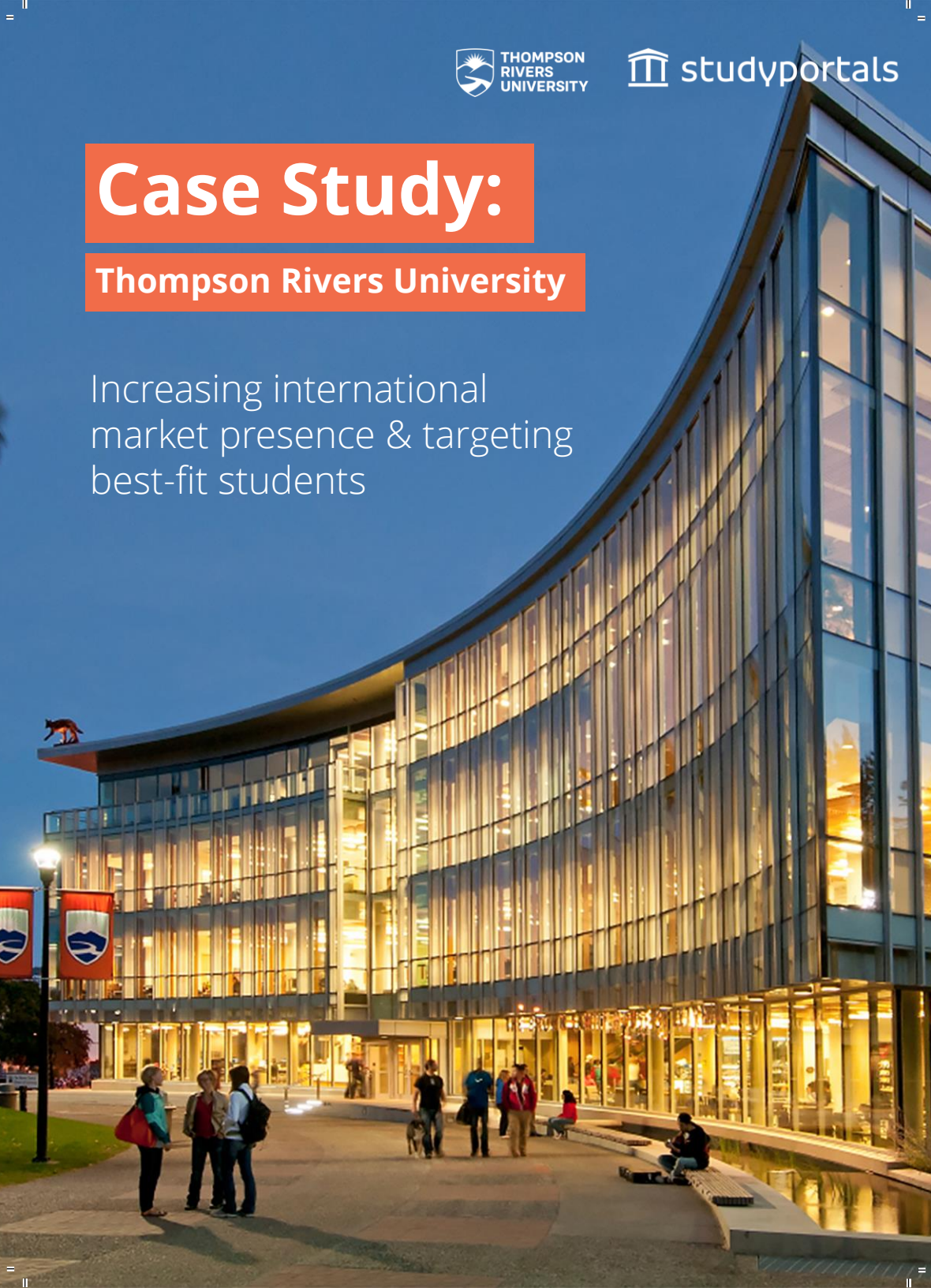


Case Study:

Thompson Rivers University

Increasing international
market presence & targeting
best-fit students



INCREASING INTERNATIONAL MARKET PRESENCE & TARGETING BEST-FIT STUDENTS

How Studyportals helped Thompson Rivers University in reaching new markets and building a stronger presence internationally while focusing on profiles that best-fit Thompson Rivers University standards.

#Winning Strategies

1

Introduction

Growing internationality

and attracting the best-fit students



The international student recruitment landscape is becoming more competitive and requiring university recruiters to improve their enrolment strategies to attract their best-fit prospective students.

This case study shows how Thompson Rivers University (TRU) worked with Studyportals for effective student recruitment.

Studyportals reaches more than 36 million prospective students from all around the world each year who are exploring over 210,000 degree options abroad.

For universities, Studyportals is a result-based partner for international student recruitment and marketing, helping them reach a global audience and optimise their student population.

For TRU, Studyportals created a strategy to enter new markets and increase their brand presence, especially among students whose profiles are a good match for TRU.

2 The Institution

Meet our client



Tatyana Dikareva

*Coordinator, International Marketing and Recruitment
Thompson Rivers University, Kamloops*

Tatyana is responsible for developing new student recruitment networks for TRU overseas and locally. She manages existing recruitment network, coordinates overseas marketing and recruitment activities. In cooperation with marketing she elaborates the supporting materials and processes to enable their work and support marketing representatives in different markets.

Thompson Rivers University, Kamloops, Canada



TRU is a public university in Kamloops, British Columbia, Canada. The University has multiple international partnerships through its TRU World division. The institution was established in 1970 and currently has over 20,000 enrolled students from 90 - 100 nations worldwide. While TRU provides a wide range list of degrees it is best know for prestigious programmes in tourism and management, business administration, and environment science.

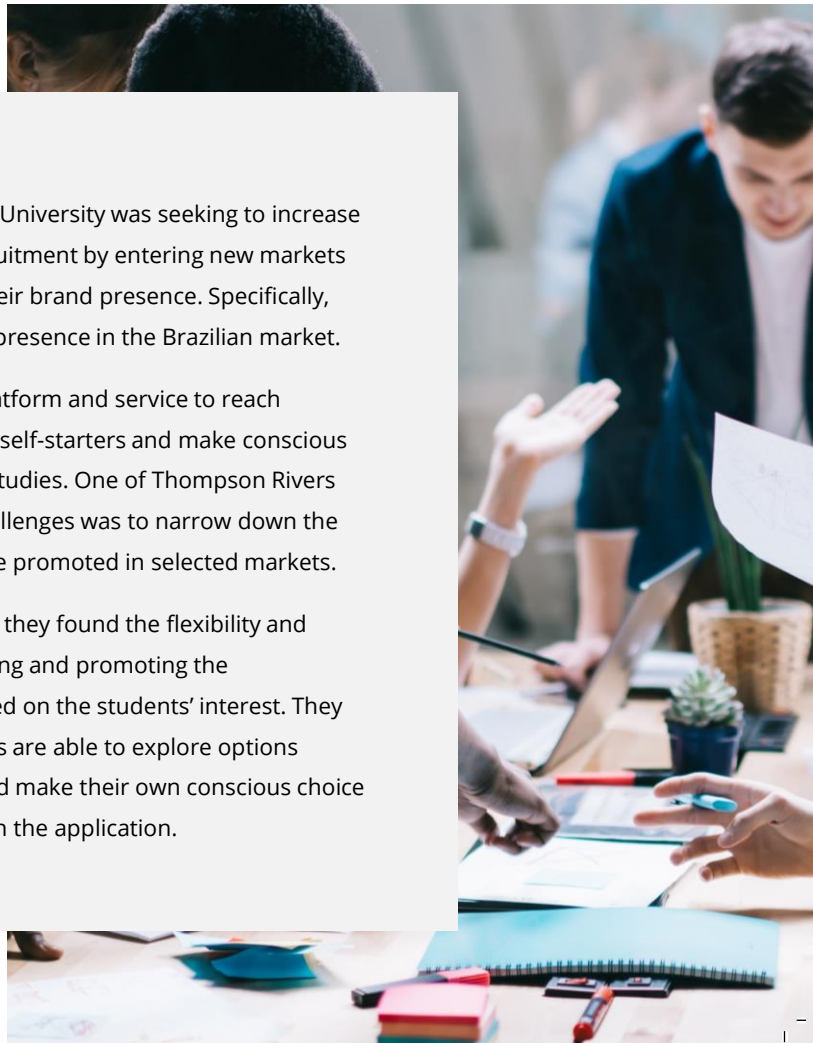
3 The Goal

Accessing new markets and attracting the right international students

Thompson Rivers University was seeking to increase international recruitment by entering new markets and expanding their brand presence. Specifically, gain more brand presence in the Brazilian market.

They wanted a platform and service to reach students who are self-starters and make conscious choices for their studies. One of Thompson Rivers University key challenges was to narrow down the programmes to be promoted in selected markets.

With Studyportals they found the flexibility and mobility of targeting and promoting the programmes based on the students' interest. They liked that students are able to explore options independently and make their own conscious choice of proceeding with the application.

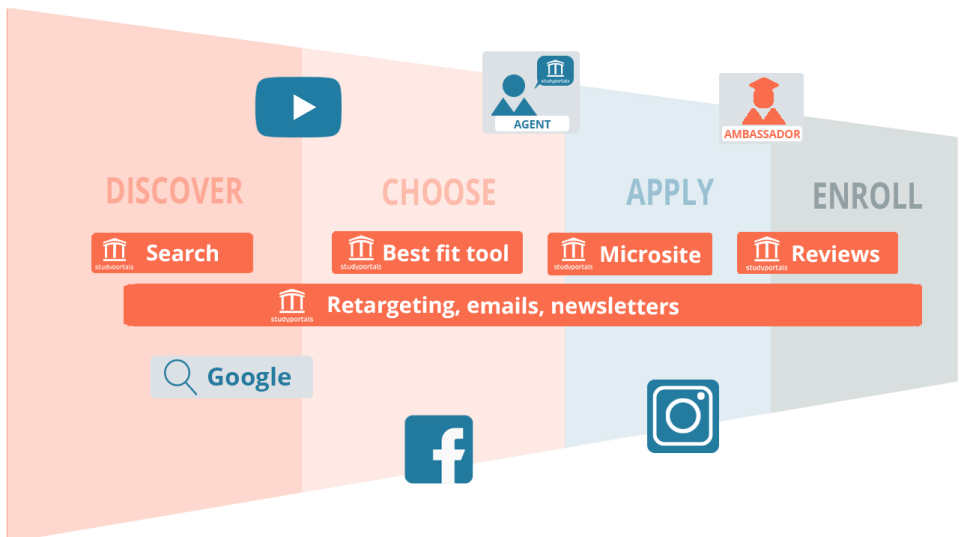


4 The Solution

Studyportals Partnership

Until 2018, Thompson Rivers University was only employing marketing and recruitment activities through their agent network, yet they were having challenges in accessing new markets and having a better student profile in the level of English and academic requirements.

For TRU, Studyportals has a unique position in the recruitment channel by being the only platform-based vendor that can provide global exposure of TRU's programmes to a selected student audience, as well as support the generation of enquiries exclusive to TRU.



Promotion via Studyportals allows TRU to expand their reach and raise the awareness of their programme offering at an earlier stage, and throughout the student journey.

4 The Solution

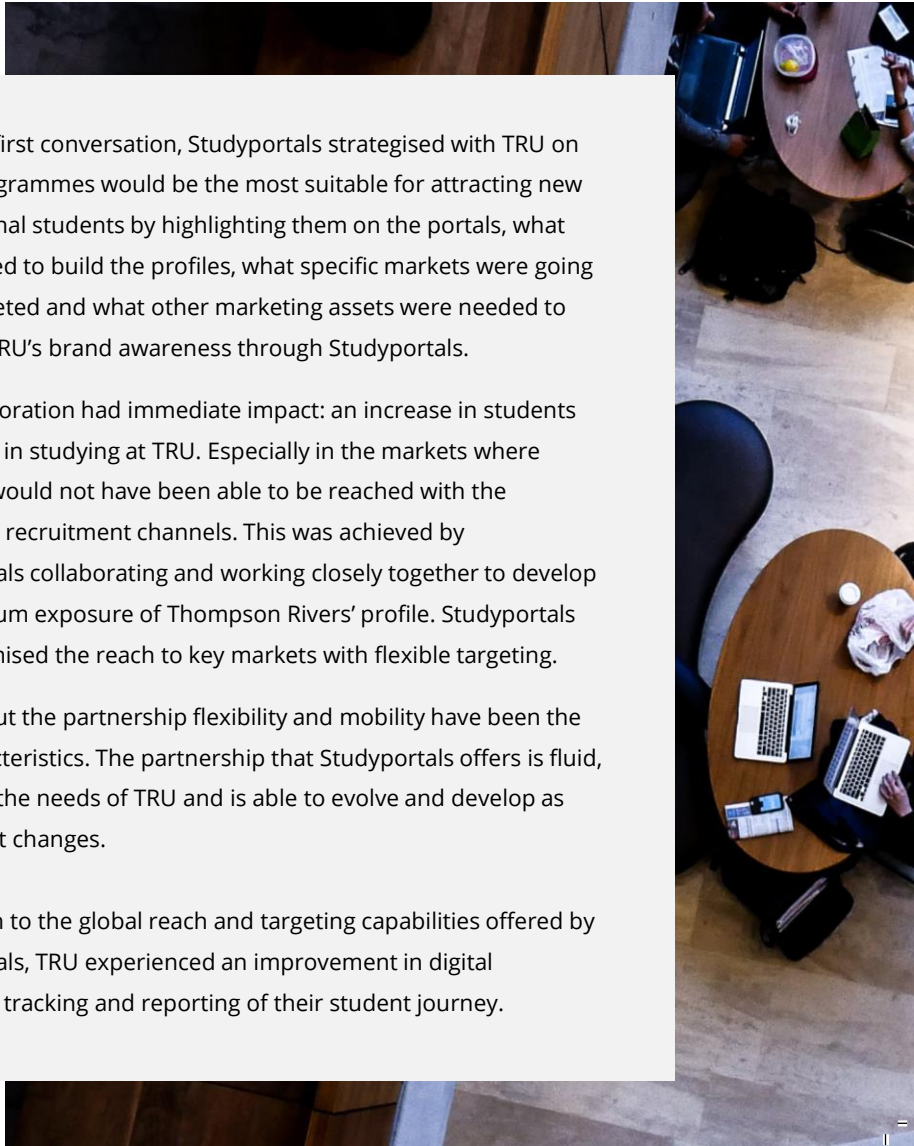
Studyportals Partnership

From the first conversation, Studyportals strategised with TRU on which programmes would be the most suitable for attracting new international students by highlighting them on the portals, what was needed to build the profiles, what specific markets were going to be targeted and what other marketing assets were needed to increase TRU's brand awareness through Studyportals.

The collaboration had immediate impact: an increase in students interested in studying at TRU. Especially in the markets where students would not have been able to be reached with the traditional recruitment channels. This was achieved by Studyportals collaborating and working closely together to develop the premium exposure of Thompson Rivers' profile. Studyportals has maximised the reach to key markets with flexible targeting.

Throughout the partnership flexibility and mobility have been the key characteristics. The partnership that Studyportals offers is fluid, adapts to the needs of TRU and is able to evolve and develop as the market changes.

In addition to the global reach and targeting capabilities offered by Studyportals, TRU experienced an improvement in digital marketing tracking and reporting of their student journey.

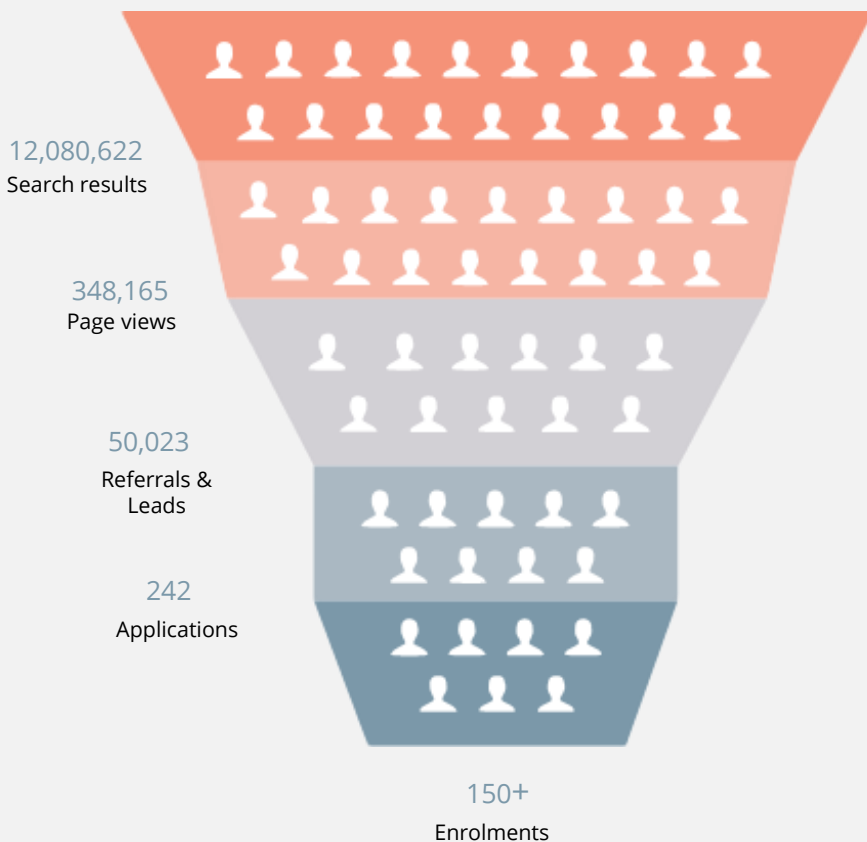


5 Main Results

Enrolment impact

Results after 24 months

Below are the 2018/2020 campaign results. Within 24 months, it generated **242 applications**, resulting in **150 enrolled students**, who found and chose Thompson Rivers University through Studyportals.



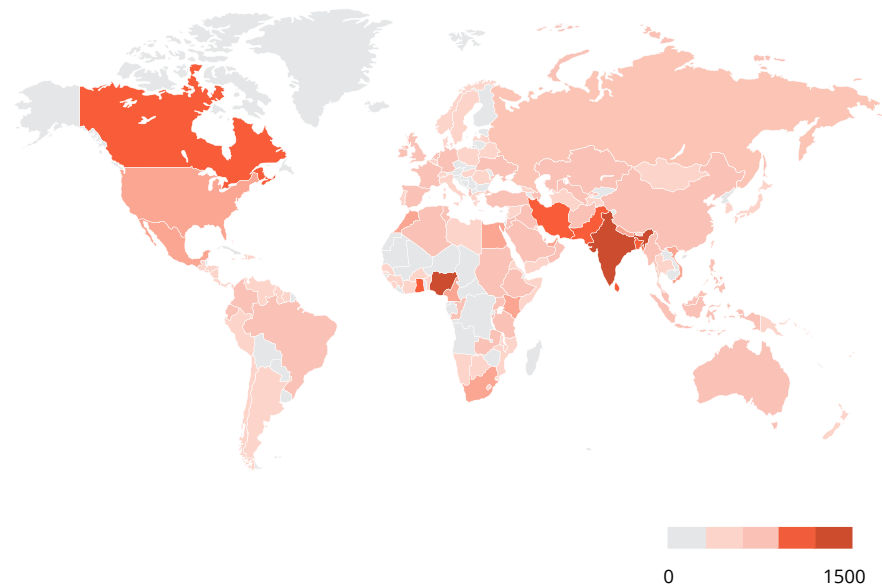
5 Main Results

International reach

The promotion with Studyportals resulted in a wide market reach with students from all around the globe sending in enquiry forms via TRU's website and leaving their personal details.

Origin of student enquiries

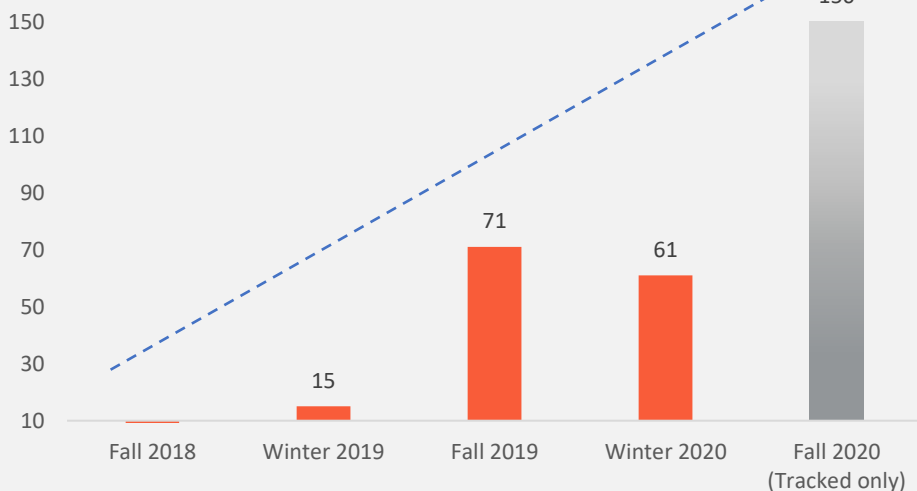
of students submitting a lead form



5 Main Results

And counting ...

Total tracked and confirmed enrolments per intake



In the first 24 months, 150 enrolled students were tracked to originated from Studyportals and confirmed by TRU.

As students typically take 12-18 months from discovery to enrolment, the early results are modest. From Fall 2019, the impacted enrolment trend is clearly positive. For the Fall 2020 semester, despite Covid-19, 150 enrolments are tracked to have enrolled at TRU and used Studyportals services.

Please note: tracking technology is never perfect. Only a part of the enrolments can be tracked. The full effect of the promotion is estimated to be 30% higher. This is also confirmed by growth data of the university.

5

Main Results

Enrolled Students' Diversity

The partnership has contributed to also achieving the diversity goal: the identified enrolments originated from 29 countries.

Origin of enrolled students





Key Benefits

How did you experience the support & advice that you received from Studyportals?

My key takeaway from Studyportals is understanding how we can trigger students to react to TRU programmes. Additionally, I now have an in-depth understanding how to follow up with the leads, how can we make sure to stand out in the dialogue with the students and a better understanding on what keeps students engaged.

How did you experience the promotion & tracking set-up and alignment at the start of the collaboration?

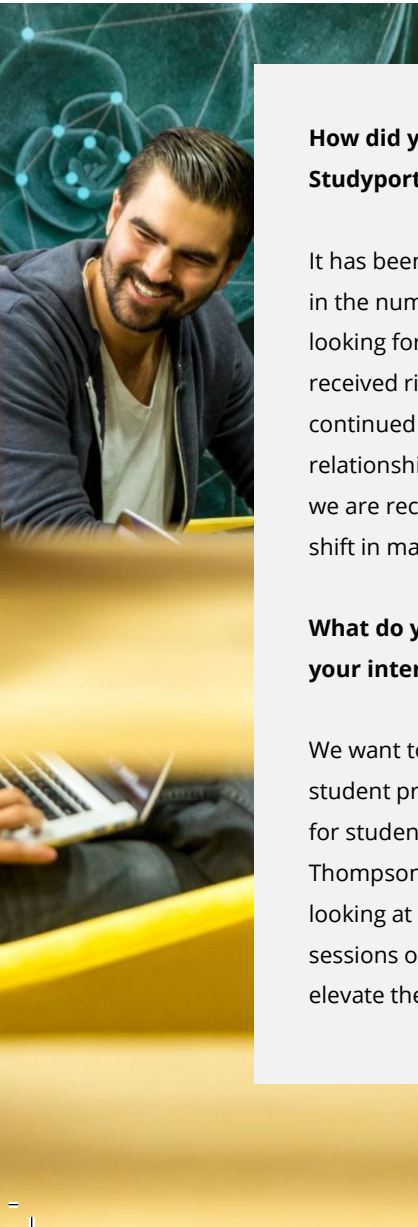
We never had issues with Studyportals from a technical side. Everything was always very well explained for example leads processing. Also, we really liked the tracking capabilities and interaction on your website that you offer in reporting.

Can you compare the results with Studyportals to other marketing efforts?

Studyportals has a unique position, acting like a lead generator. You stay true to your initial goal, keep expanding your services and technology.



Implementation & Service



How did you experience the overall collaboration with Studyportals?

It has been very positive collaboration, not only did we see the increase in the number of enrolments, but also the diversity that we were looking for, both in a very short period. The strong support we have received right from the beginning when we were setting up has continued throughout the process and it helped develop a strong relationship. Also, the monthly report gave us great insights on where we are receiving interest from, and this has helped us stay on top of any shift in market interest and align our recruitment strategy, as a result.

What do you see as the next steps in this collaboration to advance your international recruitment?

We want to continue to geo-target different markets and try to diversify student profiles seen from the leads. If there is something to be hosted for students such as webinars, workshops or discussion panels, Thompson Rivers University would be open to participate in that, looking at ways to keep engaged with the leads for example Q&A sessions on open days. We always remain open to new initiatives to elevate the partnership.



Get in touch

Do you have an ambitious marketing & recruitment goal for international students? Let's talk about it.

Increase brand awareness

When students are finding their dream programmes, 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 programmes landing pages and capture requests for additional information.

Convert interest into enrolments

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

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

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recruitment strategy**

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