



MEDIA KIT

2020



Our Difference

What makes us different from the rest? Our site has been grown organically, meaning students naturally find the site in search engines and around the web which relates to more high quality traffic.

Here are some quick statistics:



9,000,000
Annual Visitors



Accessed from
239 Countries



High Quality
Organic Traffic



7,700,000
Targeted Emails



350,000 Newsletter
Subscribers



USA, UK, India, Canada,
Philippines, Australia

Package Options

We offer the three main package options to clients, depending on their needs:

- School Packages
- Lead Generation
- Web Advertising

Please click on the items above, or scroll down for more details!

School Packages

Enhance your existing free school profile, with one of our featured profile packages!

Silver Package

- Enhanced school profile & access to profile editor
- Photos, videos, and social media integration into profile
- Top listing when students search on your school's criteria
- Real-time lead delivery
- Monthly analytics reporting
- Dedicated account manager
- 100 leads guaranteed, no cap

\$2,495 per year

Gold Package

All features of the "Silver Package" plus:

- Social media marketing - one social media post per month
- One standard newsletter inclusion (350,000+ opt-in subscribers)
- One featured mid-month newsletter inclusion
- One rotating banner ad that links to yourschool's profile
- 200 leads guaranteed, no cap

\$4,995 per year

Platinum Package

All features of the "Gold Package" plus:

- One additional banner ad (two total)
- Two blog posts
- Trigger email for program of your choice
- 400 leads guaranteed, no cap

\$7,495 per year

Diamond Package

All features of the "Platinum Package" plus:

- One stand-alone targeted email blast
- One additional banner ad (three total)
- Two additional blog posts (four total)
- Customized welcome email - sent to your leads instantly, directly from your school
- 600 leads guarantee, no cap

\$9,995 per year

Optional Add-Ons

With any of our packages, you can include extra “add-ons” to tailor the package to your needs:

Newsletter Promotion	Be featured as one of the schools in our monthly, content rich newsletter sent to 350,000+ opt-in subscribers.	\$1,495 per newsletter
Mid-Month Featured Newsletter Promotion	Be featured in our mid-month featured school newsletter for even more exposure (350,000+ opt-in subscribers).	\$1,995 per newsletter
Customized Stand-Alone Email Blast	We will help create a customized email blast to send to our email list.	\$4,995 per email blast
Trigger Email for Top Program	Customized, automated emails sent to students that are interested in the program of your choice.	\$1,995 annually
Lead Nurturing Welcome Email	Your leads will instantly receive a welcome email directly from your school. Emails can be customized to include content of your choosing, including a link to the online application.	\$1,995 annually
Lead Nurturing Email Series	Take the welcome email a step further with a customized email series to be sent to your leads directly from your school. Series will include 5 emails.	\$3,995 annually
Blog Post	Additional feature in our international student blog.	\$995 per post
Rotating Banner Ad	Customized, rotating banner ad to be featured on our site.	\$1,495 annually
Monthly Social Media Post	One social media post per month on Facebook or Twitter.	\$2,495 annually
Facebook Live Video Event + Marketing	Work with our team to come up with a topic and content and we will handle the promotion and marketing for the event.	\$3,995 per video
Language Translation	Translate your school's profile into the language of your choice.	\$995 per language
Additional Campus	List an additional campus for your school.	\$995 annually
ESL Directory Listing	List your English Language Program on our sister site, ESLDirectory.com.	\$595 annually
API Integration into CRM	Leads delivered directly to your school's CRM	\$995 one time fee
Application Integration	Integrate your application onto our site and start receiving completed applications	\$5,995 annually
Application Integration with Nurturing	Integrate your application onto our site and start receiving completed applications as we nurture them through completion for you.	\$9,995 annually

Lead Generation

Our real-time leads include all the information you need to follow up with students quickly. The core pieces of information we collect includes:

- Full Name
- Email
- Gender
- Age
- Phone Number
- Mailing Address
- Nationality
- Degree Attained
- Intended Study Field
- Degree Sought
- Start Date
- Inquiry Date



Our cost-per-lead model is perfect for colleges and universities that are looking for between 50 to 500 high quality leads per month. Tell us what student demographics you are looking to target and we can deliver real-time leads matching that profile.

Why are our leads best in class?

We generate high quality inquiries by promoting schools in a targeted manner on our website and through many other types of outbound marketing and exposure. The quality and quantity of our traffic is key to our success as:

1. Students find us organically.
2. Students are matched to your school by their individual preferences.
3. Students must proactively opt-in to receive details about your school.

We will promote schools to generate leads through a number of different marketing efforts, including but not limited to:

- A custom profile for your school
- “Featured Status” in the USA School Search
- Banner ads
- Inclusion in the appropriate existing content sections
- Creation of content based on your school/program
- Blog Posts
- Newsletters
- Social Media
- Email marketing

Contact us today to learn more about our high quality lead generation program and how it can help boost your international student enrollment!

Web Advertising

If you are looking for online web exposure to promote your school or brand to our international student community, our web advertising packages are an ideal way to achieve this. The traffic and inquiries that our site will provide are organic and exclusive to what you are offering, allowing you to convert prospects at a higher level.

We offer:

- Customized landing pages
- Banner placement
- Inclusion in site content sections
- Newsletter advertising
- Social media marketing
- Email marketing

Contact Us

For more information about any of the details listed in this media kit, or to receive a customized proposal, please do not hesitate to contact our team for further details:



Bryanna Davis
Director
bdavis@internationalstudent.com
+1 (904) 247-1387 ext 115