



HigherEd me

Media Kit

September 2018

# About HigherEdMe


**HigherEdMe builds innovative tools and services for International student recruitment**

HigherEdMe is providing services for universities and international educators to increase and diversify their enrollments.

HigherEdMe supports higher education institutions in their internationalization strategy with simple and time-saving solutions, on incoming and outgoing mobility, at every academic level, in every country, and in every field.



# OUR NETWORKS & YOUR BRAND

- 
- Platform banners
  - Sponsored articles
  - Facebook articles

# PLATFORM BANNER / UNIVERSITY INTERFACE

Higheredme.co is the 1st Free study abroad matchmaking platform for students and university recruiters. The banner appears on all pages of the university interface, where recruiters browse, select and contact students.

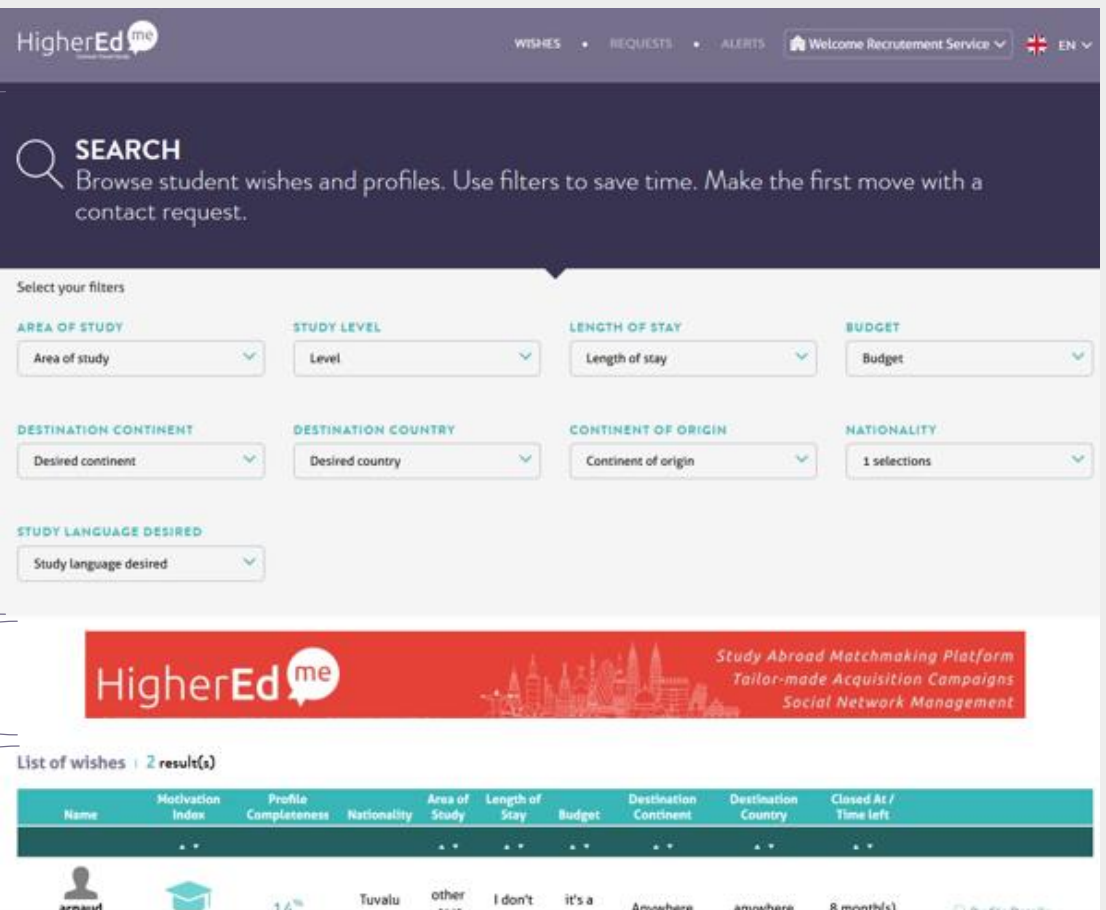
## University KPIs

-  **350** international student recruiters
-  **80.000** page views per year
-  **9.32 min** average session duration

## Banner description

- Size **970x 90px** (Large leaderboard)
- **All pages** appearance
- Embedded **links**
- Non exclusive option :
  - Rolls **every 5 sec**
  - Limited to **3 ads max**

Duration	Non exclusive	Exclusive
1 week	290 €	490 €
1 month	990 €	1.490 €
3 months	-	2.990 €



The screenshot shows the HigherEd me interface with the following sections:

- Search:** A search bar with the text "Browse student wishes and profiles. Use filters to save time. Make the first move with a contact request." Below it are several filter dropdowns: AREA OF STUDY, STUDY LEVEL, LENGTH OF STAY, BUDGET, DESTINATION CONTINENT, DESTINATION COUNTRY, CONTINENT OF ORIGIN, NATIONALITY, and STUDY LANGUAGE DESIRED.
- Banner:** A red banner with the HigherEd me logo and text: "Study Abroad Matchmaking Platform", "Tailor-made Acquisition Campaigns", and "Social Network Management".
- Results:** A table titled "List of wishes | 2 result(s)" with columns: Name, Motivation Index, Profile Completeness, Nationality, Area of Study, Length of Stay, Budget, Destination Continent, Destination Country, and Closed At / Time left.

# PLATFORM BANNER / STUDENT INTERFACE

Higheredme.co is the 1st Free study abroad matchmaking platform for students and university recruiters. The banner appears on all pages of the student interface, both on mobile and desktop.

## Student KPIs



40.000 International student candidates



900.000 page views per year

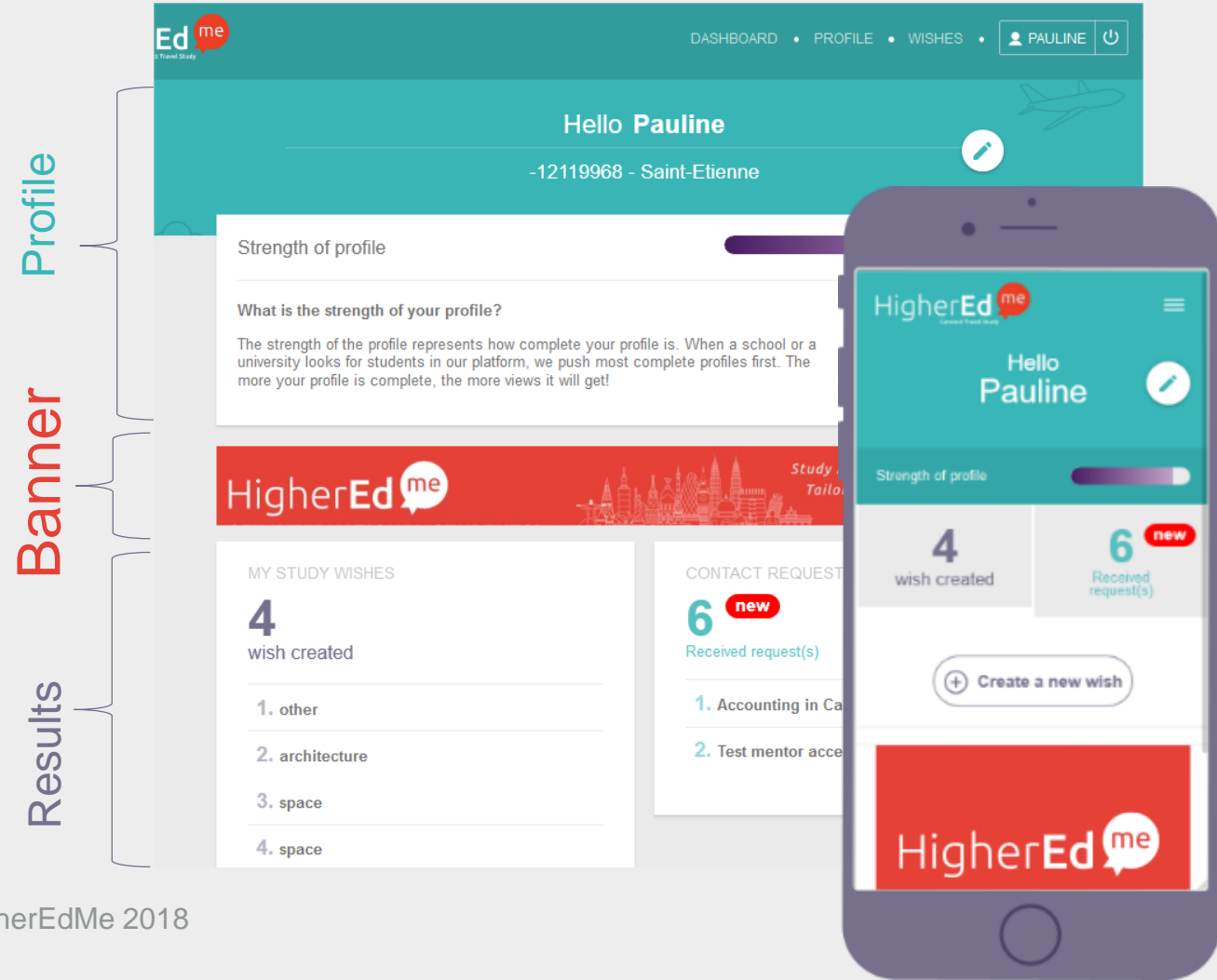


5.53 min average session duration

## Banner description

- Desktop Size 728x 90px
- Mobile Banner 300\*250px
- All pages appearance
- Embedded links
- Non exclusive option :
  - Rolls every 5 sec
  - Limited to 3 ads max

Duration	Non exclusive	Exclusive
1 week	290 €	490 €
1 month	990 €	1.490 €
3 months	-	2.990 €



# SPONSORED ARTICLES / PRO NEWSLETTER

Higheredme.co is the 1st Free study abroad matchmaking platform for students and recruiters. A monthly newsletter is sent to inform the university community about updates and opportunities.

## Mailing KPIs



**4.000** International student recruiters



**350** platform users



**30%** open rate

## Newsletter description

- Monthly
- Sent 2 times to non-opened status
- 3 sponsors max

## Article description

- 100 words
- 1 illustration picture (1200\*628px ratio 1:91)
- 1 call to action with link

Duration	non-exclusive	Exclusive
1 month	490 €	990 €
3 months	-	1.990 €

## Sample article

Get in touch with potential international students!



The HigherEdMe platform is a simple tool to connect international educators with potential students on a global scale.

This service is free for students. All they have to do is publish their project which explains where, what, when they want to study, when they will decide, how long they want to study, and their potential budget.

Students complete their profile with their academic history, languages, rankings, and motivations.

International student recruitment officers search for projects using filters, select which students are matching their program, and send contact requests for free.

[TRY THE PLATFORM](#)

Company announcements

New platform features / tutorials

Candidate interview / student of the month

Job board with HigherEdJobs

**Sponsored articles**



# SPONSORED ARTICLES / FACEBOOK

Higheredme.co is the 1st Free study abroad matchmaking platform for students and recruiters. The HigherEdMe Facebook page is a key resource for the student community.

## Facebook KPIs



63,000 Followers



5 Millions reach per year



60% aged 18 - 24

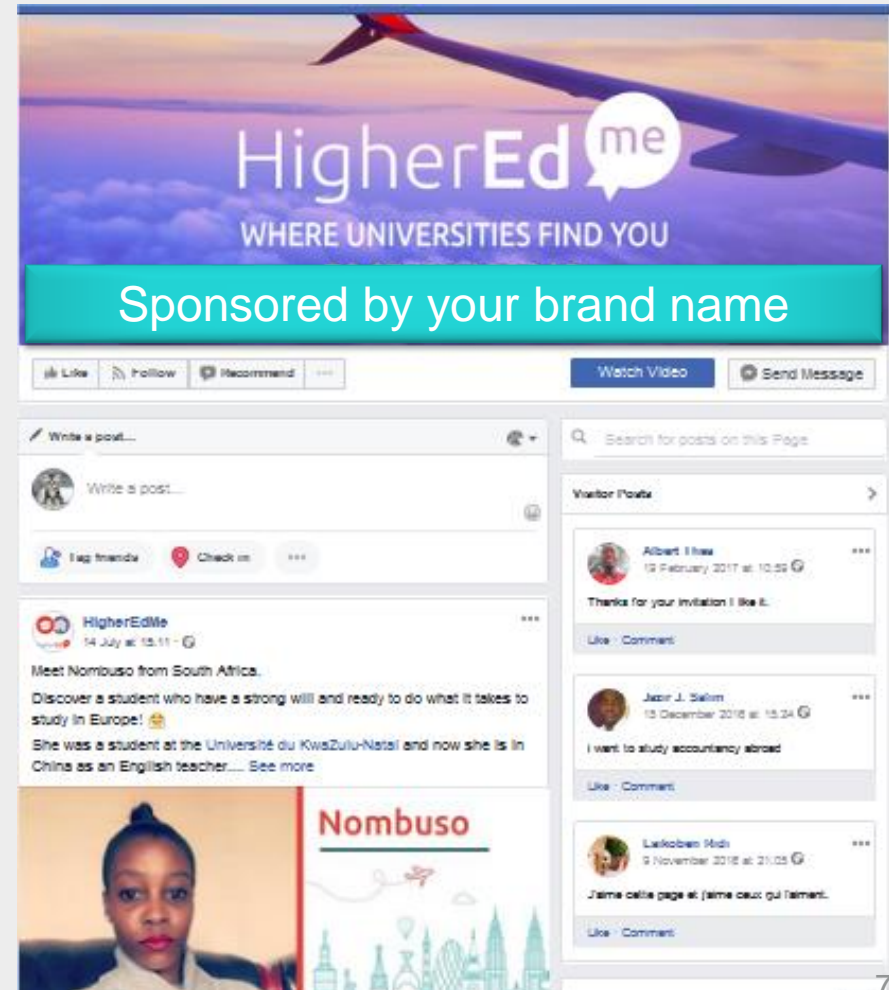
## Article description

- 300 words article about your service
- Includes a link to your website
- Reposted every week if 1 - 3 months

## Visibility options

- Pinned article on top of timeline
- Your brand name as a sponsor in the header picture

Duration	In timeline	Pinned on top	Header
1 week	290 €	390 €	490 €
1 month	490 €	990 €	1.490 €
3 months	990 €	1.990 €	2.990 €





# QUESTIONS?

→ [sales@higheredme.com](mailto:sales@higheredme.com)

