

STUDENT JOURNEY



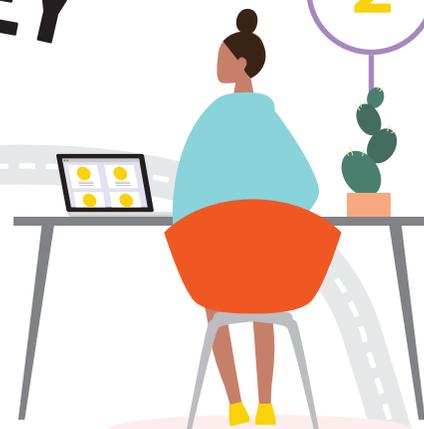
Annisa
from Indonesia

1

While watching a Facebook Live Student Session that was recorded a couple of weeks ago, Annisa learns about a school she's never heard of with a program that sounds perfect for her.

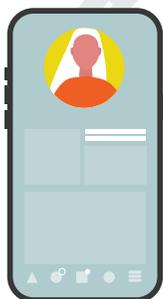


2



A couple of days later, Annisa is on the school's profile on StudyUSA.com and sees that there's a student ambassador she can chat with. She doesn't have time right now, so she clicks through to the school's site instead and bookmarks it.

4



That weekend, when she has research time again, Annisa finally chats with the student ambassador, who tells her lots of cool stuff that she hasn't seen on school's site or social media or anywhere else.

3



The next week, while Annisa is on Instagram, she gets a notification that Study in the USA is starting a Live session. This reminds her that she wants to go back on StudyUSA.com and chat with the student.

5



The school has scheduled a virtual open house that Annisa plans to attend, so she prepares for it by watching the virtual tour on the school's site.

6



Annisa sits down with her parents and writes an email to the school's admissions department to ask specific questions about the program.



OUTCOME

Annisa decides to apply and fills out the application on the school's site.



STUDENT JOURNEY



Pieter
from the
Netherlands



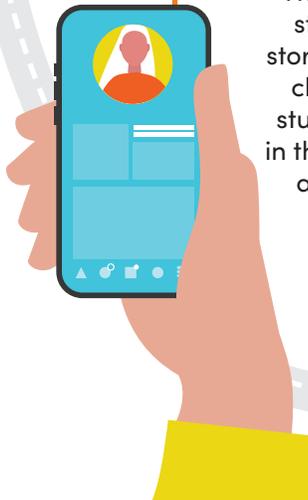
Pieter is two years away from graduating and is starting to research schools and programs.



He goes to 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, 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 that she knows has an exchange program with a local university. Pieter ends up doing a gap year.



STUDENT JOURNEY



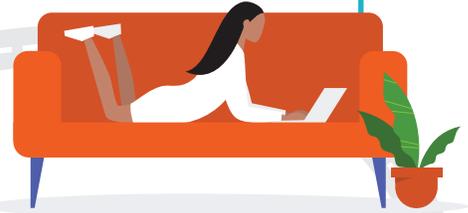
Priya
from India

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.

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.

6



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



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.



STUDENT JOURNEY



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



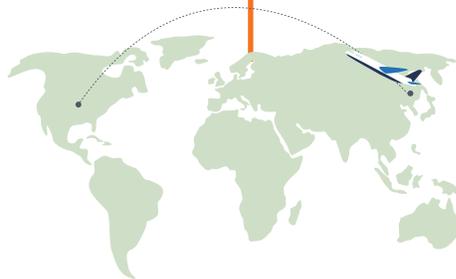
Wei reads a student success story and reaches out to the Study in the USA team for help and more information.

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.

