

Case Study:

The Hong Kong Polytechnic University

School of Design

How Studyportals partnered with Hong Kong Polytechnic University (PolyU Design) to expand its global presence and attract top-tier talent from around the world

PARTNERING FOR TRULY GLOBAL STUDENT RECRUITMENT

How The Hong Kong Polytechnic University (PolyU Design) leveraged Studyportals global demand data to optimise the visibility of their programmes for consistent enrolment growth

#winningstrategies

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Introduction

Growing PolyU Design's online presence



PolyU Design – the School of Design at The Hong Kong Polytechnic University - is a place where East meets West, allowing students to develop their design expertise while gaining an in-depth understanding of industry and society with a unique international and cultural perspective.

PolyU Design has been an important hub for design education and research in Hong Kong since 1964, offering quality undergraduate and postgraduate programmes in design to nurture creative talent across a wide range of industries.

Working with Studyportals has enabled PolyU Design to reach to international students from around the world, allowing the university to focus their marketing efforts and refine their messaging for selected demographics.



We have a collaborative, dynamic partnership focused on optimizing outcomes. The flexibility in adjusting our promotion helps us grow our online presence in markets of interest.



2 The Case Study

Meet our client & the institution



Stephanie Ho

Marketing Manager at PolyU Design

Stephanie is in charge of taught master's student recruitment and programme promotion. Her role is to support broadening the appeal of design education that offers an interdisciplinary platform for creativity and innovation. Her expertise is working with cross-functional teams and partners to develop strategies and initiatives in admissions, content creation, digital marketing, and student experience.



PolyU Design

With 60 years of rich academic and research experience, PolyU Design is leading the way to a bright future in an increasingly dynamic Asia. Over the years, the School has received international recognition for its achievements. It was ranked 15th on the Quacquarelli Symonds (QS) World University Rankings by Subject - Art and Design in 2020 and is consistently among the top 20 in the world. PolyU Design is committed to further contributing its expertise to the community through applied research and consultancy, providing forward-looking advice and support to the industry.

3 The challenge

Reaching the right students

across the globe



The Hong Kong Polytechnic University has established the School of Design as a top tier international design school, applying Asian innovation to global opportunities.

To achieve this vision, it is important to attract talented students from across the globe.

Having a multifaceted student body enriches educational experience, broadens the perspectives of all students and helps create a dynamic and innovative atmosphere that stimulates unconventional thinking and problem-solving.



We want to reach a global creative audience who wants to develop their career and businesses in Hong Kong and the Chinese market. With Studyportals, we can target and optimise our promotion and messaging to specific markets.



4 The solution

Studyportals advised PolyU Design on how to spend their marketing budget in the most strategic and targeted way. Through premium listings, targeted banners and email marketing within the Studyportals environment, PolyU Design engaged prospective students who were already exploring educational opportunities through the portals.

The campaign was further enhanced by a comprehensive remarketing effort, utilizing Google Display Network and social media platforms to reach potential students in spaces where they actively seek educational options. Geotargeting was used to further refine marketing efforts.

This diversified marketing strategy ensured that PolyU Design did not rely excessively on any single region, thereby expanding its global presence and attracting a diverse pool of prospective students.



The Studyportals team adopts an analytics mindset, and their advice on emerging trends and markets helps shape our promotion on the platform. Review happens regularly, and their team offers timely and professional support where needed during the campaign. The quality of their reporting is a value-add.



Global top-tier

student engagement

Studyportals' tailored and flexible partnership boosted the institution's exposure and engagement with high-calibre leads in the quest to deliver top-notch talent. By forging a close-knit collaboration, Studyportals offered a wide set of services, all aimed at engaging timely with the right student segments via a variety of channels and touchpoints. This effort effectively expanded PolyU Design's brand and unique selling points, forging meaningful connections with prospective students from an array of geographical and cultural backgrounds.



Elevated online presence and distinctive branding for PolyU Design

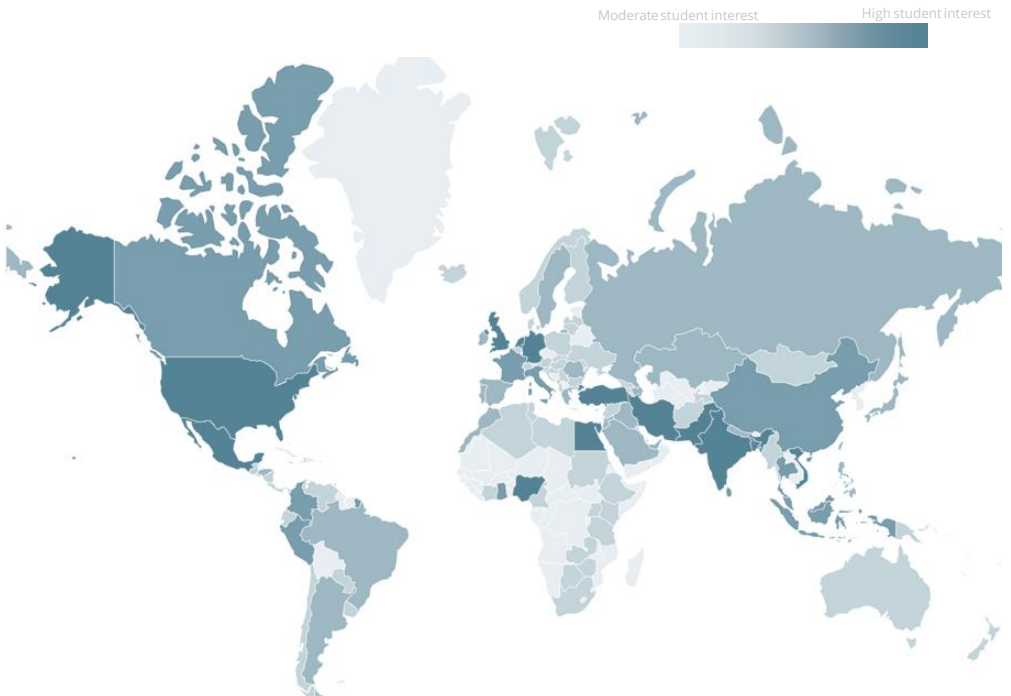
Showcasing the institution's unique selling points across portals, including their merit-based scholarships, making it more attractive to top students. SEO improvements and branding placement greatly increased their visibility and elaborated on what makes PolyU Design unique.

Expanding PolyU Design's global reach

with Studyportals

PolyU Design's marketing and recruitment campaign with Studyportals was strategically multifaceted, targeting countries with a significant concentration of high-ranked universities such as China, France, Germany, Hong Kong (SAR), Japan, and the Netherlands.

This approach resulted in extensive reach across **151 countries and territories**, demonstrating interest in PolyU Design's programme offerings. The heatmap below illustrates the distribution of pageviews, evidencing this global engagement.




Collaborative approach to attract top-tier, worldwide talent


Using customized reports about competitors and focus country analysis, ideal candidates for PolyU Design's prestigious programmes were targeted. The approach was realised through targeted boosting campaigns, both on and off portal, highlighting its unique educational benefits.

Navigating markets

with precision



Monitoring and improving our promotion on an ongoing basis helps us understand our priority markets, discover new markets, and convert qualified traffic to our website.



In the annual review, we discuss our priorities, mapping them with the campaign strategies. During the promotional period, we receive various reporting and benchmarks for comparison and have meetings to review the campaign performance, adjust budget allocation and finetune our targeting if needed.

Strategic media planning for year-round student engagement

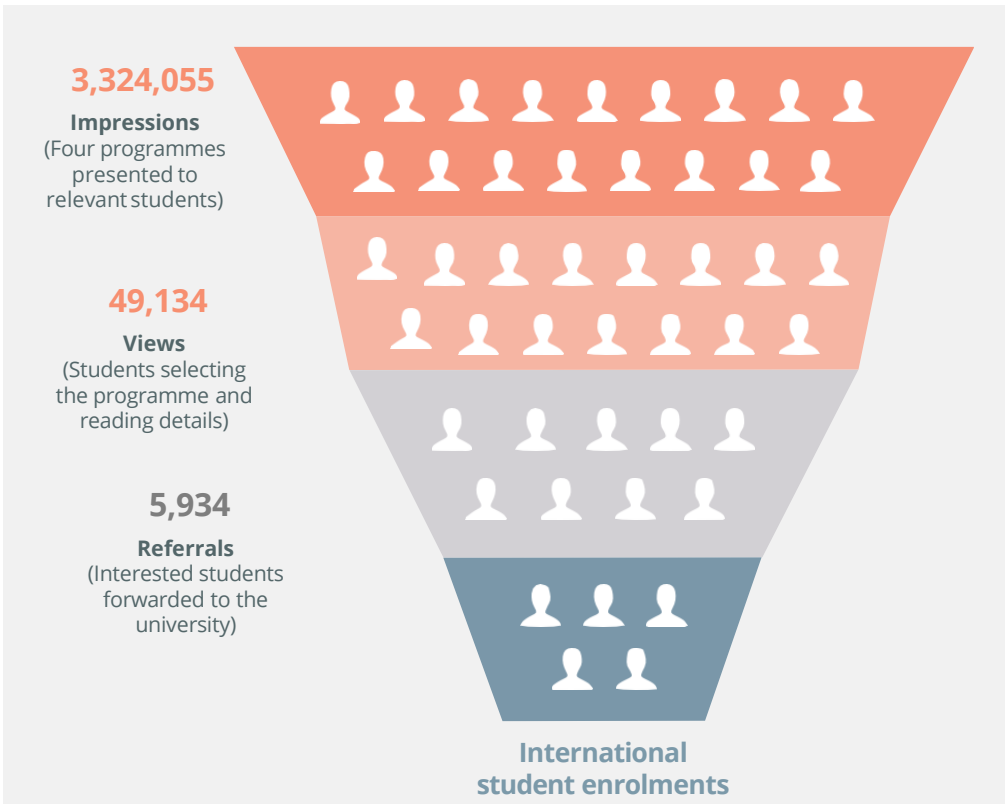


PolyU Design benefited from a bespoke media plan tailored to sync with their intake and application cycles, both locally and internationally. This included high-impact promotions during key application phases and targeted advertising for open days, ensuring a seamless student experience.

5 Results

For the last nine years, from December 2014 to December 2023, promoting via Studyportals generated a strong digital presence for PolyU Design with over **3 Million brand impressions**, over **49 thousand page views** and **almost 6 thousand referrals** to the university's website.

PolyU's campaign on Studyportals has not only enhanced its global visibility, as demonstrated by pageviews from a diverse range of potential students **across 151 countries and territories**, but it has also successfully attracted the **best-fit students** aligned with the institution's objectives. This precise targeting, ensured that the audience reached was the most suitable for the School of Design. This aligns with PolyU's goal to build a varied academic community, enhancing creativity and problem-solving, and cementing its status as a hub for **future design leaders**.



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Get in touch

Increase brand awareness

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

Capture student interest, diversify

Have informed and interested students referred to your university and programme landing pages and capture requests for additional information.

Maximise target market results

Enhance student engagement on focused regions, evaluate success through dedicated reporting and expand international reach while managing risk.

Curious on how Studyportals can help your institution excel in student diversification?

Let's talk!

hello@studyportals.com



9 portals



50M unique visitors every year



840,000 international enrolments



3,610+ participating institutions



250,000+ programmes listed



Multiple levels of education



Geographic detail at city-level



Monthly data updates



studyportals

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

hello@studyportals.com