



WHO WE ARE

At **EducationDynamics** we specialize in marketing programs to the prospective students who are actively searching to further their education internationally. We help schools find and enroll international students for their programs, whether undergraduate, graduate or short-term. We deliver prospects directly from the target audience who best meet our partners' recruitment strategy by promoting their programs across our industry leading websites such as **StudyAbroad.com**, **UniversitiesAbroad.com** and **GradSchools.com**, and other high-quality marketing sources.

Our sites reach more than **3.3 million sessions annually** from non-US prospective students, and more than **6 million sessions annually** from US prospective students. Whether you are looking to grow US or non-US student enrollment, we have the engaged audience you need to reach.

WHAT WE DO

HELP PROGRAMS REACH THEIR INTERNATIONAL RECRUITMENT GOALS

Our Client Services team works as an extension to your marketing team. We work with you to maximize marketing dollars and achieve recruitment goals by understanding your objectives and building a custom solution which will position your institution for success. Use our team of analysts to help gain insight into your conversion data. This allows us to adjust the products, programs, and geographic areas we market to as we learn more about the prospective students enrolling in your programs. When you partner with *EducationDynamics*, your goals become our goals.

For over a decade, our certified marketing experts have generated hundreds of thousands of student prospects annually, and over 15,000 new enrollments per year for over 900 institutions across the globe.

HOW WE DELIVER

Our goal is to deliver the best prospective students through the methods that are best for your institution's marketing infrastructure, objectives, and budget. Choose from a variety of performance-based and flat-fee advertising options, including:

- **LEAD CAMPAIGNS:** Drive a steady flow of prospective students who are engaged and interested in learning more about your programs
- **CLICK/LEAD CAMPAIGNS:** Increase brand awareness, drive traffic to your website and engage prospective students with your programs
- **DISPLAY ADVERTISING:** Gain brand visibility or complement your listing campaigns by selecting from our variety of broad and targeted display units
- **EMAIL CAMPAIGNS:** Why wait for the prospective student to find your program? Use our opt-in database to send targeted e-mail campaigns to promote your program or event


HOW WE SUPPORT YOU

CLIENT SERVICES AND CAMPAIGN OPTIMIZATION

Our Client Services team is committed to transparency and constantly works to communicate results. Monthly reporting keeps you up to date on performance, while we proactively optimize your campaign to drive results and meet your specific marketing goals.

To learn more about how EducationDynamics can help your institution meet its recruitment and enrollment goals, contact:

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