

The Student Journey



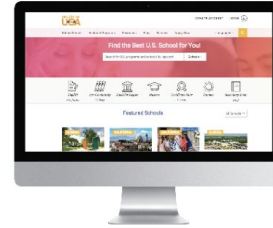
study in the
USA
www.StudyUSA.com

Who We Are

Study in the USA is a global media company that connects international students with U.S. colleges, universities, and English-language programs.



Magazines



Web Site



Mobile



Social Media Marketing



Content Marketing



Email Messaging

A Typical Morning

My personal revelation about the circuitous journey it took for me to learn more about voice search online.



The Student Journey

1



Discovery

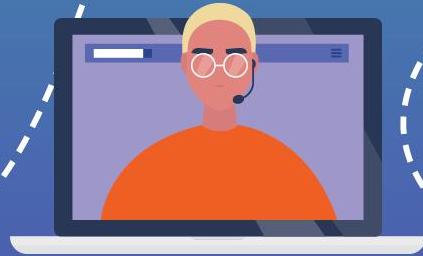
3



Application

2

Evaluation



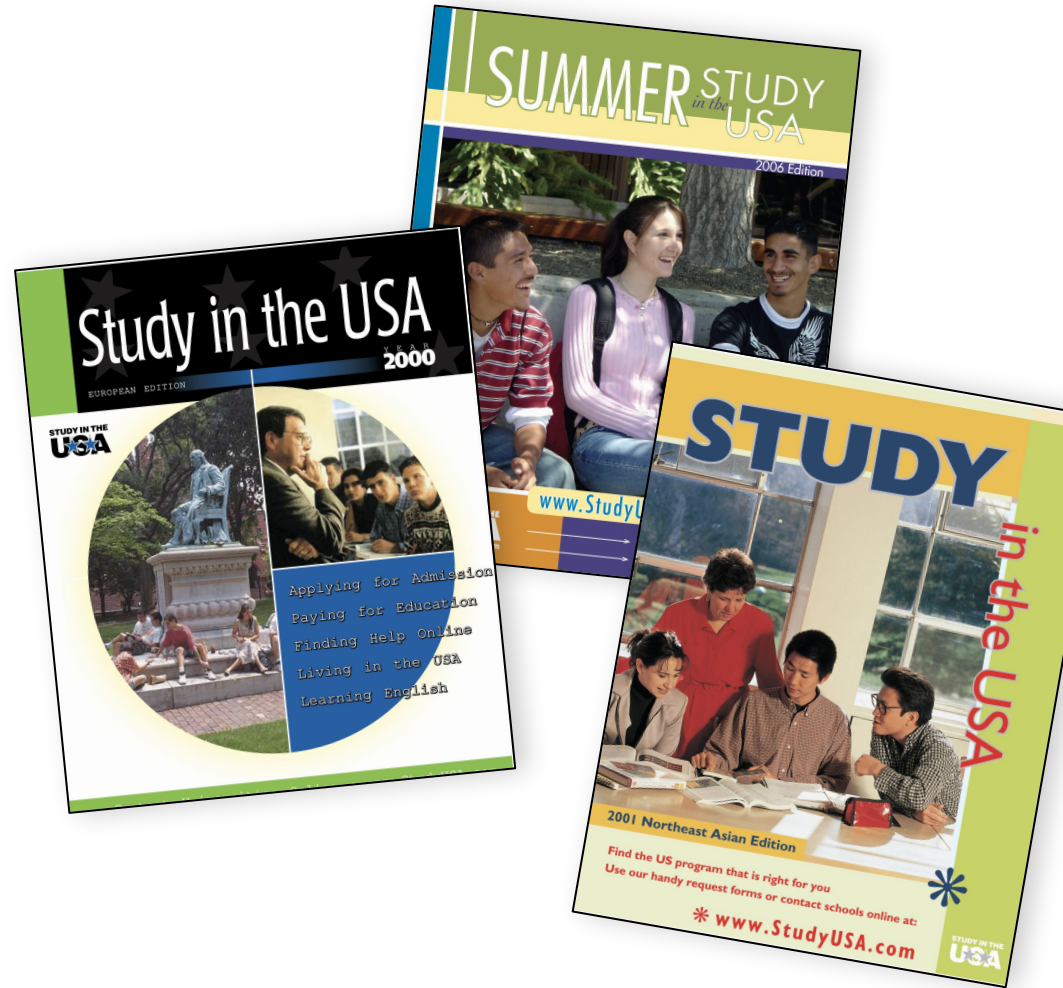
4

Enrollment



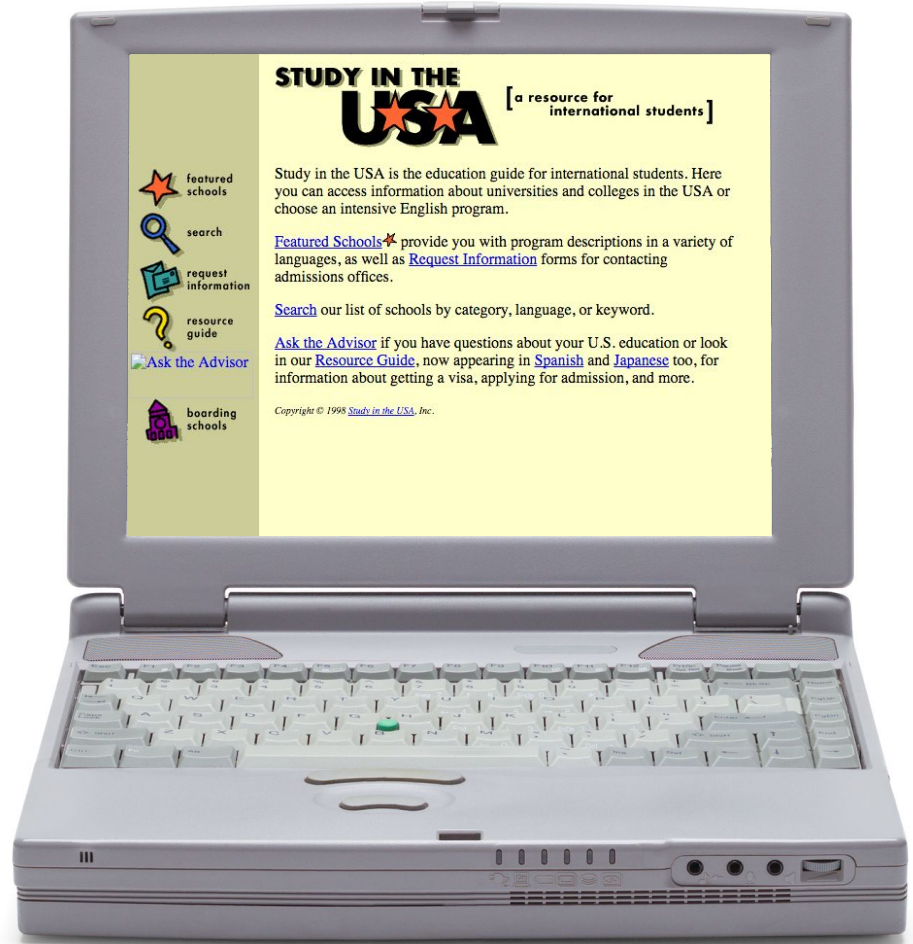
How It Used to Be

Study in the USA has been helping students for more than 40 years, and during that time the student journey has changed drastically. The company started back in 1977 with just one magazine.



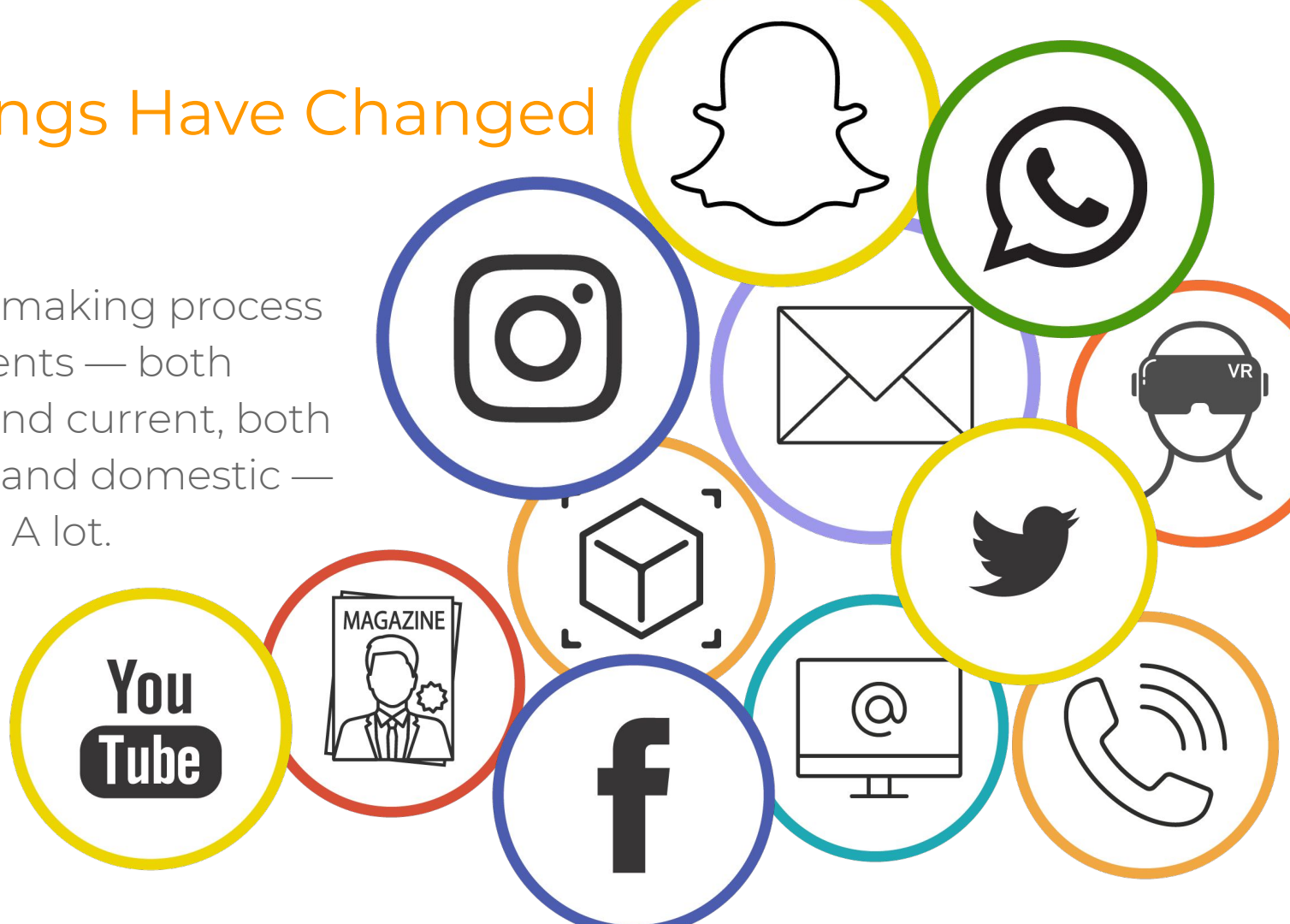
How It Used to Be

We started our website in 1996 — this is what an award-winning site looked like back in the day!



How Things Have Changed

The decision-making process for your students — both prospective and current, both international and domestic — has changed. A lot.



How Do You Reach Those Students?

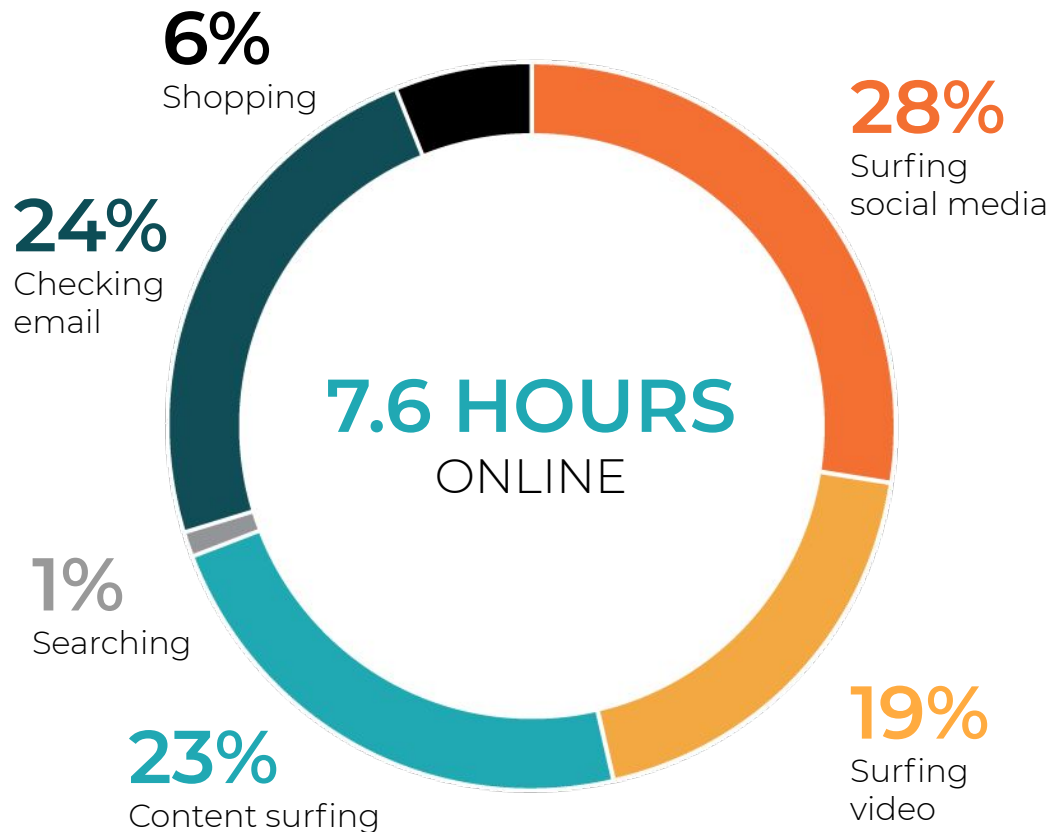
For Study in the USA, that means always being aware of where students are and the flow and patterns of their behavior. We go where they are.



What They're Doing When They're Online

Reaching out to students on the internet means that you must engage them in what they're doing online. Focus on the top three reasons they're there: to learn, to have fun, and to socialize.

You need to be at all three points.



The Journeys





João
from Brazil

1



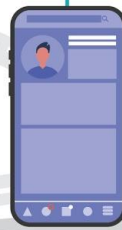
João searches “How to get a visa” and clicks on the link to an article on studyusa.com.

2



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

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.

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.

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:

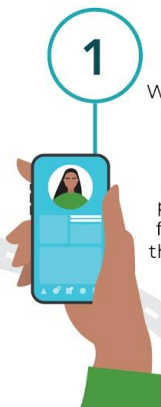
João continues his research and corresponds directly with admissions at the school he found during his “visa” search. Ultimately, João ends up applying and enrolling on the school's site.



Priya
from India

1

While scrolling on Study in the USA's Instagram, Priya sees a post about a fun program that grabs her interest.



2



Priya gets absorbed in everyday life and forgets about the post but is reminded about it again a week later when she sees something cool on her social feed.

4

Priya sends a couple of inquiries and receives an email from the school. She visits the school's site for more research.



3

She clicks through to the Study in the USA site and reads a blog post by a student blogger. Priya is fascinated by what she learns about a school she'd never heard of before.



5



Priya had already planned to attend a fair at the end of the month. There, she visits the Study in the USA booth and asks more questions about several schools she's thinking about.

6



When she gets home, she reads the copy of Study in the USA magazine she picked up at the fair.

7

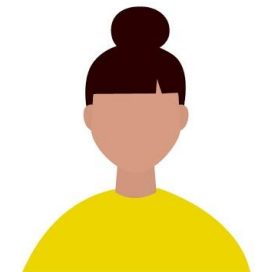


The next day Priya receives an email from the Study in the USA student advisor; she asks questions and continues to gather info.



outcome:

Priya decides on a school, clicks on Apply Now button on the Study in the USA school profile, and completes her application.



Wei
from China

1



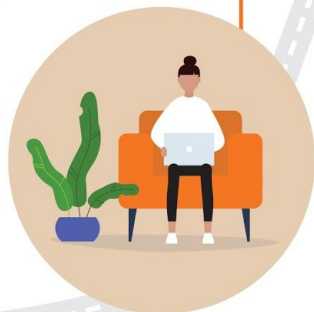
Wei picks up a Study in the USA magazine at an EducationUSA office. She sees the WeChat code and scans it.

2



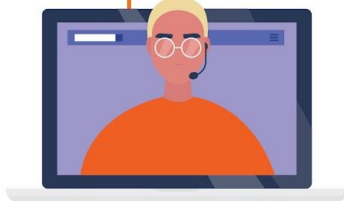
She learns more on the Study in the USA WeChat channel while browsing the translated school profiles. She clicks through to studyusa.com.

3



A couple of days later, back on studyusa.com, Wei takes a 3D tour on a couple of school's profiles and clicks through to the school's site for more info.

4



Wei reads a student success story and reaches out to the Study in the USA team for help and more information.

5



Two weeks later, she receives an American Campus partner magazine in the mail and reads articles about studying and life in the USA.

6



For the next few weeks, Wei continues to read articles and do research, then plans to visit the schools mentioned in the articles.



outcome:

Wei visits an agent and talks about the school she's interested in. She ends up applying to that school through the agent.



Pieter
from the
Netherlands

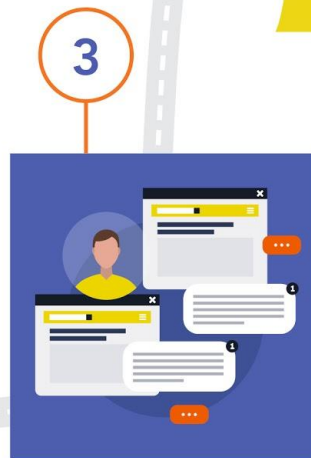


Pieter is two years away from graduating and is starting to research schools and programs.



He goes to [studyusa.com](https://www.studyusa.com), then checks out Study in the USA's Facebook page, and signs up for emails.

Over the next two years, Pieter receives newsletters that inform him about huge numbers of schools, and he makes some inquiries.



He reads about a student blogger story in a newsletter, clicks through to [studyusa.com](https://www.studyusa.com), and in the post, discovers about gap year programs.



outcome:

In the end, Pieter talks to his university counselor, and she recommends a program he found on [studyusa.com](https://www.studyusa.com) that she knows has an exchange program with a local university. Pieter ends up doing a gap year.

Make a Plan



PLAN IN ACTION:



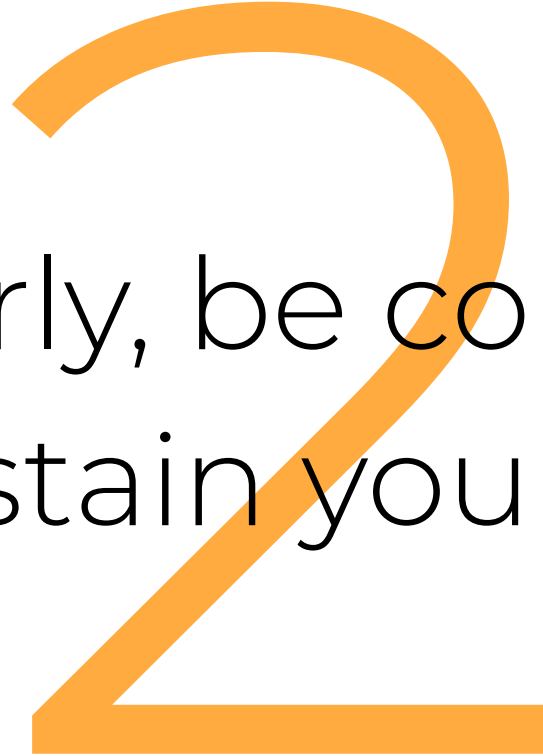
Know your students

PLAN IN ACTION:



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Start early, be consistent,
and sustain your efforts



PLAN IN ACTION:



#

Mobile, first and always

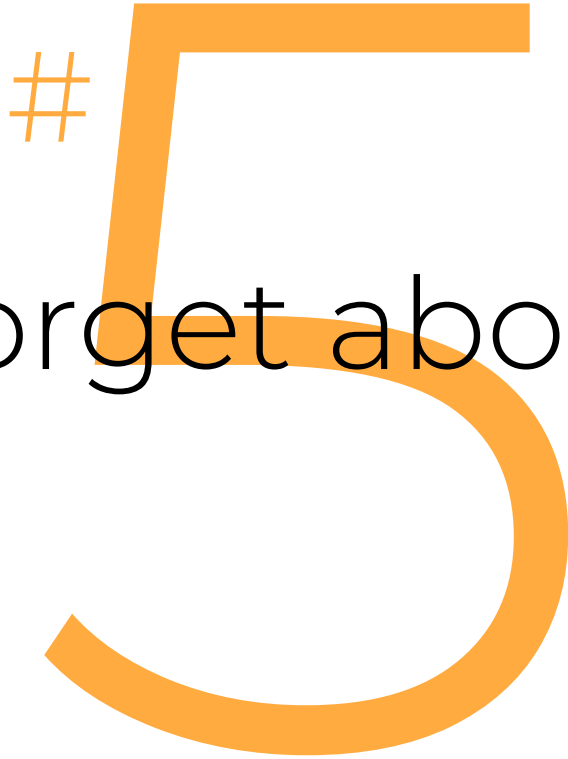


PLAN IN ACTION:

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Social media is
massively important

PLAN IN ACTION:



Don't forget about print!

PLAN IN ACTION:



#

Use different channels
at different times

PLAN IN ACTION:



#



Don't neglect
your own site

PLAN IN ACTION:



#

Make it personal

My Family's Story

My daughter Soleil just graduated from high school this month. Her student journey started two years ago.

2018
Discovery

2019
Evaluation
&
Application

2020
Even more evaluation
& finally enrolment



studyintheusaglobal.com

