



**Enhanced Marketing for International Student Programs**

The international education market has become more competitive over the past decade with the more desirable host countries, the rise of international schools, and the greater demand for study abroad programs. Prospective international students have more choices than ever in their school enrollment decisions. As a result, schools need to approach international recruitment with a holistic approach to stand out over the field; no longer can marketing costs be passed onto students in this competitive industry. This includes investing in integrated marketing solutions, a strategic approach to integrating communications and interactive experiences targeting a defined international student audience that coordinates all aspects of your brand's marketing. With Cambridge Network's Enhanced Marketing, your school will be able to take an active role in international student marketing with guidance through the process by Cambridge Network's expert student recruitment team.

| Content Creation   | Traditional | Cambridge Enhanced Marketing |
|--|-------------|------------------------------|
| Initial Flyer Update   | ✓           | ✓                            |
| Yearly Flyer Update  | ✓           | ✓                            |
| Video Translation & Subtitle input                             |             | ✓                            |
| Marketing E-Book Creation                                      | ✓           | ✓                            |
| Marketing Content Localization                                 | ✓           | ✓                            |
| Sales Team School Trainings                                    | ✓           | ✓                            |
| Social Media Marketing   | Traditional | Cambridge Enhanced Marketing |
| Ad Hoc Marketing   | ✓           | ✓                            |
| Corporate Account WeChat Promotion                             |             | ✓                            |
| Sales Team WeChat Promotion                                    |             | ✓                            |
| Student Success Blog Featured Story                            |             | ✓                            |
| Live Trainings   | Traditional | Cambridge Enhanced Marketing |
| Virtual Open House   |             | ✓                            |
| Social Media Live Stream                                       |             | ✓                            |
| Current or Alumni Social Media Interview                       |             | ✓                            |
| Demo Class   |             | ✓                            |
| Virtual Agency Visit   |             | ✓                            |
| Additional Support   | Traditional | Cambridge Enhanced Marketing |
| Ad Placement on Cambridge Insider Podcast                      |             | ✓                            |
| Website Review   |             | ✓                            |
| Website Translation Service                                    |             | ✓                            |
| Inclusion on Cambridge App                                     | ✓           | ✓                            |
| Cambridge Application Premium Location                         |             | ✓                            |
| Mock Interview Review & Support                                |             | ✓                            |
| Paid Advertising   | Traditional | Cambridge Enhanced Marketing |
| PayPerClick Advertising  |             | ✓                            |
| US School Search Engine Targeting Chinese Families Partnership |             | ✓                            |

**Baidu Pay-Per-Click (PPC) Advertising**

With the shutdown of international travel, all international recruitment has gone digital. As part of Cambridge's Enhanced Marketing, you will receive the best rates for PPC available for paid marketing in globally-focused search engines. Let Cambridge Network wade through the bureaucracy required to advertise in China and craft a unique plan for your school.

\*PPC Advertising set at Market Price

**Why Invest Internationally?**

Given the general market conditions, schools that want to see increased traction in the international marketplace and best position their brands should seriously consider investing in their programs and building their brand globally.

Until now, even though domestic marketing is common practice in US high schools, schools have never had to invest in their international programs because the market was saturated with available international students. The landscape has changed. Today, in addition to the effects of the COVID-19 pandemic on international education, over 2000+ schools are now vying for the same students each season. Suppose a school's goal is to build an international student program with 10% of its student body. In that case, they should be examining why they aren't investing 10% of their marketing budget toward recruiting those students.

