

Case Study:

University West

How University West partnered with Studyportals to grow and diversify international student recruitment



studyportals



UNIVERSITY WEST

REACHING A GLOBAL AUDIENCE TO ATTRACT THE BEST-FIT INTERNATIONAL STUDENTS

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#winningstrategies

1 Introduction



Connecting to a global student audience

University West is a small higher education institution based in Trollhättan Sweden. Everything they do is tightly connected to the surrounding community, people, organizations, companies and society as a whole. Through Work Integrated Learning students work together with partners outside academia to expand their knowledge. Students experience an open, informal and collaborative environment, with a high teacher-student ratio.

Through a partnership with Studyportals, which reaches a global audience of 50 million students, University West can effectively identify and attract the ideal candidates who are best suited for its distinctive educational atmosphere and who are looking for student-centric education.



We started off small. And now we have a really good and deep collaboration. And I think we've got really good results from Studyportals.



A student-centric approach



The personal touch is extremely important for us in everything we do -with partners, and of course, prospective students. It's so extremely important to have good contact with the student from the very first lead until they start, and also during studies. That's the most important thing we're doing.



Studyportals' Global Student Satisfaction awards are the only student-powered global university overview capturing feedback on life inside and outside the classroom.

In 2023, University West won the Global Student Satisfaction Award in the Admissions Process category. It is a remarkable achievement, granted by international students themselves, who shared their first-hand experiences of studying at the university.



2 The Case Study

Meet our client & the institution



Tomas Bengtsson

Director International Affairs at University West

Tomas has been in his current position since the beginning of 2019 and previously held the position of Director of International Marketing and Recruitment at Jönköping University. From 2006 he worked in student recruitment at Jönköping University and in 2011, he was involved in the journey of the implementation of tuition fees in Sweden. He has expertise in building a successful agent network, how to create a customer friendly lead-management process and how to adapt the internal support services to the recruitment strategy.



University West

University West is a public university with a distinctive focus on Work Integrated Learning (WIL). Established in 1990, it accommodates approximately 13,000 students and employs over 750 staff members.

University West offers a variety of bachelor's and master's programs, such as Politics and Economics, International Mechanical Engineering for bachelor's students, and Leadership In Digitalised Organizations, Sustainable Development, Integrated Political Studies, Finance, International Business, IT and Management, and Cybersecurity for master's students

3 The challenge

Reaching diverse students from around

The world



University West, has become increasingly international and the university is now looking to diversify their international student recruitment. They are also looking at increasing the number of international students on campus.



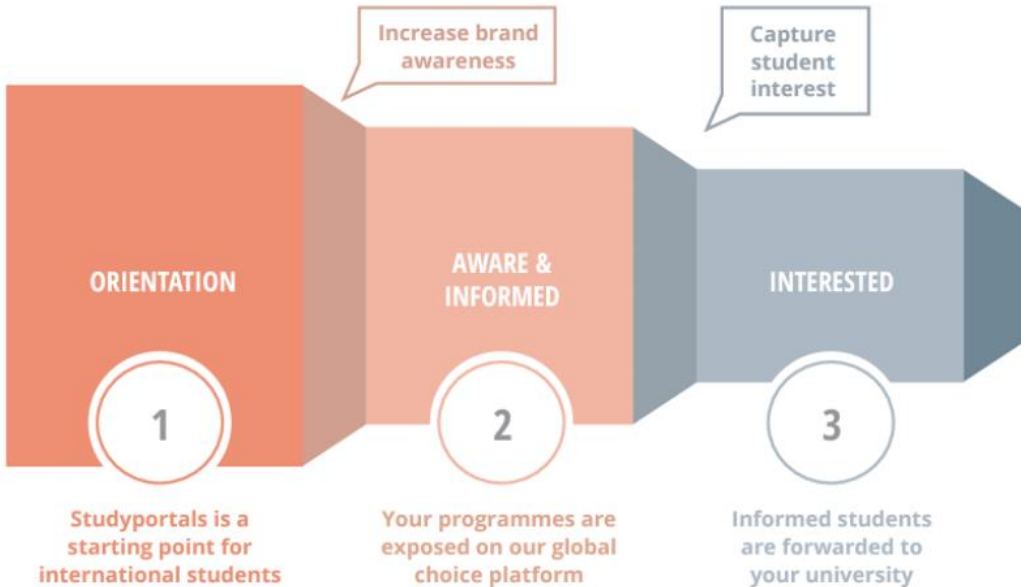
Diversity is more important now than a few years ago, because then we didn't have so many international students.. Now we need to look at more diversity so we can have the truly international campus.



4 The solution

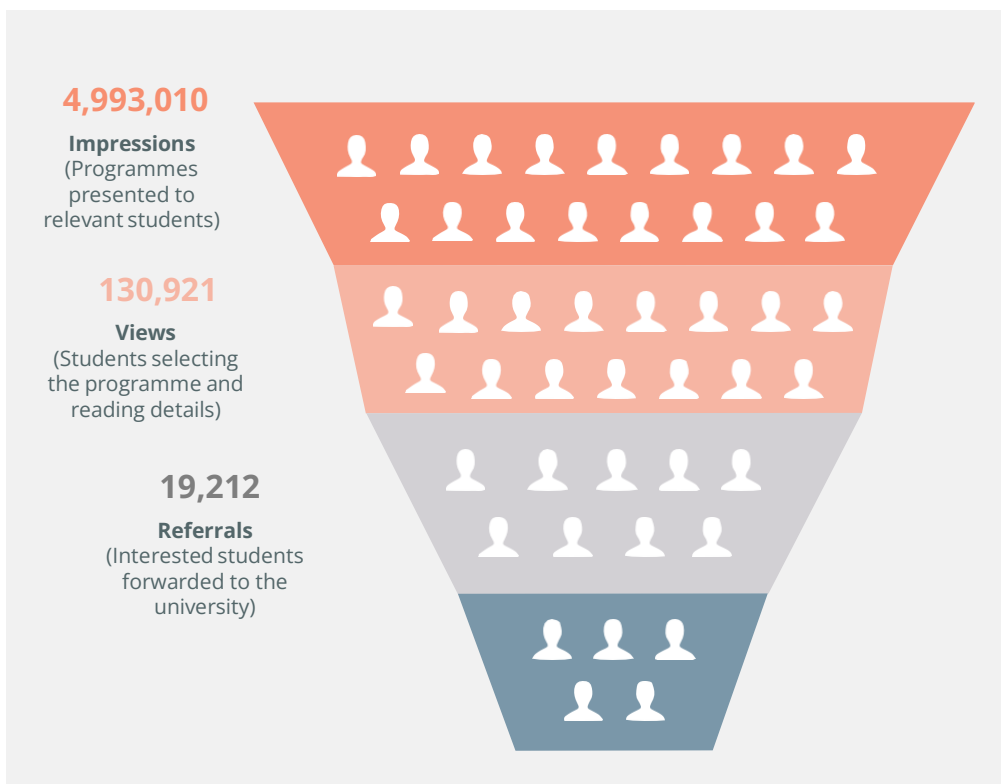
Studyportals helped University West engage with students from around the world who are actively seeking study options. This partnership bolstered the university's international presence and attracted best-fit students from around the world.

The **Result Based Partnership (RBP)** enables these connections by providing a vast suite of services to enhance the university brand through initiatives such as premium listings, targeted on portal banners, off portals remarketing, microsites and email marketing. As a result, Studyportals helped University West in engaging students in disciplines and countries aligned with its offering and directed them to the institution's website.



5 Results

From **October 2019 to December 2023**, promoting via Studyportals generated a strong digital presence for University West with over **four million brand impressions**, over **130 thousand page views** and **more than 19 thousand referrals** to the university's website.



Diverse and truly global student recruitment

Promotion via Studyportals resulted in extensive reach across **182 countries and territories**, demonstrating interest in University West programme offerings.



We have a really good and deep collaboration. And I think we got really good results from Studyportals.



6 The collaboration



Studyportals listened to my needs. And we are a good match. It's really good to have an engaged contact person. I like partners have a good knowledge about us as a university, our programmes and so on, and Studyportals definitely do that.



7 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.

Convert interest into enrolments

Track the full student journey, measure the ROI of your digital campaign, reduce your risk and scale your result.

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



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

hello@studyportals.com