

Case Study:

University of Winnipeg PACE

How the University of Winnipeg PACE partnered with Studyportals to expand their digital footprint and boost international student recruitment



THE UNIVERSITY OF
WINNIPEG



studyportals

REACHING THE RIGHT STUDENTS FROM AROUND THE WORLD

How the University of Winnipeg PACE partnered with Studyportals to expand their digital footprint and boost international student recruitment

#winningstrategies

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Introduction



Engaging students

where they are

The University of Winnipeg offers Professional, Applied and Continuing Education (PACE) programmes across an array of disciplines. The University has a compelling offering for international students, with small class sizes, affordable tuition and industry-aligned courses.

Working with Studyportals has helped them to reach more international students worldwide and help them be aware of The University of Winnipeg PACE from an early stage.

To date, the partnership has assisted in generating 242 enrolled students from **49 countries**.



It's really expanded our digital footprint, particularly during COVID. We were not impacted at all because students were still finding us,



2 The goal

Meet our client & the institution



Kim Loeb

Executive Director, Professional Applied and Continuing Education

Kim has a passion for creating a culture of innovation and collaboration and leading the team in developing and delivering professional programmes that change students' lives.

The University of Winnipeg

The University of Winnipeg is a public institution situated in the heart of Canada, in Winnipeg, Manitoba. It boasts an enrollment of approximately 10,000 students. Within the university, the Professional, Applied and Continuing Education (PACE) division specializes in post-degree professional programs, catering to around 800 students annually.



THE UNIVERSITY OF
WINNIPEG

The University of Winnipeg is home to scholars, scientists, and students who engage in research that probes fundamental questions across academic disciplines. It provides more than 400 undergraduate courses across 50 fields of study


The university stands out in various higher education rankings, notably placing 13th in Canada and within the top 500 globally according to Times Higher Education (THE), reflecting its strong performance in teaching, research, citations, industry income, and international outlook. It also ranks prominently within Canada, being recognized among the top 16 colleges and lauded for its undergraduate programmes. In addition, the QS Subject Rankings of 2021 placed it 5th, showcasing its excellence in specific academic disciplines.

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The case study

Reaching the right students

From around the world



It's not great to be reliant on one or two markets. It's also very good for the students in the classroom to be intermixing, with people from other countries across the globe. And with Studyportals, it's just such a vast network.



We don't have a lot of programmes. We are more of a boutique school and the programmes we have are more specialised. I love that people from across the world use Studyportals to find the programme and the location that's going to work for them.

4 The solution

The **Enrolment-based Partnership** ensures a guaranteed return-on-investment for the university by offering a compensation model focused on tangible results: enrolled international students studying at the University of Winnipeg PACE. Studyportals takes on the risk by providing unlimited exposure and dedicating more resources to worldwide digital marketing promotion to attract more relevant candidates

This partnership promotes long-term cooperation with close communication between the university and the Studyportals team, by aligning the goals of both organizations.



I just consider Studyportals a very valued partner. They feel more like part of my team as opposed to a service provider. We just seem to speak the same language.



Engagement across

multiple channels

During the last 5 years, Studyportals has intensified its partnership to echo the recruitment ambitions of the University of Winnipeg PACE. To amplify the institution's online presence, the partnership has focused on fresh avenues of engagement through multiple services designed to capture and maintain student interest and interaction across a variety of channels. This cooperative venture enables the University of Winnipeg PACE to broaden its scope and effectively engage with a global array of prospective students from a multitude of backgrounds and geographies.



Data-driven insights for campaign analysis and content optimization

Enhancing programme data and media on portals to boost conversion rates within key market segments targeted by the university.



Optimized retargeting to expand the prospective student pool

Elevating PACE's enrolment strategy by re-engaging prospective students who have shown a preliminary interest in the university, utilising targeted online advertising across various platforms.



Tailored nurturing based in user behavior

Capitalizing on the engagement of students with content of PACE, Studyportals showcases the institution's offer of exceptional, industry-aligned certificates and diplomas to re-engage and steer them towards enrolment at the university.

Actionable insights

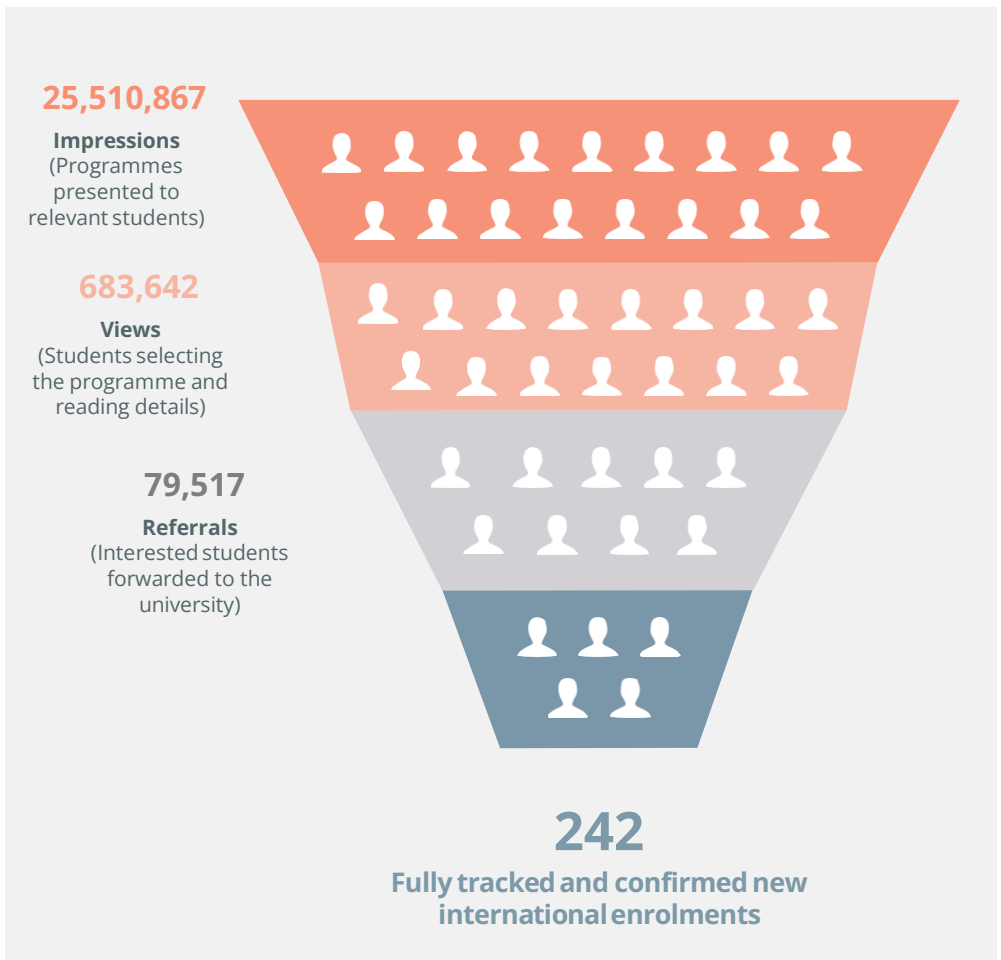


It's almost like you open up a candy box, there's certain things you can do. And then you keep digging, digging deeper, and you go, 'Oh, Studyporals can help me with this, too'.



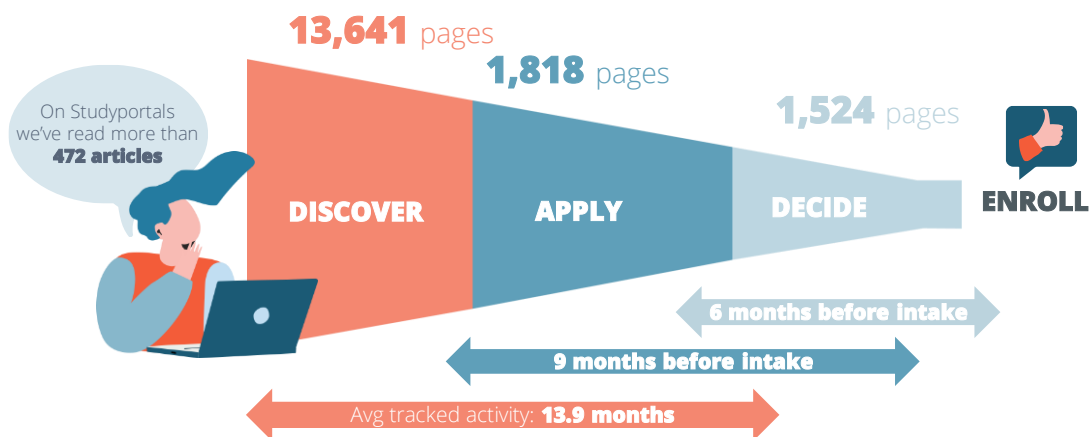
5 Results

From December 2018 to September 2023, the University of Winnipeg PACE has been working with Studyportals towards growing and diversifying their student population through the **Enrolment-based Partnership model**. Since the beginning of the partnership, **242 enrolled students** have been confirmed to be studying at the institution because of Studyportals.



Engagement through different stages of the student journey

Studyportals can map the digital footprint of **242 confirmed enrolments** throughout the different stages of the student's journey. Studyportals has supported them in their path towards enrolling at the University of Winnipeg PACE.



One of the major sources of leads on our website is Studyportals. So even if people aren't coming right away, they know about us, they learn about us right there. It's like we're on all the time because we have that platform.

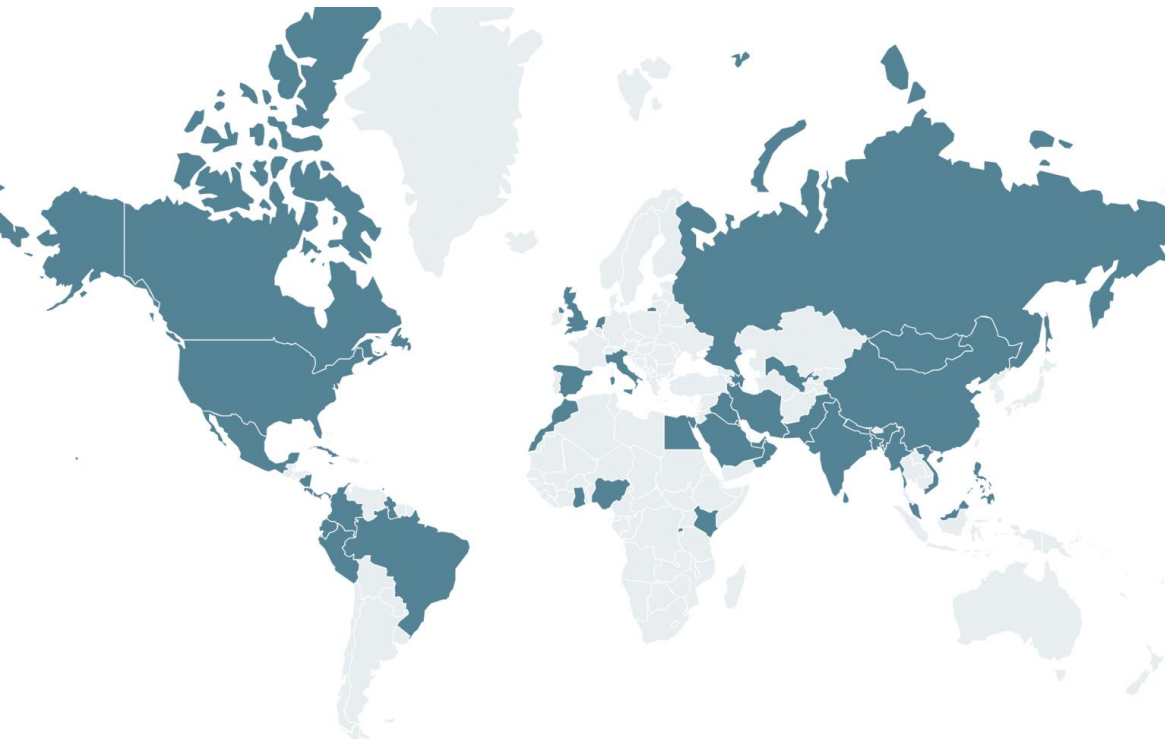
A uniquely diverse group

of students

Promotion via Studyportals resulted in 242 enrolled students from **49 countries**, such as Sri Lanka, Costa Rica, Uzbekistan, Antigua and Barbuda, Netherlands, and the South Sudan.



It's really expanded our digital footprint. We started getting a lot of students from countries we hadn't seen before. And it was just such a nice complement to everything else that we do.



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The collaboration



I really like the way Studyporals does business. It aligns with my own values and culture, so for me, it's a very comfortable partnership. The company and anyone have ever encountered working at Studyporals really care about serving the client. They understand what you need and get to to know you better as an institution, so they can help you build your brand.



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