

# Case Study:

## University of Birmingham

How the University of Birmingham's enrolment model partnership with Studypartals increased the number, quality and diversity of international student enrolments



studypartals



UNIVERSITY OF  
BIRMINGHAM

# PARTNERING FOR TRULY GLOBAL STUDENT RECRUITMENT



Studyportals has contributed hugely to the overall international recruitment agenda for University of Birmingham, and we look forward to seeing how our partnership can develop and continue to enhance UoBs international footprint.

*- Elijah James*



How the University of Birmingham leveraged  
Studyportal's global reach to enhance high quality  
international student recruitment

#winningstrategies

# 1

## Introduction

**Exponential growth, quality and diversity**

**of International student enrolments**



The University of Birmingham partnered with Studyportals to enhance their global reach and optimise their recruitment strategies, in a highly competitive environment.

By leveraging Studyportals' expertise in market insights and digital marketing, the University of Birmingham aims to increase international student enrolment, improve the diversity of its student body, and ensure a high-quality educational experience for all students.



**Studyportals' ability to connect with a global audience gave us a significant edge in reaching potential students worldwide.**

*- Raluca Nechita*



# 2

# The Case Study

## Meet our client & the institution



### Raluca Nechita

International Recruitment Europe and Marketing Officer

Raluca plays a pivotal role in the university's global outreach and student enrolment strategy. Her team develops and implements comprehensive recruitment plans to attract and enroll students from diverse international backgrounds.



### Elijah James

Head of International Student Recruitment

Elijah has responsibility for the strategic and operational delivery of international student recruitment at Birmingham, working closely with internal and external stakeholders to maximise their recruitment potential.



**UNIVERSITY OF  
BIRMINGHAM**

### University of Birmingham

The University of Birmingham was England's first civic university, a place where students from all backgrounds are accepted on an equal basis. Each year, this prestigious Russell Group university welcomes more than 30,000 students. It offers over 900 courses spread across both its UK and Dubai campuses. The university has a global reputation as a rich and diverse institution known for inspirational thinking, financial stability, and strong local, national, and international partnerships.

# 3

## The challenge

**Ensuring a diverse student body**

**while meeting ambitious enrolment targets**

One of the main challenges faced by the University of Birmingham was ensuring a diverse student body from a wide range of countries. This is crucial for enriching the campus experience and fostering a global perspective.

Additionally, the university needed to meet ambitious enrolment targets in an increasingly competitive international market. The uncertainties and impacts of Brexit also posed significant challenges for EU student recruitment.

Furthermore, the university had to increase awareness of its programmes in regions with high potential but low existing presence, which required a strategic and targeted marketing approach.



**Our primary objectives were to increase international student enrolments at both undergraduate and postgraduate levels, enhance our global visibility, and diversify our student population. We aimed to reach new markets and improve our recruitment processes by leveraging Studyportals' extensive network and expertise in digital marketing.**

*- Raluca Nechita*



# 4

## The solution

The **Enrolment-based Partnership** ensures a guaranteed ROI for the university by offering a compensation model focused on tangible results: enrolled international students studying at the university. This partnership promotes long-term cooperation with close communication between the university and the Studyportals team, aiming to attract talented students from all over the world.

Studyportals takes on the risk by providing unlimited exposure and dedicating more resources to worldwide digital marketing promotion to attract more relevant candidates. As a result, Studyportals helps the university navigate a changing environment and attract the best-fit prospective international students, providing a guaranteed ROI through the commission-based enrolment model.



**We experienced a substantial increase in international student enrolments, with an impressive 1800% growth in 2024. Our programs were promoted to over 23 million students globally, greatly enhancing our visibility.**

*- Raluca Nechita*



# Making new programmes stand-out

## through a digital-first approach



### Bi-annual strategic recruitment planning

A strategic bi-annual recruitment plan was developed, integrating key priorities. Adopting an agile approach allowed the University of Birmingham and Studyportals to provide students with optimal study options at the right time.



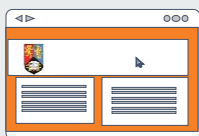
### Optimised retargeting to expand the prospective student pool

Elevating the University of Birmingham's enrolment strategy by re-engaging prospective students who have shown a preliminary interest in the university.



### Analysis and optimisation of content

Improvement of programme information and media on the portals, is tailored for maximising conversion of students in strategic markets targeted by the university.



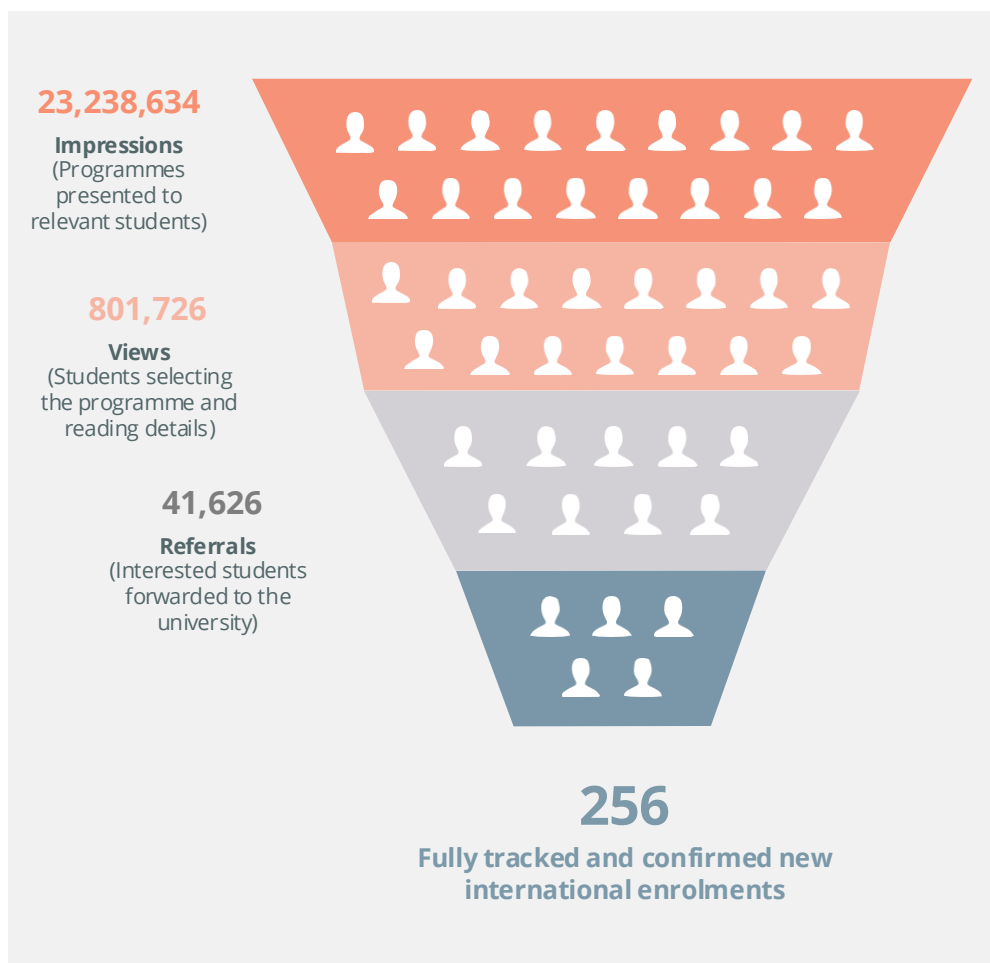
### Microsite creation and CRM integration

Crafted exclusively within the Studyportals ecosystem, microsites are fine-tuned for lead capture and have created a steady pipeline of prospective students for the University of Birmingham.

# 5

## Results

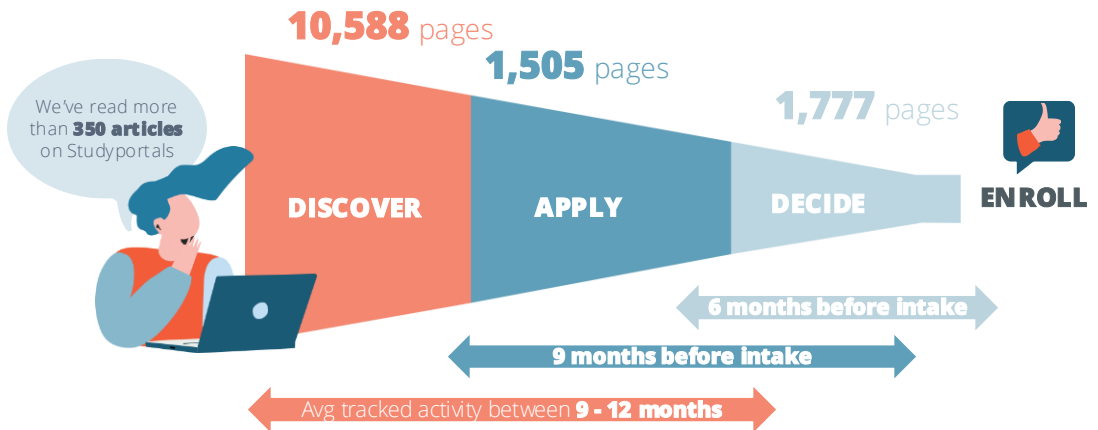
For several years, The University of Birmingham has been working with Studyportals towards growing and diversifying their student population through the **Enrolment-based Partnership model**. Since the beginning of the partnership, **256 students** have been confirmed to be studying at the University of Birmingham as a direct result of their partnership with Studyportals.





# Engagement through different stages of the student journey

Studyportals can map the digital footprint of **256 confirmed enrolments** throughout the different stages of the student's journey. Studyportals has supported them in their path towards enrolling at the University of Birmingham.



By improving student engagement through targeted marketing and optimised user experiences we saw a significant increase in the quality and quantity of our applicants. Focusing on providing an engaging and supportive experience for prospective students throughout their decision-making journey is essential for attracting and retaining talent.

- Raluca Nechita

# A uniquely diverse group

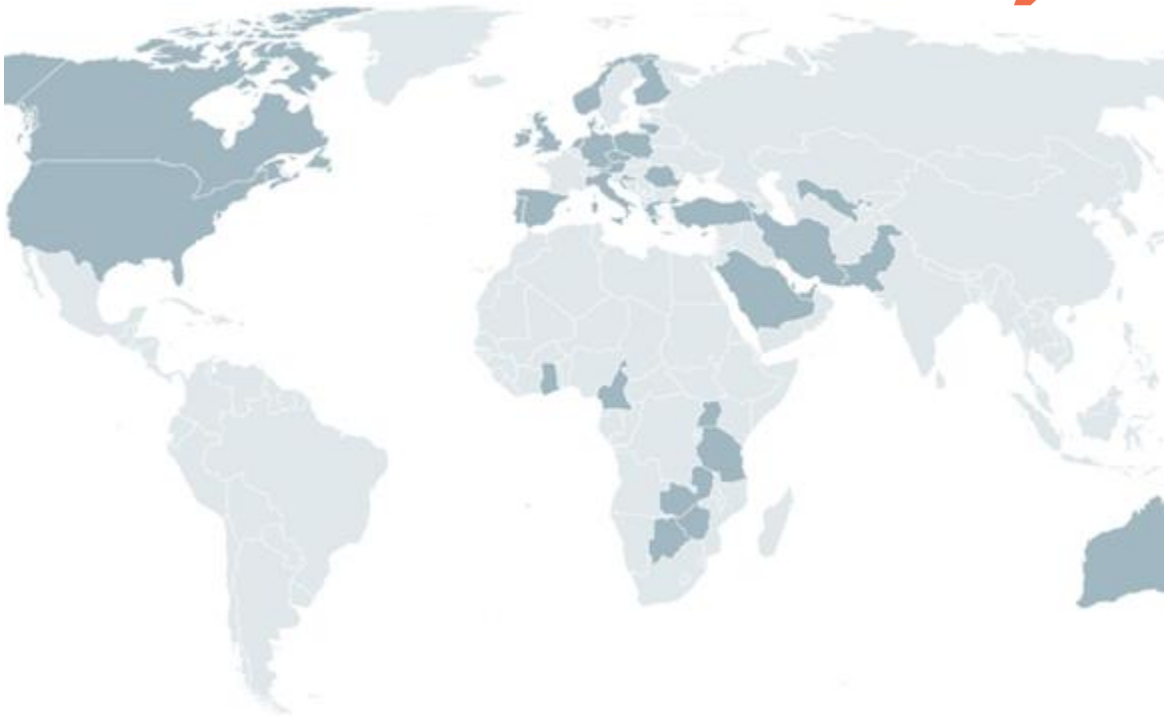
## of students

Promotion via Studyportals resulted in 256 enrolled students from **39 countries**, such as Zimbabwe, Hong Kong, Portugal, Armenia and Australia.




**Diversifying recruitment strategies by targeting a broad range of markets ensures a diverse student body and reduces reliance on a few source countries. Studyportals' services provided us with a competitive advantage. They boosted our visibility in important international markets, which is crucial for attracting a diverse and talented student body.**

*- Raluca Nechita*




# 6

## Key benefits



**Studyportals' emphasis on analytics and evidence-based strategies optimised our recruitment efforts, and their personalised support ensured that our marketing campaigns were closely aligned with our strategic priorities.**

*- Raluca Nechita*



**Being flexible and responsive to changes in the international recruitment environment, such as geopolitical shifts and economic factors, allows for better adaptation and success in meeting recruitment goals.**

*- Raluca Nechita*



# 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.

### 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](mailto:hello@studyportals.com)



9 portals



55M+ unique visitors every year



1M+ international enrolments



3,500+ participating institutions



240,000+ 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](mailto:hello@studyportals.com)