



## DELIVERING HIGH-QUALITY STUDENT PROSPECTS TO INSTITUTIONS AROUND THE WORLD

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. Our expertise includes:

- **PAID SEARCH** – Sponsored advertising on search engines including Google, Bing and Yahoo
- **REMARKETING AND RETARGETING** – Display advertising to prospects who have shown an interest in your institution
- **SEARCH ENGINE OPTIMIZATION** – Building organic traffic through keywords, backlinks, and page formatting.
- **SOCIAL MEDIA** – Sponsored advertising on social platforms including Facebook, Twitter and LinkedIn
- **AFFILIATE MANAGEMENT** – Acquisition and optimization of third party vendor campaigns

We have successfully executed multi-channel online campaigns for both nonprofit and for-profit institutions at the undergraduate and graduate degree levels. Whether your programs are regional, national, or international, we can help your institution reach its enrollment goals.



## HOW EDUCATION DYNAMICS PUTS YOUR INSTITUTION'S NEEDS FIRST

**CUSTOMIZED MEDIA PLAN:** As part of an in-depth discovery process, our team learns about the unique value proposition of your institution and tailors a marketing plan to reach your ideal student. We develop your marketing plan based on our research and your input.

**DEDICATED SUPPORT:** To ensure your goals are met, we provide a dedicated, certified account manager to review and optimize your campaigns. Regular updates, detailed reporting and actionable recommendations are just some of the many benefits you can expect from working with our team.

**INDUSTRY EXPERIENCE:** Over the past decade, we have developed a deep understanding of how marketing channels operate within the higher education industry. As industry leaders in higher education marketing space, we're also recognized for our unparalleled commitment to compliance. Our team has worked with over 900 institutions and is ready to apply that knowledge and experience to your marketing campaigns.

Every school has its own unique set of challenges. We can help your institution:

- **BUILD AWARENESS** through impression-based display ads
- **INCREASE INQUIRIES** with targeted paid search campaigns
- **OPTIMIZE CONVERSIONS** with a/b and multivariate testing
- **GROW ENROLLMENTS** through custom landing pages
- **ACHIEVE ADMISSION** goals with tailored nurturing strategies

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