KEYSTONE ACADEMIC SOLUTIONS

Student marketing and communication made easy

MEDIA KIT 2019

EFMD

ASSOCIATION AMBA
CORPORATE PARTNER

Corporate Member

CONTENTS

1 ABOUT US

OUR MISSION

Our mission is to empower higher education professionals around the world with the latest marketing tools and automation technologies they need to support their recruitment strategies.

We help students across the world find the right program and study destination to accomplish their dreams. We offer a range of free services for our prospective students to help them make an informed decision on their path to a bright future.

We pride ourselves in developing long term partnerships with our customers, anticipating their needs and providing them with innovative solutions and personalized support.

Our customer success team of international experts work together with our customers to help them succeed in reaching their goals. Their passion and commitment to our customers is at the core of our company.

WHAT WE DO BEST

Keystone Academic Solutions is the leading expert in higher education marketing, working with 4200 institutions in over 90 countries.

We offer a variety of solutions for higher education institutions. Whether you need help with your marketing efforts or your student engagement processes, Keystone is able to assist you and your team in meeting your goals.

We help you increase your brand awareness in your target markets and make sure that prospective students can find your school and program offerings. Keystone provides you with an industry specific Marketing Automation Software designed to help your team engage with all your prospective students and ensures you can easily and effectively communicate with them. With Keystone, all your marketing efforts are unified and your student engagement is optimized.

OUR BRANDS

OUR MULTILINGUAL WEBSITES

Keystone's websites are designed and optimized to provide you with continuous brand awareness. The websites feature a lean and user-friendly design which makes it easy for students to find your school and contact you directly about the programs you offer.

MASTERSTUDIES.COM
Trusted by Students since 2002

BACHELORSTUDIES.COM
Trusted by Students since 2002

ACADEMICCOURSES.COM
Trusted by Students since 2002

LAWSTUDIES.COM
Trusted by Students since 2002

MBASTUDIES.COM
Trusted by Students since 2002

PHDSTUDIES.COM
Trusted by Students since 2002

HEALTHCARESTUDIES.COM
Trusted by Students since 2002

ONLINESTUDIES.COM
Trusted by Students since 2002

OUR MARKETING AUTOMATION SOFTWARE

SMARTHub

SmartHub is a result of 10 years of working with schools and finding out how to improve communication with students.

SmartHub is designed to provide you with the most effective communication and management tools to make your work day easier, save you time and money, and result in more applications.

STUDENTSHUB

Students' Hub is a free service we provide to students to help them communicate with you about the school and programs they enquired about on Keystone's websites.

③ PROMOTE YOUR PROGRAMS GLOBALLY

WE DELIVER TOP RESULTS ON ALL THE MAJOR SEARCH ENGINES

Keystone Academic Solutions generates relevant organic search results with a focus on unbranded searches. This ensures your visibility where it matters most: where students will search for their next degree. With Keystone, your school will receive global exposure at a minimal cost.

We will help reduce your conventional marketing costs by complementing your marketing mix with our powerful web-based marketing.

WE ENSURE THAT STUDENTS FIND YOU

"9 in 10 Internet users in the EU said that, when give a choice of languages, they always visited a website in their own language."
- European Commission "User Language Preferences Online"

With Keystone's multilingual websites available in 40+ languages you can successfully market your programs in all your major markets. Our multilingual search engine optimization ensures that you won't miss out on those relevant searches done in a local language.
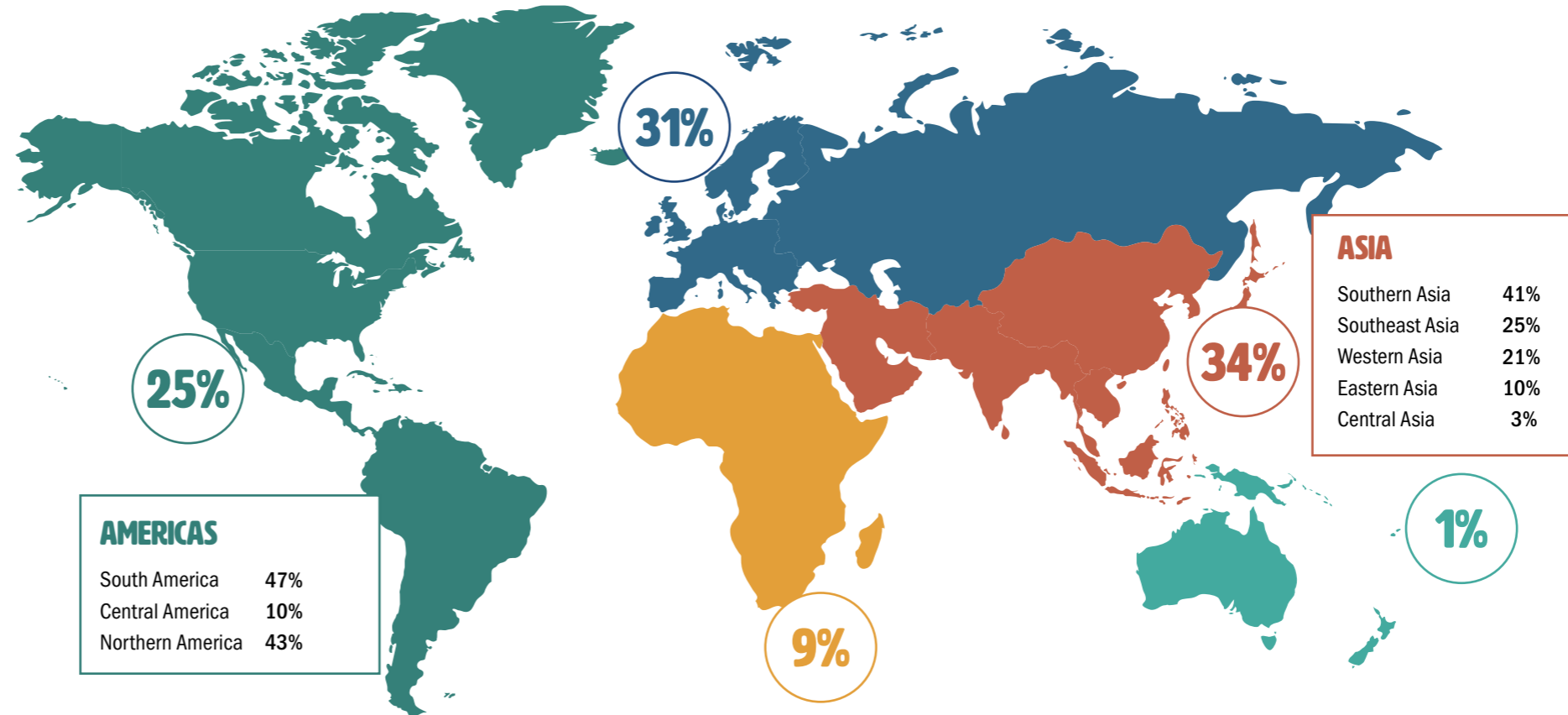
REACH TARGETED MARKETS

MEET YOUR MARKETING GOALS

With 72 million students visiting our websites each year, your programs are guaranteed to receive global exposure. Keystone recognizes that your marketing goals are unique to your institution and are always developing. Whether you want to increase your presence in targeted regions or expand into new student markets, listing your program with Keystone gives you the reach and tools to meet your goals.

Keystone's targeted marketing ensures that you reach the students that are the best fit for your programs.

STUDENT TRAFFIC BY REGION

●	Asia	34%
●	Europe	31%
●	Americas	25%
●	Africa	9%
●	Oceania	1%

Data based on unique visitors on Keystone websites 2017

31%

25%

34%

ASIA

Southern Asia	41%
Southeast Asia	25%
Western Asia	21%
Eastern Asia	10%
Central Asia	3%

1%

AMERICAS

South America	47%
Central America	10%
Northern America	43%

9%

⑤ BE VISIBLE IN 46 LANGUAGES

According to the European Commission "9 in 10 Internet users in the EU said that, when given a choice of languages, they always visited a website in their own language."

Keystone optimizes your programs in 46 languages to ensure they are visible to the millions of daily searches being performed by students who are not searching in English. Even if students are proficient in English and are looking for a program offered in English, they will still search in their native language first.

We make you visible to those students.
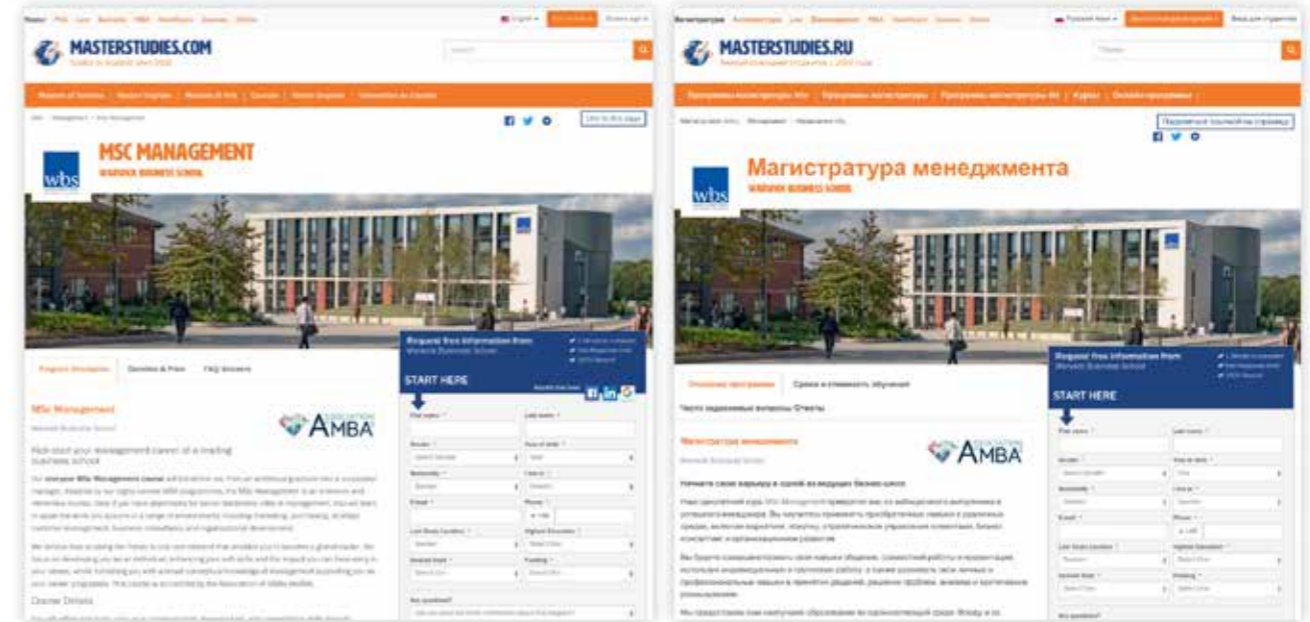
"Working with Keystone is a pleasure. They provide us with a superb international exposure for our programs in our campuses in Brazil, Italy and Spain. They help us reach our enrollment goals in the post-graduate international market. In addition, the customer service and support is outstanding. I would highly recommend Keystone Academic Solutions. "

Marko Simic
Interactive Marketing Manager at Instituto Europeo di Design Milan, Italy

420 WEBSITES IN 46 LANGUAGES
6 MILLION VISITS PER MONTH

STAY UP TO DATE AND SAVE VALUABLE TIME

STAY UP TO DATE AND SAVE VALUABLE TIME

We make sure you always have the relevant metrics at hand. Our student engagement software, SmartHub, is fully transparent and provides you with statistics and all the details of the students who contacted you via one of our sites.

Impressions
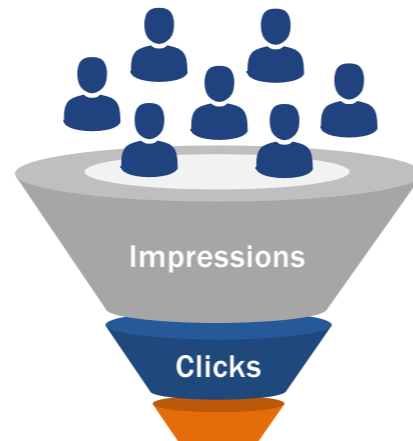
Clicks

SMARTHub

Program	Impressions	CTR	Clicks	CR	Qualified Students
Master of Architecture (M. Arch I)	8550	1,8%	158	8%	12
Master of Science in Applied Mathematics	485	2.5%	12	67%	8
Master of Chemical Engineering	1762	1,8%	32	97%	31
Master of Science in Electrical Engingeering	774	3,7%	29	100%	38
Master of Information Technology	1443	9,1%	132	3%	4
Master of Science in Mechanical Engingeering	2277	4,2%	96	41%	39
Average	2599	3,9%	77	52,5%	22
School Profile Page Sum	15 591		531		132

CHAT WITH YOUR STUDENT PROSPECTS
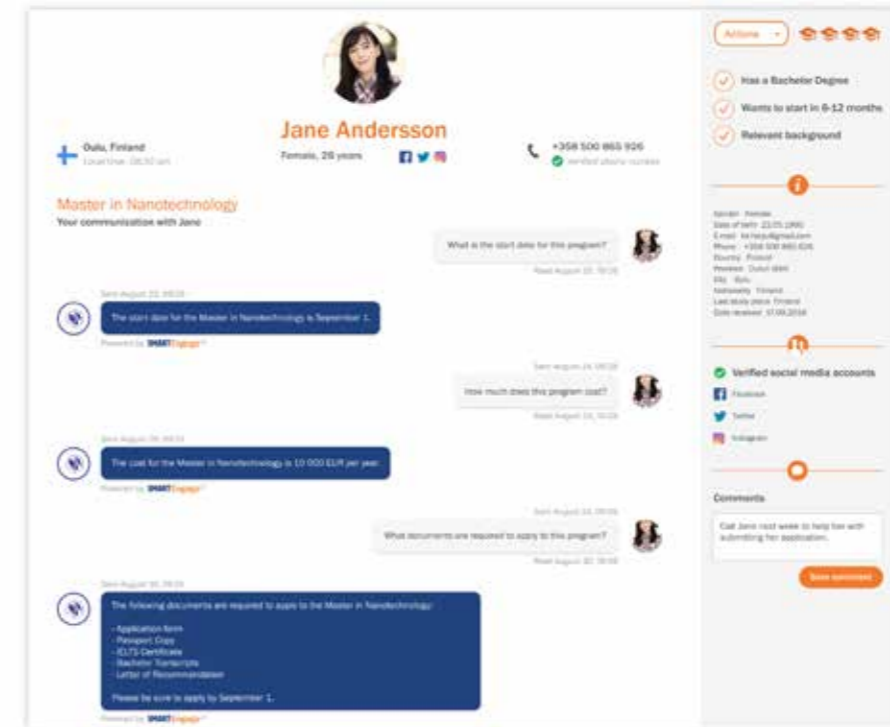
SmartHub helps you visualize your traffic analytics, publish and edit content, and manage incoming student enquiries in a simple and efficient way. You have full control while saving time and money.

STUDENT JOURNEY WITH KEYSTONE

WE HELP YOU ATTRACT AND COMMUNICATE WITH POTENTIAL STUDENTS

STUDENT SEARCHES FOR PROGRAM ONLINE

Students search in their native language using their local search engine – Google, Baidu, Yandex, and many more.

FINDS OUR WEBSITES IN SEARCH RESULTS

Keystone websites rank globally with 420 localised domains available in 40+ languages.

DISCOVERS YOUR PROGRAM

Student reads about your program on our websites.

REQUESTS INFORMATION

Student sends an enquiry about your program, which is sent directly to your team.

SMARTHUB INSTANTLY BEGINS STUDENT COMMUNICATION

Your admissions team is able to effectively manage communications using our student engagement software, SmartHub.

"Keystone has helped us increase our program exposure in international markets. Before advertising on their website, our program was reaching only students from a specific area of the world. Now we are seeing requests for information come in from countries we had never received inquires from. This is really going to help us create a very diverse experience for the students who come into the program."

Renata Berto, Marketing and Communications Manager
Joan B. Kroc School of Peace Studies, USA

"After working with Keystone for several years I consider it to be one of the best investments we've ever engaged with at EADA Business School. Their conversion rate from qualified student to enrollment has been satisfactory as well as the ROI. I would also like to mention their high level of customer care and their constant availability when offering customized solutions"

Bibiana Camba.
Admissions Director. International Degree Programmes at EADA, Barcelona, Spain.

8 CHOOSE YOUR MARKETING PACKAGE

Keystone Academic Solutions provides you with global outreach through organic, non-branded search results and delivers the best student enquiries in the sector. Our packages are built to ensure that the varying needs of our customers are met. From smaller institutions to larger universities, Keystone has the right option for you. Our customizable service packages allow you to select the right services for your school, while providing you with full control over all your school's content on our websites.

"WU benefits from partners and networks with exemplary standards in service quality and trustworthiness. They are the pillars of our professional recruiting. Keystone fulfills these requirements and has been helping us reach our recruiting goals for years. It is constantly expanding its portfolio and setting new trends to help win more students from around the world for WU. We're proud of our strategic partnership with Keystone "

Andreas Loewe
Master Programs Marketing WU, Vienna University of Economics and Business, Austria

	STARTER UP TO 6 PROGRAMS	PREMIUM UP TO 25 PROGRAMS	ULTIMATE UP TO 50 PROGRAMS
SMARTHub Standard Access	✓	✓	✓
Visibility in 40+ languages	✓	✓	✓
Local and Global reach	✓	✓	✓
Unlimited Student Enquiries	✓	✓	✓
Real-time Metrics	Updated every 24h	—	—
Upgrade to **Connect**	—	**50% Discount**	**50% Discount**
Upgrade to **Prospect**	—	—	**50% Discount**

9 CHOOSE OUR HIGH QUALITY UPGRADES

In addition to our flexible listing packages, Keystone is proud to offer a wide selection of exclusive services designed to optimize your exposure and capitalize on the marketing and recruitment strategies that work best for your institution. Whether you want to increase the visibility of your programs, target specific countries or advertise your educational events and fairs, Keystone has the solution!

TRAFFIC BOOSTER

Increase your global visibility and student enquiries

The Traffic booster will increase the visibility of your school and programs on Keystone's global domains, leading to more student enquiries.

LINGUA

Target a language

Lingua offers you the opportunity to have your school and programs specially optimized for students speaking specific languages. Lingua will boost the visibility and maximize the presence of your school and programs on Keystone's local domains in your target language.

GEO TARGETING

Increase your visibility and student enquiries in targeted countries

Geo-targeting will maximize the visibility of your school and programs on Keystone's global domains to students in your chosen countries, leading to more student enquiries.

DIRECT EMAIL MARKETING

Reach your key audience with targeted student emails

Get access to the market's most accurate student database and promote your school, programs, scholarships and events. We offer one of the highest response rates in the industry.

HIGHLIGHT

Global media exposure for your school

Highlight gives you the opportunity to further build your brand with a highly regarded publication written about your school. The piece is featured on the front pages of Keystone's websites, visited by 6 million students monthly, and shared on our social media.

BANNER ADVERTISING

Global promotion of your school and programs

Banner ads provide you with a global or local reach to boost visibility to your target audience. Place a banner on one of our sites and reach out to your target audience based on location and interest.

10 SMARTHub

MARKETING AUTOMATION SOFTWARE FOR HIGHER ED

Our Marketing Automation Software, SmartHub, is a result of 10 years of working with 4200 schools and finding out how to improve communication with students. SmartHub is strategically designed to capture student leads, nurture them down the funnel and easily manage your student leads in one system.

SmartHub is a pre-CRM marketing automation software that will help you communicate with and qualify your potential students from their initial interest through to their application to your school. After all of the communication and qualification work has been done for you in SmartHub, your student leads will be ready to be handled any way you prefer, including being exported to your system of choice.
SmartHub can be purchased as part of our marketing solution or as a stand-alone marketing automation system.

YOUR BENEFITS

✔ Save time
✔ Reduce your workload up to 70%
✔ Increase student engagement
✔ Available in 17 languages

✔ Instant setup and zero training
✔ Cloud-based - on any device
✔ Unlimited users

Keystone marketing
420 websites in 46 languages

Your marketing
Your website and other marketing

SMARTHub

Connect

Engage

Prospect

FULLY AUTOMATED

CRM

REDUCE WORKLOAD BY UP TO 70%

LET OUR TECHNOLOGY DO THE WORK FOR YOU

SMARTHub✺ MARKETING AUTOMATION SOFTWARE FOR HIGHER ED

SmartHub comes with 3 exciting functionalities that will fully automate your marketing efforts and reduce your workload by up to 70%.

The **Connect**✐ feature will help you control the flow of incoming student information and manage them all within SmartHub.

With **Engage**◌ all your communication is now handled automatically. The Engage feature saves you time and all your students' questions are quickly and effectively answered.

The **Prospect**✎ scoring feature will help you easily find the most relevant student leads in SmartHub. It also offers quick and easy management of your student leads.

SmartHub can be purchased as part of our marketing solution or as a stand-alone student engagement and management system.

Schools using SmartHub together with their CRM
complete 7x more of their daily tasks.

Your CRM

SMARTHub✺ + Your CRM

Connect✐
Engage◌
Prospect✎

CONDÉ NAST
COLLEGE *of*
FASHION
& DESIGN

"SmartHub has helped the Condé Nast College immensely. As a small team, we're often overwhelmed by student queries and the automation of this system has helped support our communication with prospective students. The team at Keystone Academic have been so helpful to us and we would strongly recommend the system to any education provider."

Celeste Good
Head of Digital Marketing/Admissions
Condé Nast College of Fashion & Design

12 Connect

ALL YOUR STUDENT LEADS IN ONE PLACE

Our Connect add-on feature collects and brings in all your student leads from all sources into SmartHub, including:

- Enquiries from your website
- Social Media
- Events & Fairs
- Contact records (Excel and CSV files)
- Other marketing websites and sources
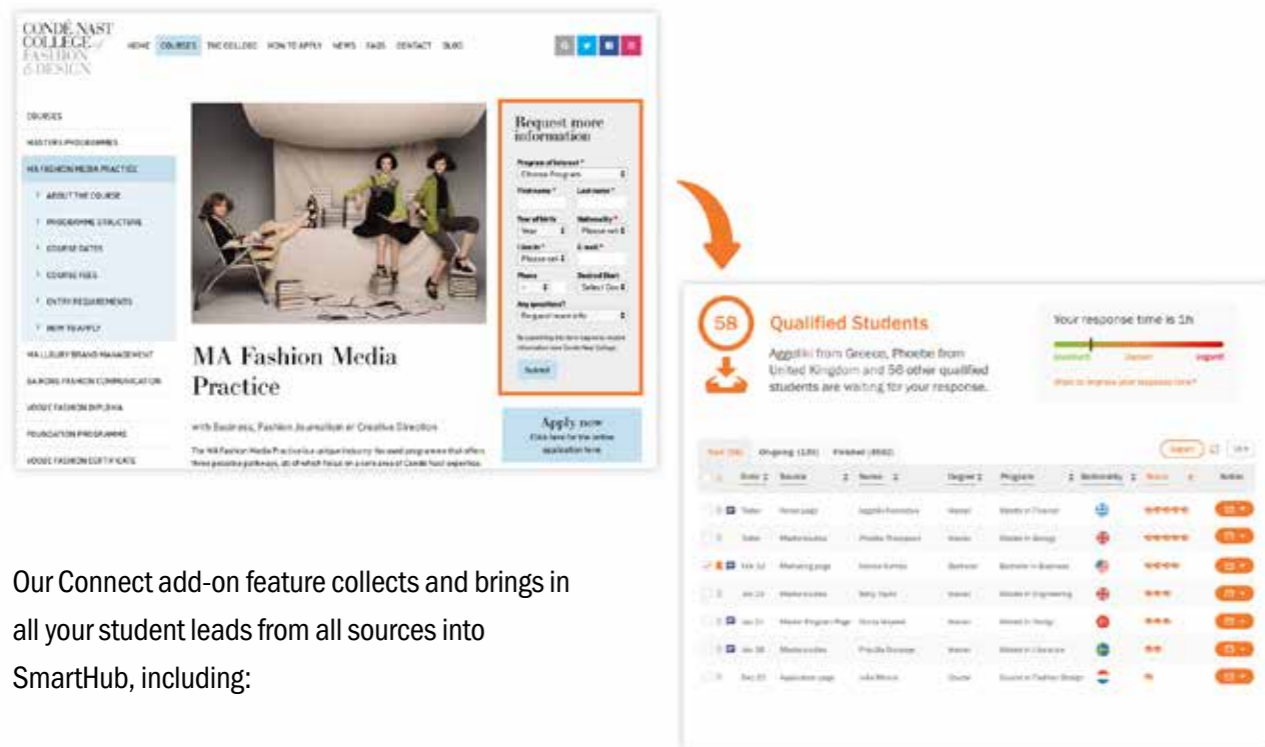
With Connect, you have one online enquiry form for all your marketing. We have been using the same tried and tested form for years and it has converted millions of highly qualified students.

With this highly secure form, all the students' information is collected, replacing the need for emails. You can then use SmartHub to manage the enquiries. Our forms are available in 17 languages and can be easily customized to fit perfectly with your branding.

YOUR BENEFITS

✔ Unified student information across all channels
✔ Reduce your workload by up to 80%
✔ Fewer emails in your inbox
✔ Increase your number of highly qualified students

"I think Smarthub is the best platform for managing leads for any educational institute. I'm very happy with Keystone Academic Solutions. Connect is a very practical tool for collection enquiries from our website, it has completely replaced our old manual enquiry system. Engage ensures that our future students are responded to in a timely manner. Last but not least, Prospect is truly useful for helping us filter through enquiries to ensure we are there to help the students, it's very good with assigning leads to different campuses ensuring they get the up to date information right from the start."
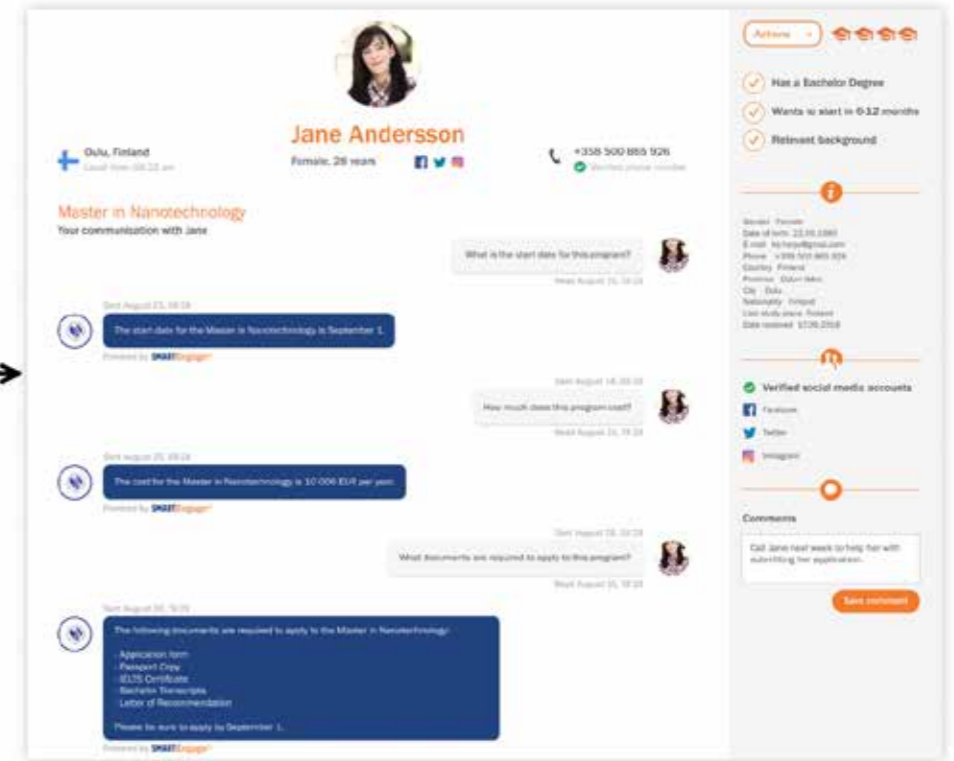
Sara Maarouf
Head of Communication & Admissions
SIST Morocco

13 Engage

INSTANT PERSONALIZED COMMUNICATION

Today's generation of students have an average attention span of only 8 seconds and require quick and highly personalized communication. With our Engage add-on feature, you will have the tools you need to capture the attention of these potential students and communicate with them effectively.

Engage handles all your student questions automatically, 24/7, regardless of time zones, and the communication is highly personalized to each student. Engage corresponds with your students for you until you decide it's time to take over and bring in a human touch.

YOUR BENEFITS
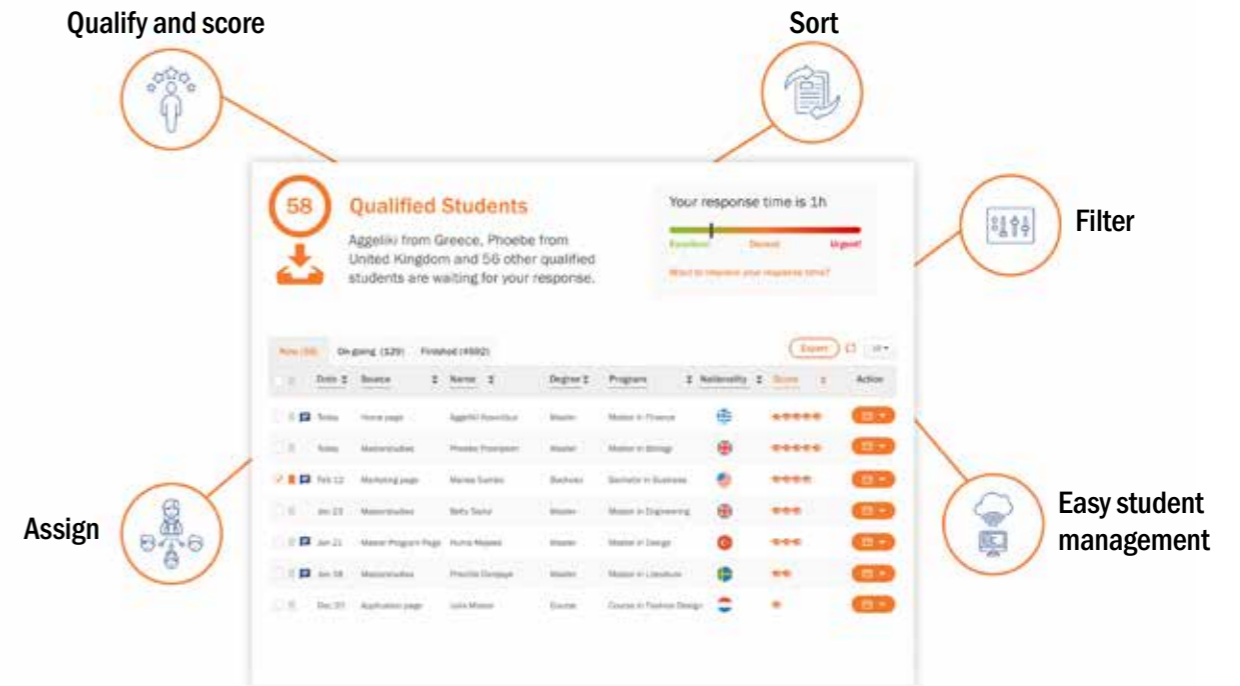
✔ Our technology handles all your communication for you

✔ Significantly reduce your manual workload

✔ Faster and more personalized communication increases engagement

14 Prospect

FIND THE BEST STUDENT PROSPECTS IN SECONDS
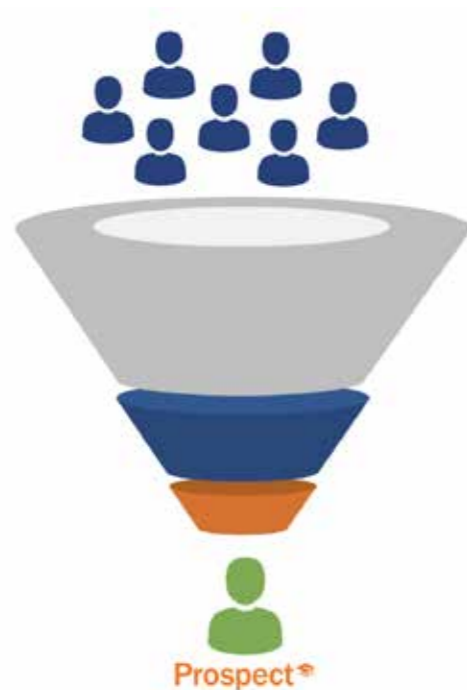
Our Prospect add-on feature helps you qualify, filter and sort all your student enquiries within SmartHub to make management easy. The ability to assign enquiries to specific team members and add comments to them also helps you stay up to date. This gives you the time to focus on the students that are most important to you right now.

Qualify and score

Sort

Filter

Assign

Easy student management

YOUR BENEFITS

✓ Easily and efficiently handle hundreds of prospects

✓ Qualify and manage your student prospects

✓ Stay up to date on the status of all your prospects

✓ Maximize your application potential

15 CHOOSE YOUR SMARTHUB UPGRADES

SmartHub is designed to make your work day easier and save you time and money. With no installation or IT needed, the setup is stress-free. Everything is fully secure in the cloud and accessible from any device.

Our Starter package comes with the Connect feature, helping you collect your student leads from all your marketing channels into SmartHub.

With the Premium package you also have access to the Engage feature to handle all your student questions automatically.

The Ultimate package includes the Prospect feature which helps you prioritize the best enquiries. Buying this package will ensure you maximize your student management and engagement efforts.

SMARTHub

UPGRADE YOUR MARKETING WITH AUTOMATION

- ✓ Unlimited Users
- ✓ Unified Inbox of Student Enquiries
- ✓ Email Reply Templates
- ✓ Available in 17 languages

- ✓ Unlimited Enquiries
- ✓ Verified Student Contact Information
- ✓ Enhanced Analytics Reports
- ✓ Dedicated Customer Success Manager

Engage
- ✓ Intelligent auto-replies
- ✓ Personalized communication
- ✓ Increased student engagement
- ✓ Fewer emails in your inbox

Connect
- ✓ Seamless enquiry integrations
- ✓ Improved student qualification
- ✓ Reduce your workload by up to 80%

Prospect
- ✓ Student scoring and qualification
- ✓ Sort and filter leads instantly
- ✓ Assign leads to your team
- ✓ Maximise your application potential

JUST WANT SMARTHUB?

All SmartHub packages are available for purchase individually.

WHAT OUR CLIENTS SAY ABOUT US

"Keystone has provided USF tremendous outreach to international markets that have been previously difficult to reach. In our first year campaign with Keystone, we were excited to receive a significant number of applications from Keystone. The internal interface and traffic reports for university administrators stands well above other lead generation providers."

Mark Landerghini
Director of Graduate Admission Arts and Sciences,
University of San Francisco

"We strive to work within our budget, and having Keystone allows us to target populations that we can't reach in person. Many of our international prospects come via Keystone, and have resulted in applications to our graduate programs. It's very easy to use the dashboard to analyze data, and to import prospects into our CRM. We are then able to target specific communications based on the prospect information."

Lisa Curry
Assistant Director of Graduate Admissions
Elliott School of International Affairs- GWU
USA

"We are very happy with Keystone Academic and we have received a lot of exposure in our key markets including the US and Europe. Thanks to Keystone we were able to enroll 6 students for our 2016 summer photography courses."

Lucija Hvrat
Course Coordinator
Istituto Italiano di Fotografia, Italy

"Keystone has enabled us to cost-effectively reach our target markets with subject-specific content. Our account manager has been consistently helpful and supportive and has always been able to quickly answer any questions or resolve any problems we've had regarding the University's profiles on Keystone."

Nathan Crouch, International Marketing Officer
University of Kent
UK

"For Bath Spa University, no marketing campaign will be entered without a proved return on investment and Keystone has delivered it. Having worked with a number of other lead generation products I have found Keystone to be the most superior product on the market. The portal gives you more than information, it gives you intelligence and the leads generated have proved to be relevant, up-to-date and well qualified."

Nancy Donna Cooke
Director of International Recruitment
Bath Spa University, UK

"We have been using Keystone for the past 2 years and have been very pleased with the results. Every month it generates key leads for us, each lead providing a level of detail that lets us be strategic in our follow-up activity. We have come to rely on Keystone as our largest and most effective lead generator outside the United States."

David Singer
Director of Communications & Marketing
Albany Law School

EFMD
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