

Campaign Support

Your degrees, your campaigns, your leads from Facebook Ads

Discover our social media campaign support services

Campaign Support

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HigherEdMe Campaign Support Light

Your needs

- ✔ You want to promote a new degree and you find it difficult to enroll your first students
- ✔ You have no time to launch and handle campaigns, you need to be backed up on that
- ✔ You want to promote a limited offer (summer school, scholarship) or a special event (open days, virtual tour, webinar)
- ✔ You have never used Facebook Ads before

What is included

- ✔ Kick-off call, to help us understand your needs and define specific targets together
- ✔ Implementation, management and optimization of simple campaigns
- ✔ Campaigns : up to 3 at the same time
- ✔ Two performance reports per month, at mid-term and at the end of the month.
- ✔ Permanent Email support
- ✔ Free landing page audit for more conversions
- ✔ Premium light plan access on higheredme.co, the study abroad matchmaking platform

Pricing

990€/Month

HigherEd 

HigherEdMe

Created in 2015, HigherEdMe is a Marketing Tools and Services provider in International Higher Education based in France. We support 500 public and private institutions such as schools, faculties and universities every year with our solutions, in every field and in all countries.

HigherEdMe Campaign Support Premium

Your needs

- ✔ Your degrees are already launched but you need to stabilize it or push it to a higher step
- ✔ You want to focus on enrollments and not on campaign management
- ✔ You need a long-term support, that matches a long-term vision
- ✔ You are ready to invest a significant budget into a strong acquisition strategy

What is included

- ✔ Kick-off call, to help us understand your needs, define specific targets and a long-term strategy together
- ✔ Implementation, management and optimization of all your campaigns following the defined strategy
- ✔ Campaigns: up to 50 campaigns/degrees, with permanent A/B testing
- ✔ Weekly performance reports
- ✔ Permanent email support
- ✔ Monthly follow-up call with adjustments on strategy or needs
- ✔ Audit of your existing campaigns
- ✔ Audit of your website and landing pages for a better conversion of leads into candidates
- ✔ Premium plan access on higherme.co, the study abroad matchmaking platform

Pricing

1990€/Month

	Campaign Support Light	Campaign Support Premium
Kick-off call	✓	✓
Implementation, management and optimization	✓	✓
Campaigns	✓ Up to 3	✓ Up to 50
A/B testing		✓
Performance reports	✓ 2 per month	✓ Weekly
Permanent email support	✓	✓
Follow-up		✓ Monthly follow-up call
Audit	✓ Landing pages	✓ Past campaigns and website
higherme.co platform access	✓ Premium Light	✓ Premium
Pricing	990€/month	1990€/month



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