

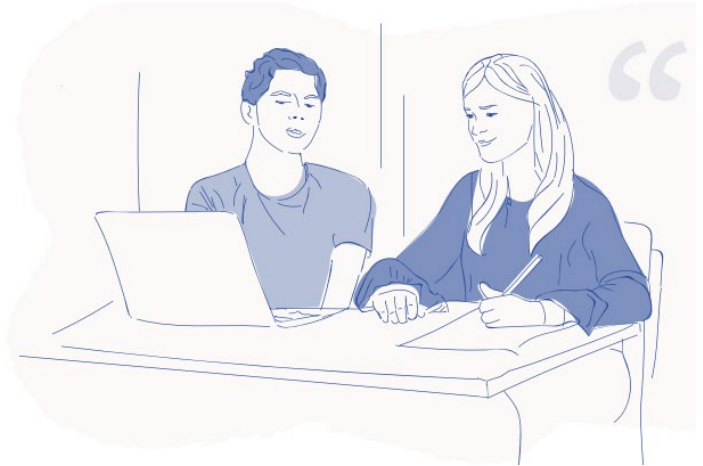
# INDIVIDUAL MARKETING CAMPAIGN

We design individual marketing campaigns tailored to your specific needs and target audience

We understand the importance of attracting qualified students to your institution. With over 25 years of experience running student recruitment fairs, Begin Group is your trusted partner for achieving those goals.

Our team of experts utilises **over 20 proven channels** like search engines, social media platforms, and email marketing to ensure your institution reaches a global audience of highly motivated students.

We draw on our extensive experience working in diverse educational markets and the success of running **over 200 marketing campaigns annually**.



## Search Engine Marketing

(from EUR 1000)

We use targeted ads in global search engines (like Google) and locally popular ones to generate a high click-through rate (CTR) at a low cost-per-click (CPC).

## Social Media Marketing

(from EUR 1000)

Our SMM strategies involve precisely targeted ads across established social networks (Facebook, LinkedIn, Telegram) and user-generated content platforms (YouTube, Instagram, TikTok) to ensure you reach the right students.

## Email Marketing

(from EUR 500)

We leverage our vast databases of subscribers across 50+ countries to deliver targeted email campaigns. We can segment the audience based on age, region, interests, and other relevant criteria.

## WhatsApp Marketing

(from EUR 500)

We offer targeted audience selection based on demographics, location and academic interests. Our team crafts compelling messages and manages communication, ensuring an effective outreach strategy.

Choose one of these options or get a comprehensive multi-channel campaign, starting at EUR 1,500

# INDIVIDUAL MARKETING CAMPAIGN

## Customise marketing campaign for your institution

We tailor your marketing campaign to your programmes, ensuring it reaches the right students for your institution.

### 1

#### Target Demographics

Campaigns can target specific demographics based on age, interest in a field of study, or programme focus. Combining multiple segments, such as applicants and their parents, allows for a comprehensive outreach strategy.

### 2

#### Geographic Segmentation

Our flexible geographic segmentation lets you target broad regions (continents) or specific areas (countries, cities), allowing us to develop targeted messaging and strategies that resonate with students worldwide. This ensures your message reaches the right students, maximising your campaign's impact.

### 3

#### Language and Localization

We adapt our ads to the target audience's location and language. This ensures clear communication with potential students, regardless of their region. For example, ads for applicants can be displayed in English, while those targeting parents can be automatically translated into their local language.

### 4

#### Campaign Duration

Campaigns are scheduled for optimal durations based on your specific goals. While the minimum duration is one month, longer campaigns can significantly enhance performance by allowing time for audience engagement and conversion.

Our streamlined process provides comprehensive support, allowing you to run successful campaigns without straining your internal resources.

Take the next step toward reaching your enrolment goals!

Contact us to discuss your goals and develop the perfect marketing campaign to reach your ideal students.

### 5

#### Diverse Marketing Channel Mix

Your educational organisation will benefit from a comprehensive promotional strategy across a diverse range of marketing channels:

- Search engines
- Social networks
- Subject-specific websites
- Targeted newsletters
- Promotional posts and stories
- Right column teasers
- Responsive ads
- Text and video ads on YouTube and social networks

### 6

#### Campaign Budget

**Campaign budgets start at EUR 1,500**, offering an accessible entry point for your marketing strategy.

Here's what is included:

- Expert consultations during campaign preparation and pre-launch stages
- A personal coordinator will monitor performance and make adjustments for optimal results
- Professional content creation: We create compelling graphic and video ads, posts, announcements, and newsletters showcasing your institution's key features
- Translation and adaptation of campaign materials to resonate with your target audience, maximising impact