

# English Program

AT A LARGE, PUBLIC UNIVERSITY IN THE SOUTHWEST

## Case Study

study in the  
**USA**  
studyusa.com

studyintheusaglobal.com

## OVERVIEW

**THE CLIENT:** English-language program at a large U.S. public university with 40,000 students located in a small urban center in the Southwest

**GEO TARGET:** Worldwide with an emphasis on Latin America, Brazil, Japan, and France

**DURATION:** 12 months

**PROGRAMS PROMOTED:** Summer, English Programs, Certificate Programs

**MEDIA BUY:** \$18,850

## 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: **50 enrollments** (over 18 months)

### Featured Online Profiles

948 inquiries

90,230 page views

514 Apply Now clicks

### Print Magazines

30,000

circulation of Latin American edition

25,000

circulation of Northeast Asian edition

### Facebook Promotions

106,645 total reach

1,081 clicks

### Articles + Blog Posts

140,000

views