

## OVERVIEW

**THE CLIENT:** U.S. community college with 13,000 students located in an urban center on the West Coast

**GEO TARGET:** Worldwide with an emphasis on Asia

**DURATION:** 12 months

**PROGRAMS PROMOTED:** Community College, Bachelor/Transfer, Summer, English Programs

**MEDIA BUY:** \$18,800

## STRATEGY

Study in the USA worked with the client to develop a campaign strategy to best meet their recruitment goals. We worked with the client and our marketing team to develop content, social, and marketing materials to create brand awareness and maximize lead generation. Next, the Study in the USA account rep and dedicated customer service rep worked to ensure a timely campaign launch with consistent monitoring and analytics reporting.

Increased international outreach leading to: **421 inquiries**

### Featured Online Profiles

421 inquiries

28,663 page views

144 clickthroughs

### Print Magazines

30,000 circulation of Latin American edition

50,000 circulation of Global edition

100,000 circulation of Chinese edition

### Email Blasts

232,037 emails sent

59,974 opened

1,648 clicks

### Articles + Blog Posts

93,340 views per year



### Facebook Promotions

435,344 total reach

42,836 engagement

8,980 clicks



### Sponsored Listing

1,524,040

pageviews

1,486

clickthroughs



### Instagram Promotions

31,175 total reach

36,608 impressions

201 clicks



### Overall Results

Increased reach  
and global  
brand building