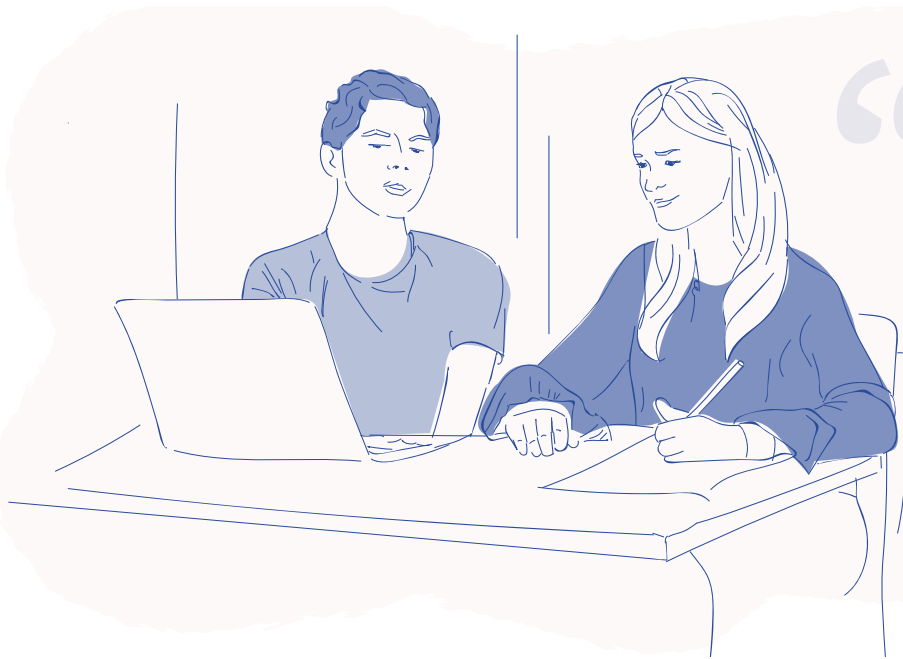


INDIVIDUAL MARKETING CAMPAIGN



“ Thanks to a successful advertising campaign the total number of visits of the Goethe-Institute’s website exceeded 70 000, the highest attendance for all history of the Goethe-Institute in Moscow.

Goethe-Institut Moskau

For over 20 years Begin Group has been running student recruitment fairs in Eurasia. Over the years of working on diverse markets we have mastered multiple online promotion methods of educational institutions.

Every year we run **more than 300** successful individual marketing campaigns for our exhibitors.

Customized marketing campaign is an effective way to promote an educational institution and to find potential students. We use over 50 different marketing channels and platforms are used for complex promotion of our partners.

Search Engine Marketing

from EUR 1000

Effective use of targeted ads in both global and locally popular search engines results in a high clickthrough rate (CTR) with the lowest possible cost-per-click (CPC).

Social Media Marketing

from EUR 1000

Various ads in social media reach only the target audience due to the precise targeting in both social networks and popular UGC platforms.

Email Marketing

from EUR 500

Search for potential students with a series of targeted newsletters using **Begin Group database with over 160 thousand subscribers.**

Depending on the goals of the campaign, the audience can be targeted by age, region of residence, interest in certain types of programs, etc.

Choose one of these options or get a **complex marketing campaign** with multiple channels and instruments **starting at EUR 1500.**

MARKETING CHANNELS AND INSTRUMENTS

The advertising market is constantly evolving: new platforms launch every month, and the old ones expand their functionality and provide advertisers with additional marketing options.

Over 1500 marketing campaigns per year allow us to monitor changes on the market and to choose promotion channels and marketing tools that are best suited for the goals of our partners.



- Conversion rate optimization
- Responsive ads
- A/B testing of content and websites
- Social networks parsing
- Custom audiences in social networks
- Lookalike audiences
- Retargeting
- Email marketing

We are always on the lookout for new marketing channels and tools and choose the ones that are best suited for educational institutions.

- Ads in social networks search results
- Lead form extensions in search ads
- Audience targeting in search engines

CUSTOMIZE YOUR MARKETING CAMPAIGN

To make your marketing campaign most effective we set all its parameters considering the features of the programs you are offering.

1

Target Audience

Target audience can be chosen by

- Age
- Interest in the field of study or a program

One campaign can combine several target audiences (for example, applicants and their parents).

3

Language and Localization

Ads localization depends on campaign's geography and specifics.

For example, ads for applicants can be posted in English and for their parents – in local languages.

5

Marketing Channels

The following channels and formats are used to promote your educational organization:

- Search engines
- Social networks
- Subject matter websites
- Targeted newsletters using Begin Group database with over 160 thousand subscribers
- Promotional posts and stories
- Right column teasers in social networks
- Responsive ads
- Text and video ads on YouTube
- Video ads on social networks

2

Geographic Segmentation

- Continent
- Region
- Country
- City (one or several)

Multiple options can be chosen.

4

Campaign Duration

The duration of the campaign is scheduled individually. One month is the minimum. The performance of the campaign directly depends on its duration.

6

Campaign Budget

Campaign budget starts at EUR 1500.
What is included?:

- Consultations during the preparation and pre-launch stages
- Personal coordinator who monitors the performance of the campaign and makes adjustments if necessary
- Preparation of the materials: graphic and video ads, posts, announcements and newsletters highlighting the key features of your educational organisation
- Translation and adaptation of campaigns materials