EMAIL BLASTS
Best practices

Students and their families choose international study locations because of the perceived long-term opportunities. A clear and simple recruitment message that is true to your school and respects their primary motivations will pave the way to sustainable success.

Email examples:
North Dakota State University
Santa Barbara City College
Edmonds College

What we need from you:
- Text, photos, videos, etc. that you would like promoted
- Time frame for posting if applicable

Email content topic ideas:
- Highlight the **top 5 to 10 reasons to choose your school**
- Highlight your **top 5 programs**
- **A personalized touch:** Emails with personalized subject lines are 26% more likely to be opened, while personalized email messages help to improve click-through rates by an average of 14% and conversions by 10%. For Gen Z specifically, get their attention by making it clear as day that your email is relevant to them.
- **What makes your school special?** Highlight:
  - The fantastic social life
  - Student support services (particularly to international students)
  - The history and culture
  - The beautiful location
  - The friendly attitude toward students
- **Feature student stories.** Showcase your student body by sharing testimonials or stories from students. Not only will this foster a sense of community within your student body, but it can also be a way to personalize your university to prospective students.
- **Standout numbers or facts** about your university (use infographics as a strong attention-grabber)
- **Scholarship opportunities** or special financial incentives
- **Visa counseling**

study in the
USA

More!

studyusa.com | studyintheusaglobal.com

Email content topic ideas, continued:

- Internship/placement opportunities
- **Potential post-study work visa** (this has become a leading factor for studying abroad for international students)
- **Career readiness:** There needs to be a shift from theoretical learning to real-life application of skills and experiences to prepare graduates and level the playing field for all students.
- **A strong subject line:** experiment with action words — e.g., "Pursue," "Explore," "Discover" — that are energetic and demand action. Highlight the reasons why students should choose your school. You can also use emojis, invoke humor, or inspire curiosity.
- **Prioritize authenticity:** What draws students in? Real stories from their peers and potential professors.
- **Compelling content:** Create scannable content for quick, digestible viewing (again, infographics are your best friend).
- **Graphics:** Instead of generic pictures of your campus, add in short videos of real students telling stories about their experiences at your school.
- **Take the student journey into account.** Every potential student goes through the same stages before enrolling:
  - They have an initial curiosity regarding your college
  - They seek more information
  - They go back in forth reading testimonials from different peers, sources
  - They fill out an inquiry form
  - They fill out the application form
  - They enroll and show up on campus to start their education
- **The art of personalization:** Personalizing content for your target audience is no longer about simply name-dropping them. It's understanding their intent, where they are on their journey (see stages above), and meeting them where they are with the most relevant content.
- **Call to action:** Add an Apply Now or Learn More button. Understand the purpose of the email and encourage the student to act on it.