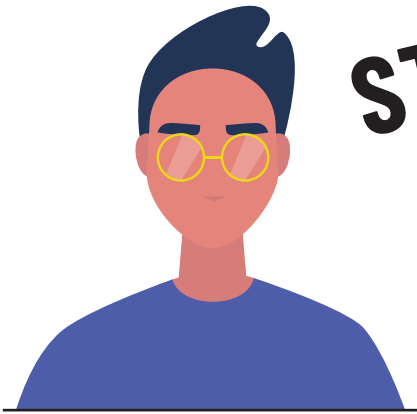


STUDENT JOURNEY



João
from Brazil

1



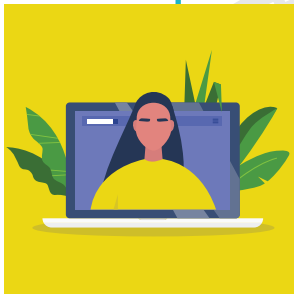
João searches “How to get a visa” and clicks on the link to an article on studyusa.com.

2



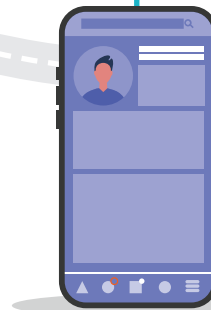
While on studyusa.com, João clicks on a Google ad that pops up for a school he’s not familiar with.

4



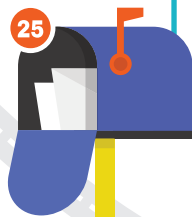
Two weeks later, João attends a virtual fair with his best friend and visits the Study in the USA booth. He talks to an advisor and signs up for more info about three different schools, including the one from the Google ad.

3



Later that week, João sees a fun social post on Study in the USA’s Facebook wall that reminds him about the school, but he doesn’t take any action.

5



Within the next few days, João receives emails from the three schools and finds himself still really interested in the one he accidentally stumbled on during his visa search.

6



A few nights later, João watches a student story about the college he’s now really interested in on Study in the USA’s Instagram account. He shares it with his friends.



OUTCOME

João continues his research and corresponds directly with admissions at the school he found during his “visa” search. Ultimately, João ends up applying and enrolling on the school’s site.

