

Private University

IN THE MIDWEST

Case Study

study in the
USA
studyusa.com

studyintheusaglobal.com

OVERVIEW

THE CLIENT: U.S. private, Catholic, research university with 12,000 students located in a medium-sized urban center in the Midwest

GEO TARGET: Worldwide with an emphasis on Latin America, Southeast Asia including India and Nepal, and the Middle East

DURATION: 12 months

PROGRAMS PROMOTED: Graduate and undergraduate

MEDIA BUY: \$15,000

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: **48 confirmed applications**

Featured Online Profiles

625 inquiries

45,286 page views

234 clickthroughs

Email

48,000 sent

3,000 clicks

Facebook Promotion

409,417 total reach

2,580 clicks

Remarketing

102,937 clicks

2,267,450 impressions