



Digital marketing strategies
to reach qualified students
in key markets worldwide

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Live and on-demand webinars



Video production



Email campaigns



Website and social media ads

Amplify your marketing activities with BMI Digital's services

BMI Digital can produce content and run global campaigns that are customised according to your enrolment strategies.

You can concentrate on one marketing channel or we can prepare a rich mix of content across multiple platforms to help you engage with students in specific origin markets.

We can help you achieve your marketing and recruitment goals

- ⇒ Boost brand recognition
- ⇒ Generate a steady stream of leads all year round
- ⇒ Increase traffic to your website or landing page
- ⇒ Drive more downloads of pdfs and marketing materials
- ⇒ Strengthen your social media communities
- ⇒ Get more registrations for webinars or online events
- ⇒ Grow the number of video views or virtual tour engagements
- ⇒ Achieve higher open or click through rates on email campaigns

Full support every step of the way

BMI Digital makes the process easy by giving you all the support you need to run a successful campaign without any strain on your internal resources.

Your campaign manager will build a bespoke plan just for you and work closely with you every step of the way, providing regular reports and advising you to help hit enrolment targets and maximise your ROI.



Targeting your audience

We take the time to understand your digital marketing capabilities, goals, budget, target student markets and more.



Building a customised plan

Based on your needs, we create a bespoke online media plan that utilises a mix of channels including content marketing, social media, video, email marketing, and webinars.



Creating content

Our team of experienced writers, translators, video producers and advertising experts will create content for you that appeals to students and delivers a clear message around your institution's strengths.



Executing campaigns

We'll manage each campaign from start to finish so you don't need to worry about the details.



Generating leads

You'll receive leads and student enquiries sent to your inbox or to your own landing pages ready to be synced to your CRM.



Host **customised webinars** to suit your student recruitment needs

Webinars are a powerful, cost effective tool to bring your institution to life, deliver a clear message around your strengths, and help you engage with students.

You can use webinars to achieve a variety of goals such as:

- ➔ **Promote a specific course or degree programme.**
- ➔ **Explain the visa or application process.**
- ➔ **Hold a Q&A with key staff, academics, current students or alumni.**
- ➔ **Highlight your location or the student experience.**
- ➔ **Give a teaser of what happens during welcome week or student orientation.**

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- **Target audience reach**

Guaranteed minimum attendance of students interested in a specific subject, course level and your country.

- **A friendly face**

Giving students a chance to see you and interact directly with staff or academics lets you tell your story in an authentic, enthusiastic way.

- **Help is at hand**

Dedicated campaign manager to help facilitate student questions and provide tech support.

- **Fresh database of hot leads**

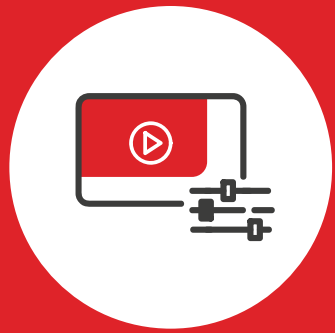
Immediate access to contact details of all registered students.

- **Non-expiring investment**

Your webinar will be streaming live on all of our relevant social media pages and marketing channels, and the recording is available on-demand for maximum exposure.



Engage with student via webinars from the comfort of your office. Packages start at \$2,800

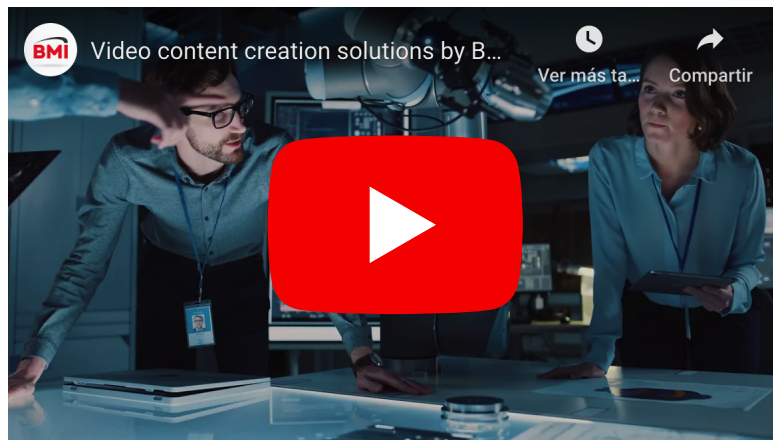


Create **professional videos** that will inspire students around the world

Producing high quality video just got easier.

Thanks to BMI Digital's partnership with **Wooshi**, you can tap into a global network of producers and video experts to create a robust video library to complement your recruitment materials.

- **Let BMI and Wooshi tell your story**



- **A team of creative professionals at the ready**

An active network of animators, directors, 3D specialists, motion artists, camera crews, and post-production editors are all at your disposal across the globe.

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- **Augment and support your marketing team**

By using one video provider, you can achieve brand consistency across your videos and cut down on the time needed to organise and manage audiovisual projects.

- **Creative collaboration**

We can work with you to create a brief and storyboard, or we can execute based on the direction you provide.

- **World class video production on a global scale at your fingertips**

We can help you to produce a wide range of video content such as:

- Virtual school tours
- Student ambassador stories
- Welcome videos
- Curriculum video tutorials
- Branded short films
- Short animated promo videos
- Agent training resources
- Staff or student vlogging (video blogging).



Producing great video content is cheaper than you think. Why not find out more?



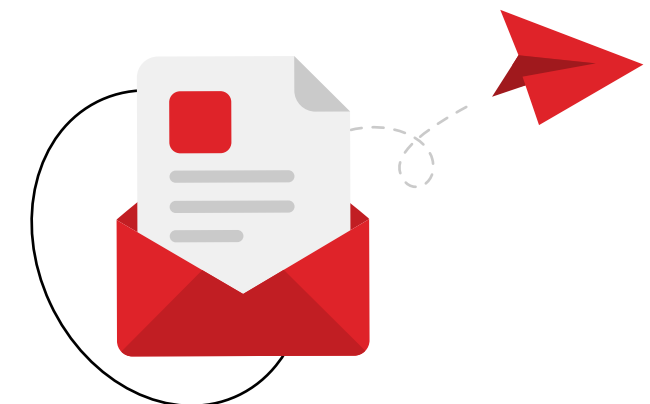
Use **email marketing** to turn interest into enrolments

Direct marketing is a quick and cost effective way to communicate with students. Studies show that email is still one of the best ways to reach young people throughout various stages of their academic journey.

- **GDPR-compliant student database**
BMI runs over 80 international student recruitment events around the world each year, resulting in a GDPR-compliant, live database of over 225,000 engaged, pre-qualified students who are genuinely interested in obtaining international qualifications.
- **Target and refine your audience**
You can access our entire active database or you can target a specific subset of students you wish to reach by refining the list according to age, location, subject, course level of interest, and destination of choice.
- **Dedicated email marketing campaigns**
Get your message out to students via customised mailshots that put the focus exclusively on your brand.
- **Students get direct access to you**
With a variety of Call to Action (CTA) options available, you can guide each student to your own website, video, CRM-friendly form, poll, social media interaction or download file option.
- **Design support and compelling CTAs**
We can provide you with best practice examples and guidelines, or even help you design your email and conduct A/B testing as well.
- **Sent securely via MailChimp**
90% of our emails go into a student's inbox - not their spam mail. Our open rates are generally 16-20% and click through rates are 6-8%.
- **Detailed post-campaign reporting**
We'll manage the mailing process for you and provide detailed reporting at the conclusion of each campaign, giving you all the data you need for concrete ROI.



Let us send you a quote.
All we need to know is your target market and ideal student profile.





Harness our **social media** communities of over 250,000 students

BMI owns and operates highly engaged social media communities in Brazil, Latin America, the Middle East and Southeast Asia. These active student groups inspire and help others plan their international studies.

Our social media experts promote your brand via native posts and paid campaigns to boost your presence in the right circles.

- **Boosted social media campaigns in key markets**

Most of our followers are based in high-income cities and each group features unique content that is adjusted to the region's culture and language.

- **Organically grown student communities**

Many of the students in our social media communities also attend BMI's popular student fairs and online events, which means you're able to target an active group of students who are in the midst of their study abroad decision making process.



Single posts start at USD\$ 400 or explore running larger scale cross platform campaigns.

- **The right message at the right time**

Our experts write or translate and localise your message so it discreetly becomes part of daily conversations. We also advise on how best to send you leads from social media posts.

- **Run global campaigns or customise messages by audience**

Ensure maximum brand reach or filter and target our communities of high-quality students who are actively planning to study abroad.

- **Refine each campaign based on specific goals**

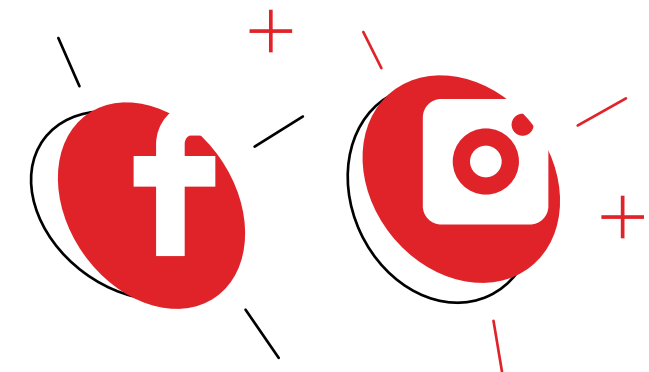
You can choose to run a variety of campaigns with different Calls to Action

- **(CTAs) to test responses and engagement**

We guarantee your posts get noticed
We back each post with paid promotion to ensure you reach our follower base as well as friends of those particular students too.

- **Detailed post-campaign reporting for concrete ROI**

Your personal campaign manager will send you regular reports to help track your success and provide any advice and support you may need to adjust your digital strategy accordingly.





Let us prepare a bespoke campaign for you

Our Digital Strategy Team can tailor a plan to suit your recruitment strategy and meet your budget by combining articles, webinars, ads, emails and social media to create a robust online campaign.

Contact us today to get a customised package!

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