

ONE-TIME REQUEST FOR MATERIALS

What We Need to Run Your Campaigns

We've sent you the schedule for your planned email blasts and social media posts. If you are a content marketing expert, you will know the content you want to use for each of these items, and you can send us the materials for each one before the scheduled month arrives. But many times we find you are too busy — even if you are a content marketing expert! So, if that sounds like you, we suggest you send your materials all in one go.

Our goal is that with this one-time request, you can gather all of the materials that are needed for Study in the USA to promote your school through social media posts, email blasts, and display ads. We know that it will take some time pulling together these materials, but we promise it will be worth it! Get it done now, and we won't have to come back again and again with requests throughout your contract.

✦ Please send all materials as a Dropbox or Google Drive link, not in separate emails.

Note: If the you have **Sponsored Content** as part of your order — this includes articles, interviews, blog posts, Facebook or Instagram Live events — you can work with your CSR to manage and schedule these items anytime during your contract. Ultimately it's up to you to create this valuable content.

HERE ARE THE ITEMS WE NEED:

- High-resolution photos — ideally official access to your school/ organization's photo library
- Link to a Branding Guidelines page or document, if you have them
- Official logos
- Tag lines
- Videos
- Testimonials
- RSS feeds
- Any school page URLs that you feel would have useful content for your email blasts and social media posts. *Note:* We will not be linking to any of your school pages. All links will go to your school profile on StudyUSA.com. This ensures more accurate tracking.
- Also, any examples about what makes your school different, special, famous, unique? What does it excel at?

