

DASHBOARD ANALYTICS

Using your analytics to strategize content

Analytics can be used in a variety of ways to help you understand your prospective students inquiring about your school. As to why they are inquiring, each student has their own reason. However, the analytics provided for you in your dashboard can give you a general idea of the trends in regards to degree interest, language preferences, regional/country, gender, and age. Each variable can be used to help you communicate to the preferred student persona.

REPORTS

Example scenarios

1

If you offer high school completion, and your dashboard shows a high percentage of students under age 18 inquiring about high school completion, you should **create and design purposeful content geared towards this population**. In contrast, the content will differ from that geared toward graduate students 18-24 interested in an MBA.

2

If in the Field of Study you have a high percentage of students looking at University Prep, TOEFL, Degree Level, and English Programs, **you could design an email blast centered around your English language programs**.

3

If you have a high percentage of students with a language preference of Spanish, **you could share a social media post in Spanish** that includes one of your students from Colombia. It could be either a static photo post or — even better — a video.



REPORTS

Example scenarios

Sorting options include Major, Country, Financial, Level of Education, and Age. Use these options to create campaigns for your channels. By using these, you'll create a focus, which will in turn help you decide on content.

1

Perhaps you want to send an email to all your inquiries majoring in Business Administration. Reach out to your communications and marketing department and/or your business school to see if there is an article written about your business programs. Write an email blast, attach the business article, and send it to your inquiries. Remember to use good photos, and again, it's even better if you're able to utilize video!

2

If you see a strong trend of students from Indonesia, perhaps you have several students from Indonesia who could create video testimonials. Share the videos on your social media platforms, write an email blast with a student interview, and include the video. You could also include information about a cultural event or the Indonesia club on your campus.

Using your dashboard analytics is a strategic tool for you to use as part of working with Study in the USA. Please reach out to your account executive if you have questions.

Contact our team to help determine the best content for your market!

