

Case Study:

The New School

Enhancing international
student reach in key markets

THE
NEW
SCHOOL



studyportals

**ENHANCING INTERNATIONAL
STUDENT REACH IN KEY MARKETS**

#Winning Strategies



The New School



Laura Montgomery

Director of Academic Program Marketing
The New School, New York City

Laura Montgomery is the Director of Academic Program Marketing at The New School. She is in charge of messaging and promotion of degree programs across the university. In her role, she is tasked to support the university brand awareness and differentiation, as well as the full program portfolio of The New School. Her expertise is with new program launches and programs which have enrollment challenges and need to increase their application pool.



The New School

The New School is a one-of-a-kind university at the heart of New York City. It houses five different colleges, including the world-renowned Parsons School of Design, the Eugene Lang College of Liberal Arts, the College of Performing Arts, The New School for Social Research, the Schools of Public Engagement, and Parsons' Paris campus. The New School offers 134 degree and diploma programs. With its unique blend of academic disciplines, The New School attracts students from around the world who are interested in education at the junction of creativity, design and social research. International students represent 34% of the university's 10,000 student body. In Parsons School of Design's postgraduate programs alone, international students represent more than half the student population.

2 The Goal

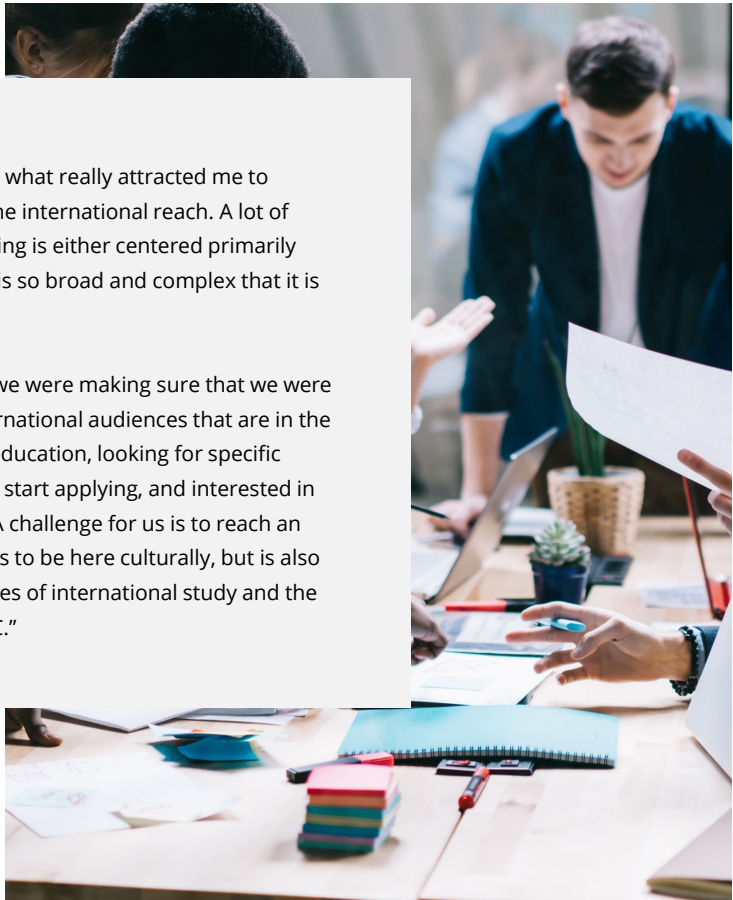
Increase and expand international student recruitment efforts

Laura was seeking to expand the digital presence of The New School and Parsons School of Design globally. In addition, she wanted to increase student diversity from key markets, and more specifically Asia and Europe.



“The main goal and what really attracted me to Studyportals was the international reach. A lot of traditional advertising is either centered primarily around the U.S. or is so broad and complex that it is hard to focus it.

With Studyportals we were making sure that we were going to reach international audiences that are in the market for higher education, looking for specific programs, ready to start applying, and interested in the United States. A challenge for us is to reach an audience that wants to be here culturally, but is also aware of the finances of international study and the cost of living in NYC.”





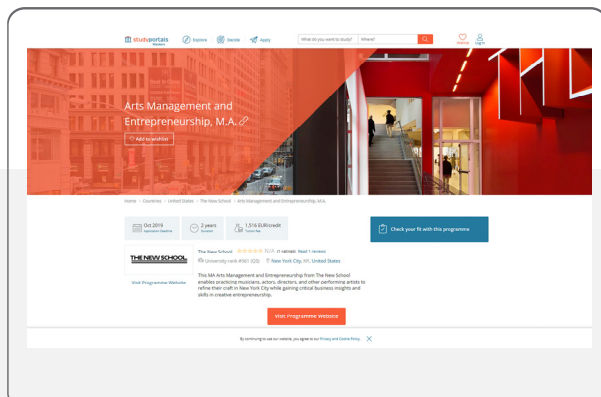
The Solution

Studyportals targeted campaign



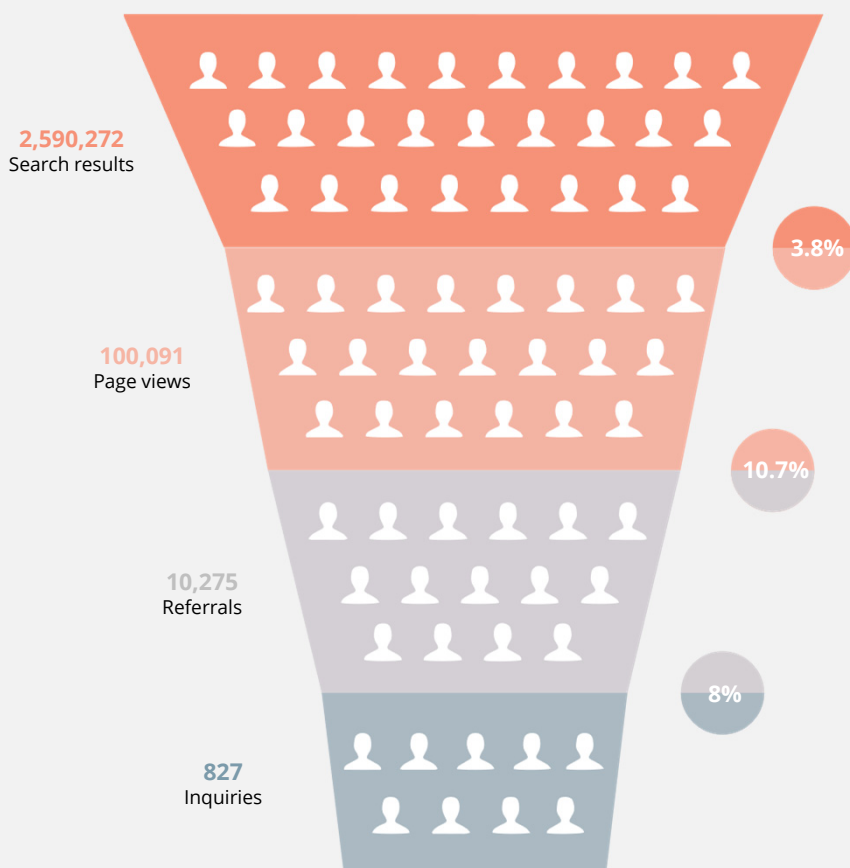
“Studyportals offered us the chance to target people who are interested in the specific disciplines and scholarly and creative fields that The New School actually offers. The fact that Studyportals is a directory of programs around the world, where you are able to sort by discipline, by country of interest, and other criteria was perfect for reaching a captive audience of people who were there for exactly that reason.

We used sponsored listings and targeted newsletters and the results have been great. Sponsored programs have been extremely effective. The click-through rates on Studyportals and inquiry conversion rates on our website have been very strong, an average of 10.7% and 8%, respectively. The cost per inquiry that comes in via Studyportals is lower than almost all other inquiry sources. Newsletters from Studyportals have also been effective, with high open rates and an approximately 20-25% conversion rate from unique clicks to inquiries. Being able to be highlighted in specific thematic newsletters has been really helpful in terms of visibility and awareness and inquiry generation.”



4 Main Results

Student recruitment



Cumulative results from four targeted campaigns.

4

Main Results (continued)

Student diversity

"We were happy that we were able to reach so many students in some of our historically strong countries of origin - such as India, Canada, UK, Turkey. And also interested to see other geographic trends emerge, which may help inform our recruitment priorities for future years."





Key Benefits

CRITICAL ADVANTAGE - *"The fact that we could be a top result for a prospective student's particular interests."*

PRECISE TARGETING

"Studyportals is a truly unique platform in terms of the audience it attracts - people looking for higher education, interested in international mobility, and the level of specificity we can attain on the site. We can reach our exact target audience."

COST EFFECTIVE

"An inquiry from a Studyportals listing costs 20-30% less than our average cost per inquiry across all other paid media tactics."

PRE-QUALIFIED LEADS

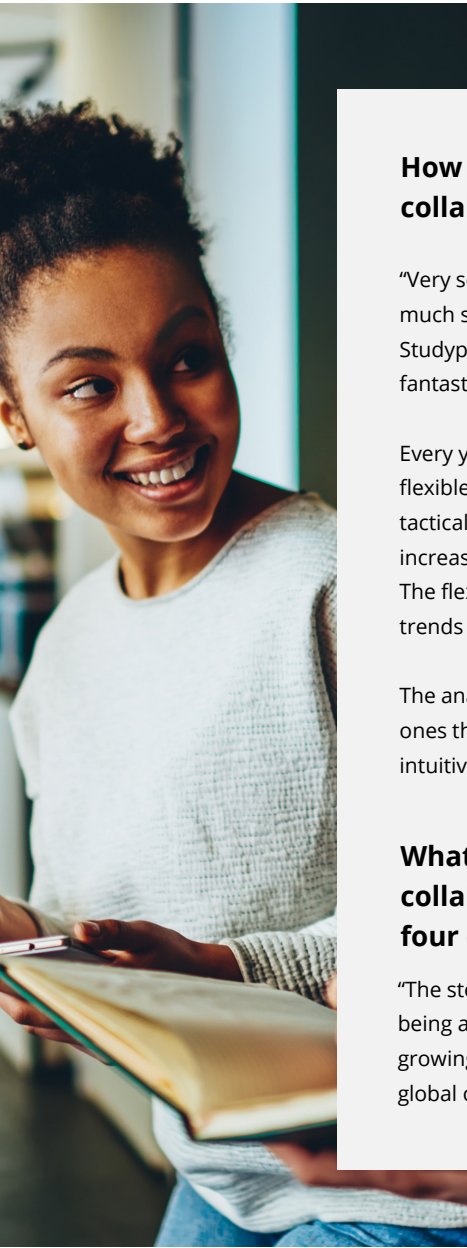
"A lot of the programs we promote on Studyportals are harder to convert and are the ones that usually cost more per inquiry because of either higher competition or limited range of interest. The quality of an inquiry on Studyportals will be stronger versus even Google Ads, because by the time prospective students get to our website, they already know many key facts and features of our programs. They've already read about it on the Studyportals website and that makes them prequalified people visiting our website."

ROBUST

"The fact that we could be a top result for someone's particular interests. I treat Studyportals like an engine specifically for degree programs and think of it like search engine marketing, except it is far more robust because Studyportals can communicate an entire program snapshot."



Collaboration



How did you experience the collaboration with Studyportals?

“Very seamless. I was pleasantly surprised at how much support is given in creating the listings on the Studyportals sites. That was all done for us, which was fantastic.

Every year the scope of the campaign has been very flexible - I've been able to add or adjust different tactical components, reprioritize programs, and increase visibility during peak recruitment seasons. The flexibility is really valuable as my enrollment trends and priorities shift over the course of a year.

The analytics platform you have is the best among the ones that I work with. The dashboards are really intuitive and user-friendly.”

What prompted you to continue collaborating with Studyportals for four consecutive years?

“The steady results and Studyportals’ track-record of being a solid tech company, having a lot of experience in growing from a more European portal for education to a global one.”



Get in touch



Increase brand awareness

When students are finding their dream program, make sure your university stands out through SEO, search results, targeted banners, emails and newsletters.



Capture student interest, diversify

Refer informed and interested students to your university and program landing pages and capture requests for additional information.



Convert interest into enrollments

Confirm the number of accepted students who found your program via Studyportals to measure the ROI of your digital campaigns.

Schedule a meeting with our colleagues for an introduction via **hello@studyportals.com**

**DISCOVER HOW OUR
SERVICES CAN HELP YOU
RECRUIT INTERNATIONAL
STUDENTS FOR YOUR
DIVERSE CLASSROOMS**

www.studyportals.com/institutions



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**Get in touch to discover how we can help
you enhance your international student
recruitment strategy**

hello@studyportals.com