

Community College

ON THE EAST COAST

Case Study

study in the
USA

studyusa.com

studyintheusaglobal.com

OVERVIEW

THE CLIENT: U.S. community college with 5,500 students located in a small urban center on the East Coast

GEO TARGET: Worldwide

DURATION: 12 months

PROGRAMS PROMOTED: Community College, Summer, English Programs

MEDIA BUY: \$16,200

STRATEGY

Study in the USA worked with the client to develop a campaign strategy to best meet their recruitment goals. We worked with the client and our marketing team to develop content, social, and marketing materials to create brand awareness and maximize lead generation. Next, the Study in the USA account rep and dedicated customer service rep worked to ensure a timely campaign launch with consistent monitoring and analytics reporting.

Increased international outreach leading to: **68 confirmed applications**

Articles + Blog Posts

19,057 visits

Print Magazines

30,000
circulation of Portuguese,
Latin American, and Southeast
Asian editions

25,000
circulation of Japanese edition

Featured Online Profiles

854 inquiries

29,334 page views

408 clickthroughs

Social Media Promotions

40,803 people reached

366 post clicks