

educate



**OUR GOAL IS SIMPLE:
WE FIND YOU STUDENTS.**

Efficient, innovative student recruitment solutions.
Bespoke campaigns focused on your specific recruitment needs.

Our Story

Based in the UK, Educate represents some of the biggest global media brands in the student recruitment sector. With over 16 years of experience and fuelled by a culture of innovation, we have helped over 85% of UK's institutions recruit students for their courses, using a variety of advertising solutions.

We now work with over 400 institutions throughout Europe, in France, Italy, Norway, Spain, Switzerland, and Sweden to help recruit students globally. We are the only company to use BBC.com to target international audiences for UK universities, European business schools, and MBA programmes.

As we evolve and grow, we continue to innovate and look for new and exciting channels to help us get even better results for our clients. From marketing automation to machine learning we have each client's needs covered, and we truly believe we're your one-stop shop when it comes to devising and managing student recruitment campaigns for your brand.



Our digital marketing consultancy team specializes in student recruitment by building tailored digital campaigns for educational institutions globally. With ROI as our guiding light, we deliver the results you need using cutting-edge digital techniques:

- » **Create value for your brand.** We work on a campaign-by-campaign basis or via annual contract, enabling our clients to benefit from our deep understanding of the increasingly complex student recruitment marketplace.
- » **Maximise your reach.** We constantly analyse campaign performance, optimising in real time to maximise efficiency, avoid wastage and squeeze every penny from your budget.
- » **Generate conversions.** We boast over 16 years' experience in researching, planning, designing and delivering digital campaigns tailored to unique student profiles. We combine exactly the right media with exactly the right messaging to guarantee engagement with your audience.

Why Outsource? We use our expertise to save you both time and money, by developing a customised digital marketing strategy, so you can focus on what you do best. Our straightforward and competitive fee gives you access to a team of student recruitment experts who know the education landscape inside and out.

Our Partners



**Simple.
Outsourcing
your digital
marketing to
Educate will
improve your
ROI.**



Our Services

We connect students and educational institutions globally, through the services we offer:

Strategy & Consultancy



The success of every campaign depends on a solid strategy that includes the understanding of the target audience and their behaviour, the channels being used, the conversion funnels, and the analysis of the results. Our experienced account managers have you covered.

- » **Market research**
- » **Analysis**
- » **Consulting**
- » **Strategic planning**
- » **Channels integration**
- » **Best channel match**

Innovation & Technology



We combine technology, creativity, and knowledge, create innovative channels to engage with your audience, and deliver results.

- » **Latest technology and channels**
- » **In-house solutions**
- » **Added value for your marketing team**
- » **Training sessions**
- » **Content planning**

Implementation & Optimisation



We use the right media to optimise each and every campaign to guarantee the best student engagement rates.

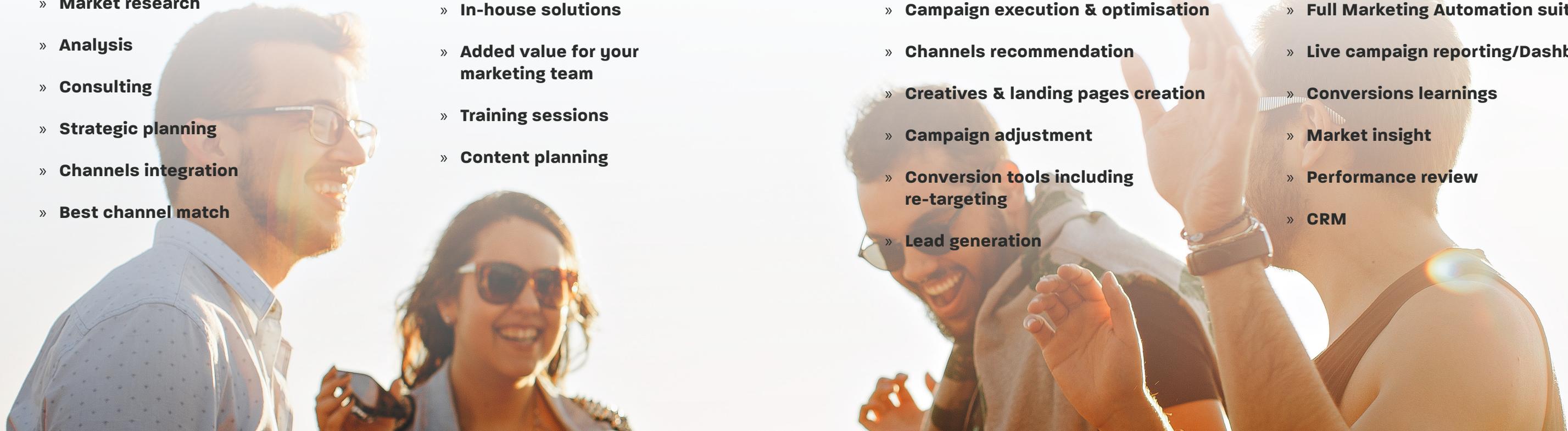
- » **Website auditing & evaluation (SEO)**
- » **Campaign execution & optimisation**
- » **Channels recommendation**
- » **Creatives & landing pages creation**
- » **Campaign adjustment**
- » **Conversion tools including re-targeting**
- » **Lead generation**

Analysis & Insight



We understand your conversion funnel and the real results of your campaign. A dedicated and knowledgeable account manager will be assigned to each campaign.

- » **Account management**
- » **Full Marketing Automation suite**
- » **Live campaign reporting/Dashboard**
- » **Conversions learnings**
- » **Market insight**
- » **Performance review**
- » **CRM**

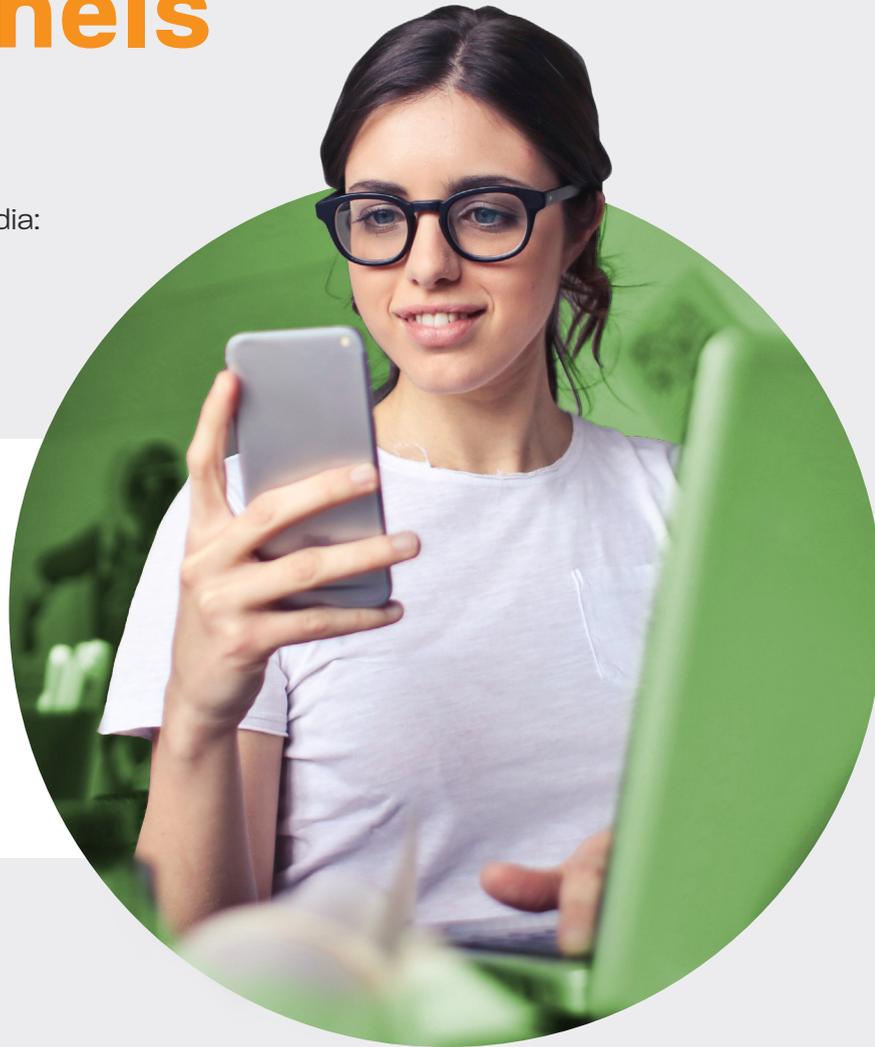


The Channels We Use

We offer targeted digital marketing solutions via a range of effective media:

Mobile

Edumobile is our exclusive mobile marketing solution, which delivers high-quality, engaging mobile campaigns for educational institutions. With targeting based on mobile DNA, we reach the right users and build highly-relevant traffic for your campaign.



Programmatic

Edunamic is our bespoke prospecting and re-targeting real-time bidding platform. Self-learning and education specific, it relies on user behaviour, interests and location as well as site content for efficient targeting. Your ad will only be displayed in the most relevant environments.



Premium

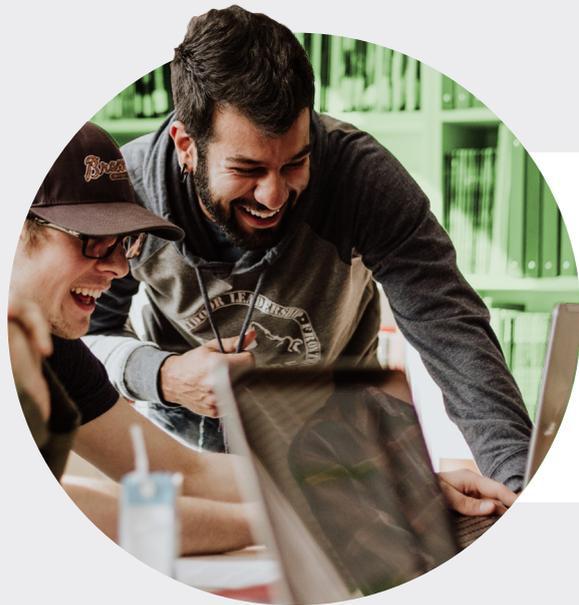
Educate has long-standing and exclusive partnerships with BBC and ACCA, representing its entire media inventory.

BBC.com is the most trusted news source in the world. It opens the door to world-class content and a hard-to-reach, unduplicated audience, offering 1.8 billion page views per month and an average of 8 minutes per visit.

With 200,000 members worldwide, the ACCA is the largest accountancy organisation in the world. 87% of ACCA members are interested in PG study (Source: British Business Survey 2012).

Search

Educate guarantees visibility when your audience searches using keywords related to your brand or programmes. We carefully select keywords to reach your most relevant audience at the most competitive price possible, constantly refining to expand the reach of your campaign. The search service includes PPC, AdWords, bid management, keywords research, and Bing.



Social Media

Social Media is an incredibly effective tool for prospecting students, as it can help promote different aspects of your institution to different audiences at various stages of the recruitment cycle. We create successful campaigns on Facebook, Instagram, LinkedIn, Snapchat, and YouTube.

Automation

Understanding your conversion funnel is vital in increasing conversions. Automation translates into full visibility of the customer journey from click to conversion, with full device visibility and user analytics. Automation services include:

- Full integration of your campaigns
- Multiscreen tracking
- Behavioural-based emails
- Dynamic forms built for conversion
- Landing pages
- CRM





Client Case Studies + Credentials

LearnSignal Last year, LearnSignal were awarded Gold ALP status and were looking to launch their online, on-demand study platform to a global ACCA audience. The objectives were to raise large-scale awareness and to begin immediate generation of sign-ups to LearnSignal.

Together, we established a group of key markets to begin promoting to, building an initial 'hub' of users from which to expand. We focused on display and targeted emails. This strategy was successful, so subsequent campaigns were designed, and we started to incorporate global newswires while continuing with weekly communication to the previously established core groups. Due to the continued success, email targeting has been widened and coupled with webinars, generating new enrolments each week and establishing LearnSignal as a key global provider of ACCA tuition.

"We have worked with Educate for a year so far, promoting our tuition platform to students. Educate were consultative and informative in first coming up with ideas to best promote our courses through ACCA Media and this past year has seen us grow our student numbers significantly around the world. We continue to run extensive campaigns with Educate and appreciate the responsive and collaborative relationship that has developed. Educate are keen to assist in any way possible to ensure campaigns are as effective as possible."

Ben Geoghegan
– LearnSignal Marketing Manager

 LEARN SIGNAL

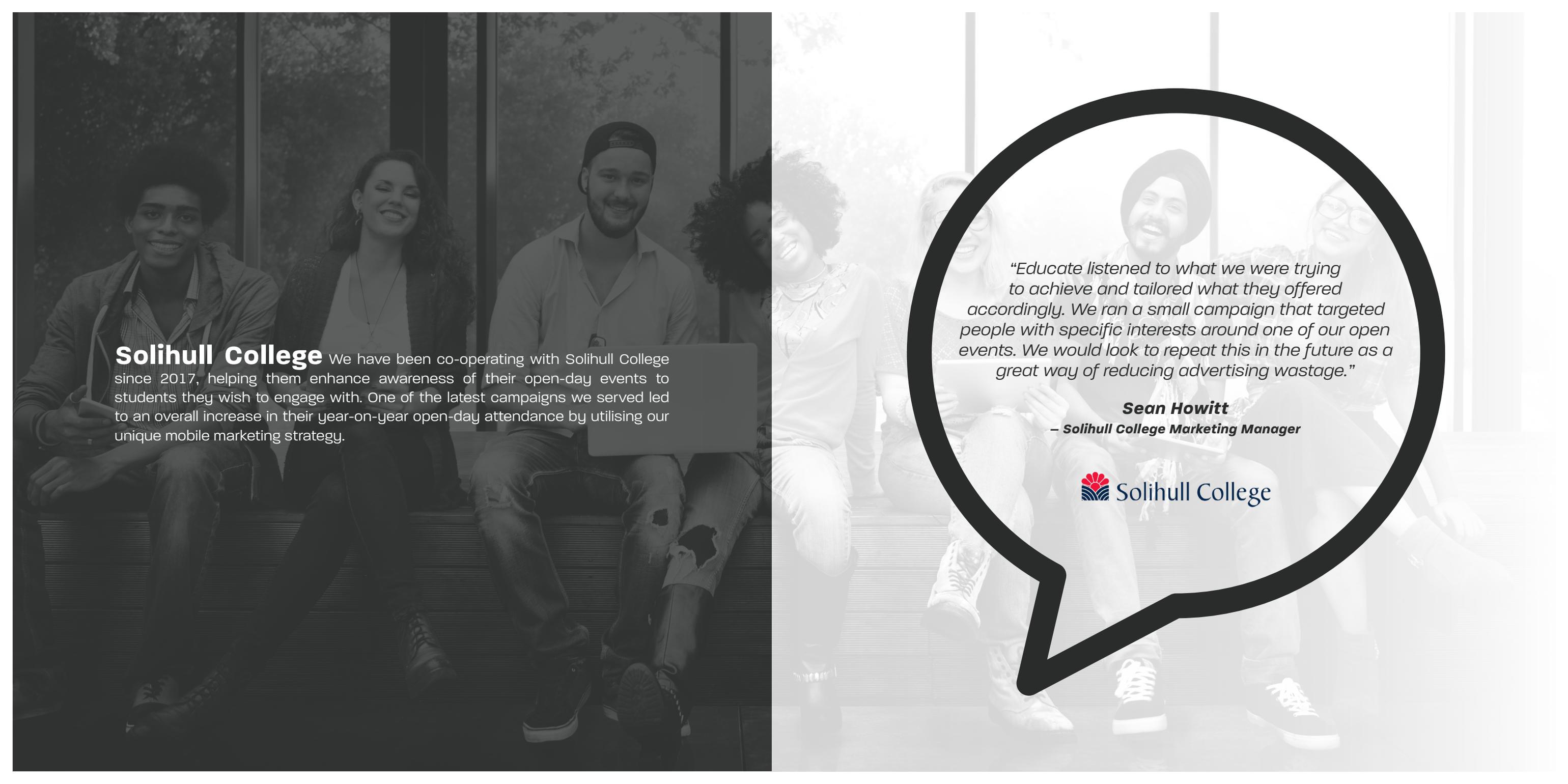
“From the point of enquiry right through to providing final reports on our campaigns the service from Educate was organised and professional. They were a pleasure to work with and I would not hesitate in using them again for future marketing projects.”

Lauren Matherick
– **Cardiff University Marketing & Communications Officer**



Cardiff University We have been working with numerous faculties within Cardiff University for years now, helping them with several courses across UG, PG, and international student recruitment.

Utilising a range of channels, we have successfully delivered increased website traffic, as well as qualified leads for courses across the whole university portfolio. We have been working closely with Cardiff on their clearing strategy for years now and have consistently developed new and effective ways of reaching students.



Solihull College We have been co-operating with Solihull College since 2017, helping them enhance awareness of their open-day events to students they wish to engage with. One of the latest campaigns we served led to an overall increase in their year-on-year open-day attendance by utilising our unique mobile marketing strategy.

“Educate listened to what we were trying to achieve and tailored what they offered accordingly. We ran a small campaign that targeted people with specific interests around one of our open events. We would look to repeat this in the future as a great way of reducing advertising wastage.”

Sean Howitt
– Solihull College Marketing Manager

 Solihull College

“Our long relationship with Educate has been successful commercially and in bringing value to our members and students around the world. They take a partnership approach, investing time to understand what is important to us and jointly exploring potential new areas of activity. They are also a personable bunch.”

Chris Quick

– Head of ACCA Media

**ACCA (the Association of Chartered
Certified Accountants)**

ACCA

ACCA We have worked with ACCA for the past ten years and are their exclusive media provider for both their print and digital advertising opportunities. We work with a large number of ACCA Approved Learning Partners on their student recruitment campaigns with highly successful results.

We are constantly researching and evaluating ways in which we can increase what are already high client success rates and recommending new ways of targeting audiences based on industry insights and digital innovation.

Birmingham Metropolitan College (BMet)

Birmingham Metropolitan College (BMet) has been a client since autumn 2017. Comprising seven colleges spread across various locations, BMet offers education and training ranging from 16+ to university-level courses. BMet also offers a wide range of apprenticeships and Higher Level Apprenticeships.

Our work centres around generating high levels of quality registrations to BMet open days, which have gotten off to a flying start in 2018.

Atalanta – UWS We have been working with Atalanta for several years now, providing the digital campaign elements to their wide-ranging client base, including The University of the West of Scotland.

We work on a complex variety of worldwide and UK campaigns, dealing with a large set of internal stakeholders.

We also deliver unique, engaging campaigns across different social media channels, producing a large number of high-quality leads for the team at UWS.

“At Atalanta, we have always found the team at Educate to be hugely helpful and informative in helping us plan our online ad campaigns. We have worked with them for the past few years on behalf of various clients and I would have no hesitation in recommending them to others.”

Alan McQueen
– Atalanta Managing Director

ATALANTA

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