15:32 · 🌐

After a short break, we are starting our 2nd season of Campus Buddies! We are going to introduce new faces but the "senior" buddies stay with us too. In this brief intro video, you can learn a little bit about Korkem (University of Debrecen), and her lovely story of using Hungarian language in everyday life. Welcome on board, Korkem Adilzhan! #campusbuddy #s02e01 #studyinhungary



The video player shows a woman with long dark hair, wearing a blue top, smiling. She is positioned in front of a light-colored wall with two large white circular cutouts. The video player interface includes a play button, a progress bar, a timestamp of -0:18, and icons for settings, share, full screen, and volume.



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They show their study life...



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#showmeyourcampus





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#selfiewithmyprofessor



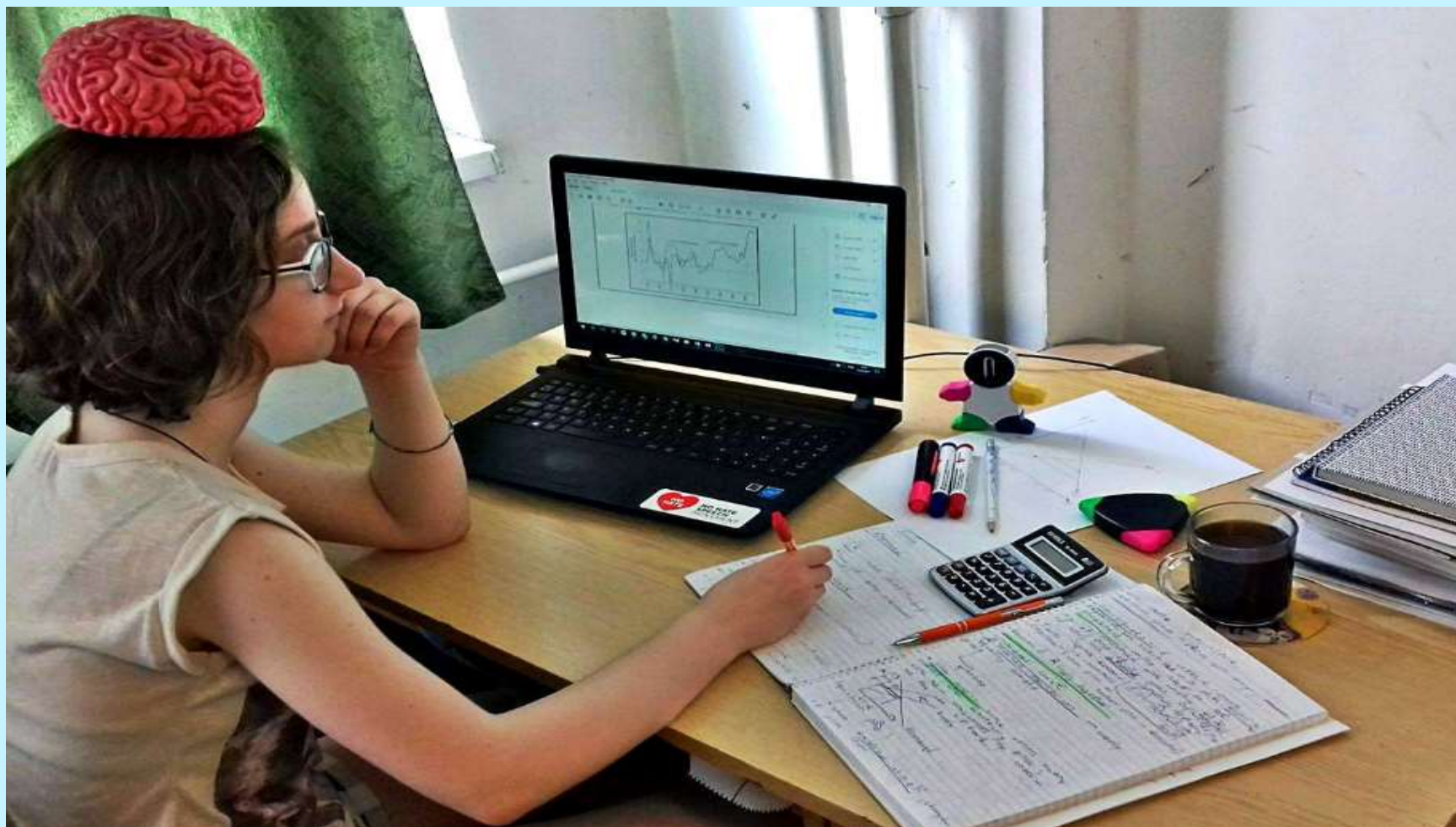


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#studyliketthereisnotomorrow





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**...and they give tips for free
times activities**



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#itravelhungary





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Offline activities and mentorship





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MEGOSZTÁS Hozzászólás írása...





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What's ahead?



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- Minicampaigns about Stipendium Hungaricum
 - Video talks on Stipendium
 - Campus Buddy Season 2



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Following event: Motivation letter

If you find your motivation, you find yourself.

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NOV 29 BuddyTalkS01E01 - Find your motivation to get scholarship!
Public · Hosted by Study in Hungary

✓ Going ▾ Invite Friends Share ▾ ⋮

🕒 29 November at 15:33–16:33
Next Week · 1-5° Scattered Clouds

📍 Tempus Közalapítvány
Kéthly Anna tér 1., Budapest, Hungary [Show map](#)

About Discussion

✍ Write Post 📷 Add Photo/Video 🗳 Create Poll



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**Thank you for your
attention! 😊**

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