



study in the
USA



StudyUSA.com
StudyintheUSAGlobal.com



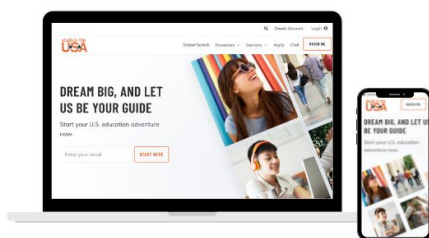
WHO WE ARE

Study in the USA has been the leader in comprehensive international student recruitment solutions for more than 45 years.

Educational institutions have trusted our experience and expertise at spotting and deciphering industry trends, and leveraging the most effective print, digital, and social outreach tools to bring qualified students to their campuses. **Our mission is to connect schools and programs in North America with qualified students from around the world**, using student-centric strategies and mobile-first technology to create highly effective custom recruitment solutions.



MAGAZINES



WEB SITE & MOBILE



SOCIAL MEDIA MARKETING



PODCAST



CONTENT MARKETING



EMAIL MESSAGING

Study USA is one of the only partners we had that shows consistent return on investment year after year — I really think that says it all honestly!

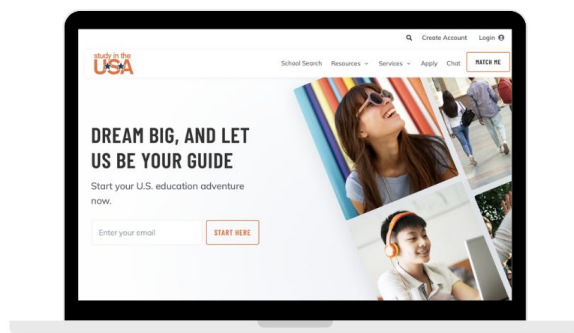
—Arizona State University, Global Launch

PROVEN SOLUTIONS

Our vision has always been to help international students find the gift of a U.S. education. We're honored to partner with companies that share our vision for making quality education accessible to students all over the world.

By partnering with Study in the USA, you will be connected with quality candidates while reducing your staff's workload, supporting your recruitment and institution's economic goals, and ultimately, diversifying your campus population.

Study in the USA websites and magazines are the leading print and digital resources for international students. Plus, our social media and content marketing reaches millions of students worldwide with high-quality original content.



1.3 MILLION

magazines distributed

4.8 MILLION

unique visitors to
StudyUSA.com annually

600,000+

social media followers

Our exposure has really increased thanks to Study in the USA. We are reaching markets that we haven't been able to, otherwise, and we know it is due to our partnership with Study in the USA. —**University of Mississippi, Intensive English Program**

HOW WE DO IT



MAGAZINES



WEB SITE



PODCAST



SOCIAL MEDIA MARKETING



CONTENT MARKETING



EMAIL MESSAGING

QUALIFYING LEADS

Qualifying leads so that you are equipped with a targeted list of potential students.

Enforcing your message through strategic positioning and showcasing *your school's unique selling points* to a targeted international pool is the first step in developing your successful recruitment strategy.

CUSTOM SOLUTIONS

With budget in mind, we create *custom solutions* to meet your needs or match you with one of our recruitment solution packages designed to target your niche markets, promote your programs, and attract students. Producing tangible benefits for schools that *extend beyond just meeting recruitment goals*.

- Delivering quality candidates
- Reducing your staff's workload
- Diversifying your campus population
- Support your institution's economic goals

PRODUCTS & SERVICES

Research shows that students choose online content in their native languages, bypassing content, and entry points in English altogether.

Each of our plans includes:

- Digital exposure in the languages your prospective students speak
- Creative and engaging social media posts
- Email blasts
- Content marketing for maximum reach and engagement

Our premium packages include extras ranging from:

- Custom magazine ads
- Real-time inquiry management tools
- Autoresponders
- Drip campaigns

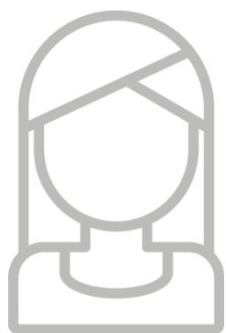
Study in the USA offers incredible value for your money with reporting to make up-to-date ROI decisions.

Study USA is a rich source of information from how to navigate the visa process to how to approach school admissions. I found the most helpful aspect is that it does not just give professional advice but you can also access the experiences of others to help with those unwritten rules and experiences you need to know.

—Student at Delaware County Community College

DEMOGRAPHICS

Our Study in the USA audience is young, ambitious, and excited to experience everything the U.S. has to offer. More than 20% are currently living in the U.S., and internationally, our audience comes from more than 200 countries worldwide.



56%
female

AGES:

18–24 36%

25–34 27%

Other 37%



44%
male

MOST POPULAR CATEGORIES OF STUDY:

1. Computer Science & IT
2. Health & Medicine
3. Education & Training
4. Vocational Career
5. Agriculture & Veterinary Medicine
6. Creative Arts & Design
7. Business & Management
8. Degree Level Certificate/Short Term
9. Information Technology
10. Engineering

WHERE THEY'RE FROM

Top 15 Countries

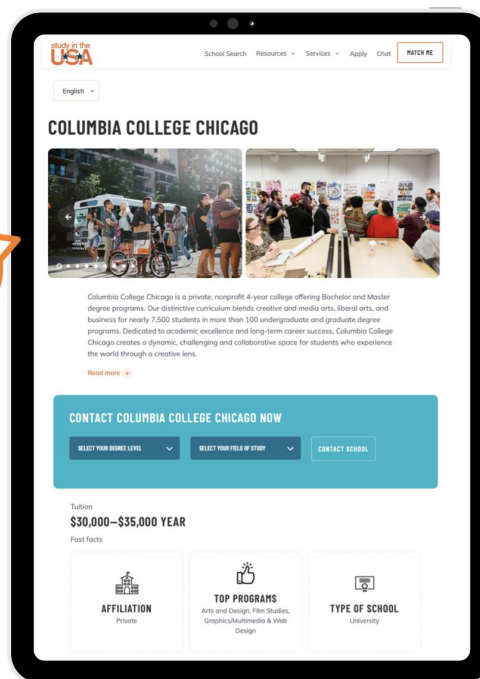
1. India
2. Brazil
3. Vietnam
4. Japan
5. Mexico
6. Indonesia
7. Philippines
8. France
9. Colombia
10. South Korea
11. Turkey
12. United Kingdom
13. Thailand
14. Nigeria
15. Russia

[StudyUSA.com] provided tons of helpful information about American education and the ways to make my dream into reality. —**Student at Santa Monica College**

FEATURED PROFILE

Your school or program profile on StudyUSA.com is the foundation for all of your marketing with Study in the USA. Our dynamic, omnichannel marketing approach provides you targeted exposure to international students across all media, starting with the Study in the USA platform. This multi-platform, multilingual solution optimizes reaching these students and engages them with the information and resources they seek throughout their journey.

- Unlimited leads, pageviews, and clicks
- Direct student inquiry form
- Quality lead generation
- Embedded videos
- English + up to 13 translated profiles (translations are done by native speaking, professional translators)
- Fast Facts section with key details about your school
- Up to 750 customized words promote your school
- Social media integration
- Direct link to your school website
- Monthly tracking reports and data analytics
- Award-winning design



“Study in the USA is what got me here in the first place, without it, I would not have decided to choose the college I am currently attending and am amazingly satisfied with.”

—Student at Delaware County Community College

SOCIAL MEDIA

Connect and engage with Study in the USA's 600,000+ social media followers — you can choose from targeted and custom campaigns, live events, and interviews.



FACEBOOK

524,783

followers

TOP 5 COUNTRIES

1. Bangladesh
2. Cambodia
3. India
4. Pakistan
5. Egypt

12,144,564

3-month reach



INSTAGRAM

41,660

followers

TOP 5 COUNTRIES

1. India
2. United States
3. Indonesia
4. Pakistan
5. Nigeria

4,113,509

3-month reach



PINTEREST

55,150

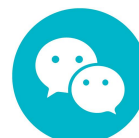
followers

TOP 5 COUNTRIES

1. India
2. Mexico
3. Russia
4. Brazil
5. Italy

86,970

impressions

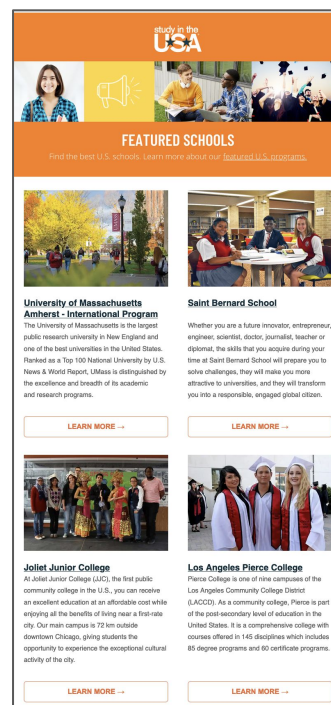
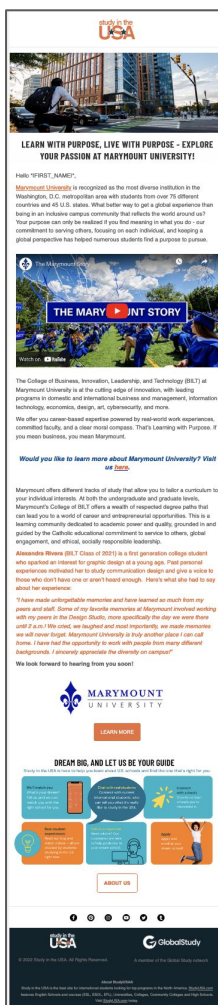
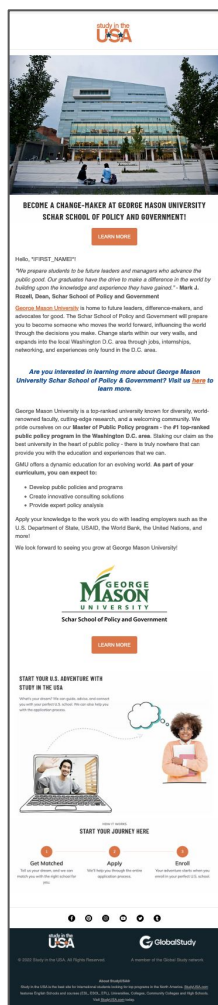
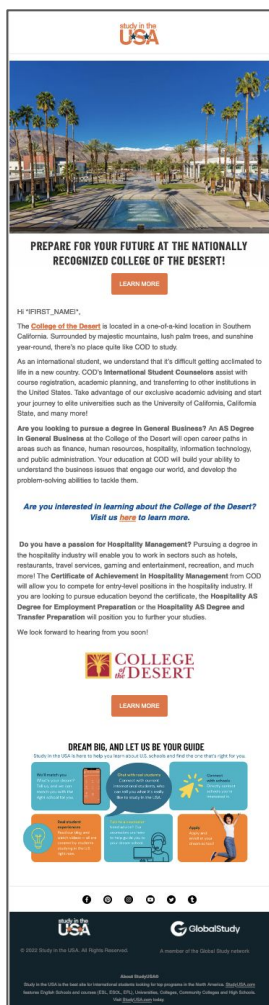


[Study in the USA] will regularly reach out to us with ideas to help us expand our market. We have worked with them several times on live streams and other special promotions; they are with us every step of the way to make sure it all goes smoothly, and always provide us with key analytics post-event to help us track success.

—University of Texas Austin

EMAILS + NEWSLETTERS

Study in the USA has a voluntary, opt-in database of 50,000+ students. We connect you with these students via direct mail blasts and student newsletters. The average open rate is 58% and average click through rate is 30%.



Student
newsletter

Targeted emails

I was able to learn more about the opportunities and school programs available to international students in the U.S., and I would not have made it this far without Study in the USA. —Student at South Dakota State University

SPONSORED CONTENT

Multilingual articles, blog, and vlog posts attract our student audience, increase engagement, and create strong connections. The blog page receives 150k views a month, and blog and vlog posts are further amplified across social media. Print media provides quality evergreen content and further interaction with the website via QR codes.



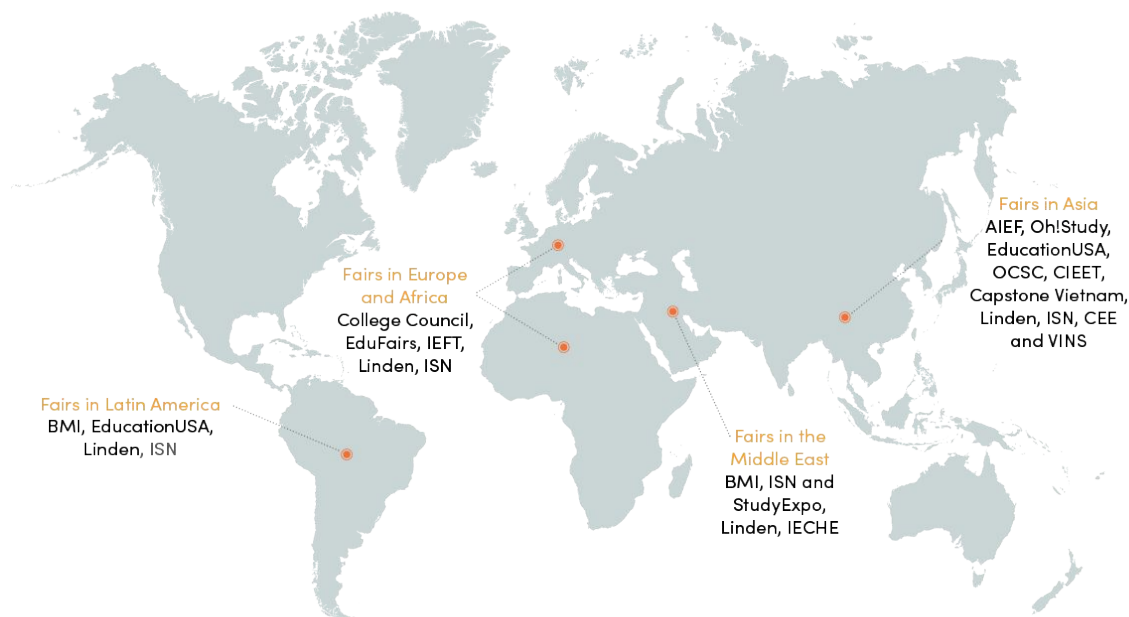
I have nothing but positive comments to say about Study in the USA. The student blogger has been a wonderful professional development opportunity for our students as well as a way to showcase TMCC through genuine student voice.

—Truckee Meadows Community College

PRINT PUBLICATIONS



- 8 publications, 5 languages, distributed worldwide
- Work in unison with digital marketing offerings for a powerful advertising mix
- Unparalleled circulation to top countries
- Distributed to EducationUSA advising centers, fairs, agencies, schools and more
- Award-winning design and content



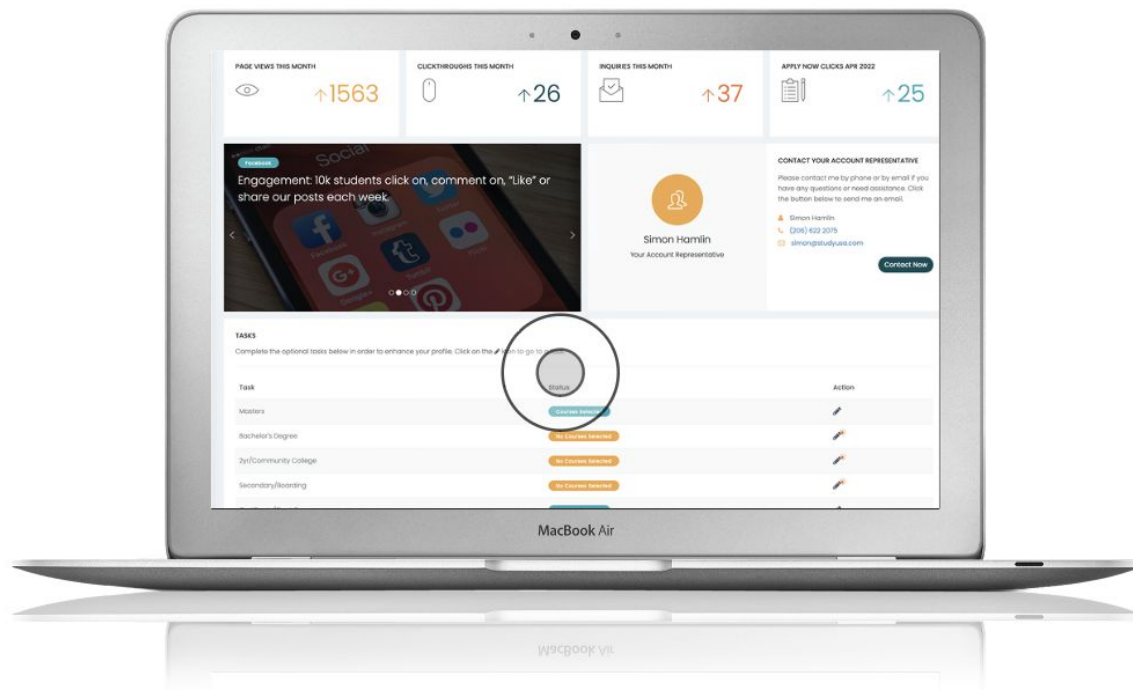
To see the
magazines
and for more
information
about
distribution.

We have advertised with Study in the USA for over 21 years. The distribution of the printed magazine is important to us. The connection to Education USA centers around the world is important to us. The only USA magazine for US colleges/institutions is important to us and being a local agency it is also very very important to us. —**Edmonds College**

SMART DASHBOARD

The Leader in
International
Student
Recruitment
Solutions

- Download and search your student inquiries and applications
- Change your profiles fast facts at any time
- Customized dashboard alerts
- Choose unlimited courses / programs



Our expectations were exceeded when Study in the USA compiled a report using our applicant data from the past three years showing that 68 of our applicants came from Study in the USA. —**Genesee Community College**

LIVE SESSIONS

The Leader in
International
Student
Recruitment
Solutions

Stream live on Facebook or Instagram to our organic international student audience.

Use our social channels to create a direct connection between your school or program and this prospective international student audience. Build engagement, connect directly with students, share news, and establish your school or program brand.



8,589,016

students reached

429,451

engagement

Study in the USA also provided LACC a platform to speak with students through Facebook Live, putting a spotlight on LACC and on our amazing program. Through these efforts I have seen hundreds of inquiries and a number of real applications be submitted and converted into actual students attending LACC.

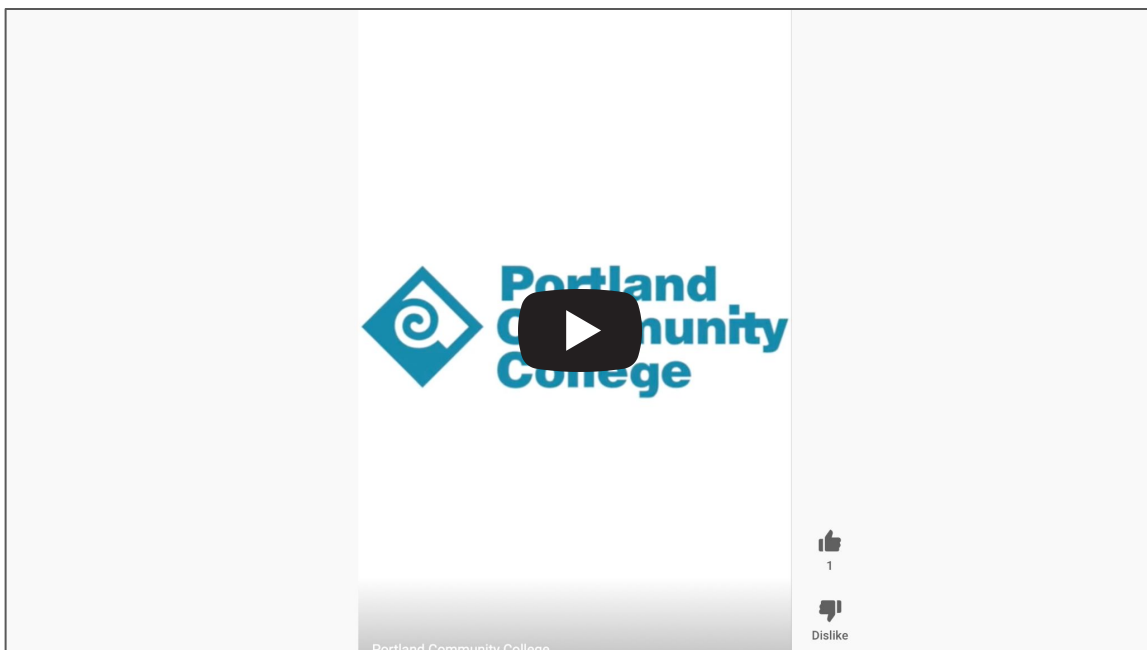
—Los Angeles City College

TESTIMONIALS



Study in the USA's cost-to-ROI ratio is great, plus they offer a full menu of services that are easy to add on if needed to respond to the international recruitment market. For an international office like ours — small budget and staff — Study in the USA is a necessary tool in our kit. —**Northwest Missouri State University**

TESTIMONIALS



Study in the USA broadened my knowledge on how education in the U.S works and colleges that will best suit my needs. —**Student at Felician University**

LET US BE YOUR SOLUTION

**We've organically built this community
and earned the trust of this audience.**

This allows for immediate access to already engaged and receptive international students. The extensive backend technology successfully delivers your school's brand message to generate qualified leads and applications while capturing the analytics you need to measure ROI and campaign effectiveness.

THANK YOU!

study in the
USA[®]

