



Breaking Down Barriers of International Student Recruitment

CASE STUDY: UNIVERSITY OF KENT



The University

Founded in 1965, the University of Kent is recognized as one of the leading UK universities with excellence in education and research. Ranked amongst the world's top 100 universities in the 2017 QS World University Rankings by Subject, and with the 4th highest score for overall satisfaction (National Student Survey), Kent is a popular choice for international students.

With the ambition to consolidate its ranking as a top UK university, the University of Kent is committed to building a global reputation in academic research and raise its profile globally to expand international student recruitment.

“We've been very pleased with the quality of enquirers generated by Goodwall and by these students' evident enthusiasm to engage with the University. We're only part-way through our campaign but are glad to see the positive impact that Goodwall seems to be having.”



Nathan Crouch

International Marketing Officer
University of Kent, United Kingdom



3 Objectives



To expand the university's global reputation and visibility in international markets, with a specific focus on the United States.



To develop a cohesive strategy to position the University of Kent as a vibrant and inspiring institution to reach top-tier students that satisfy the university requirements.



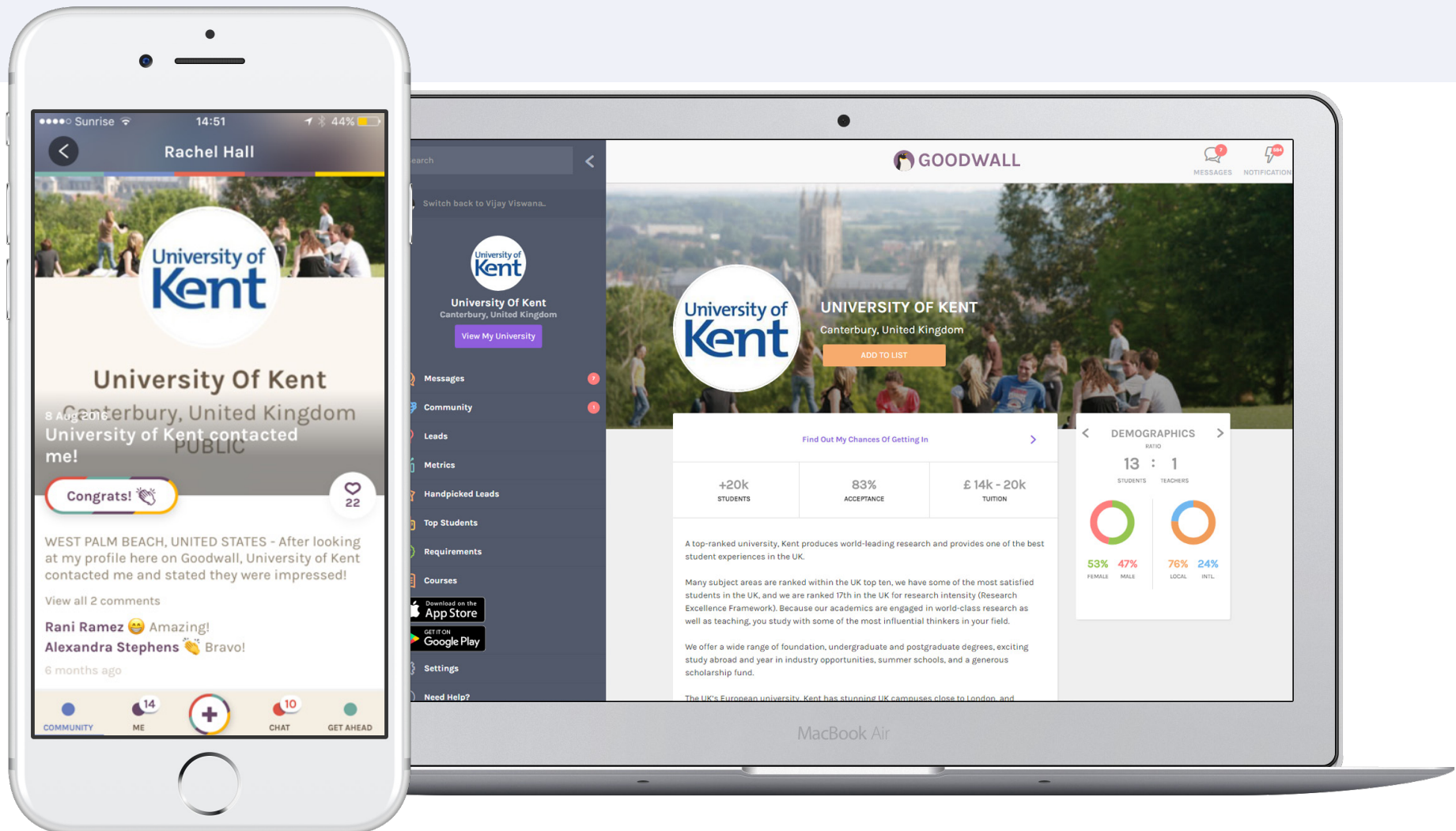
To enhance and deepen engagement with high profile students in the US and other markets.



Solutions and Results

In August 2016, the University of Kent chose Goodwall as their student recruitment social platform based on Goodwall's unique community of high profile international students and superior capacity to gain visibility of students who show interest in enrolling with the university.

Armed with the right tool, the recruitment and marketing team worked collaboratively with Goodwall to create a student profile to target. Using targeting criteria such as student location, graduation year, academic score and course choice, the team had the ability to rapidly build a pipeline of relevant students to reach, engage and ultimately enroll.



Fast Outreach and Strong Engagement

In the first month, the marketing team was able to receive 205 student inquiries in contacting a total of 700 students in 109 different countries. With the ability to specifically target students from the US, the marketing team was able to focus its recruitment strategy and reach around 300 US students who considered studying in the UK courses offered at Kent. Combining fast outreach and global visibility, the university started driving strong engagement from students, generating 920 profile views and 1,350 qualified leads* in the first month only.

In the next five months, the marketing team ensured prompt delivery and personalized responses to student inquiries, while consistently promoting its programs to the community via personalized and targeted messaging and advertising on the platform. Together these two strategies dramatically boosted student engagement with over 550 messages received from students and a 33 percent growth in profile views. This success was strongly materialized with over 4,000 international students and 400 US students who chose Kent as one of the universities they wish to apply to.

* Based on Goodwall metrics, qualified leads are students who have added the institution to their list of favourite universities on Goodwall

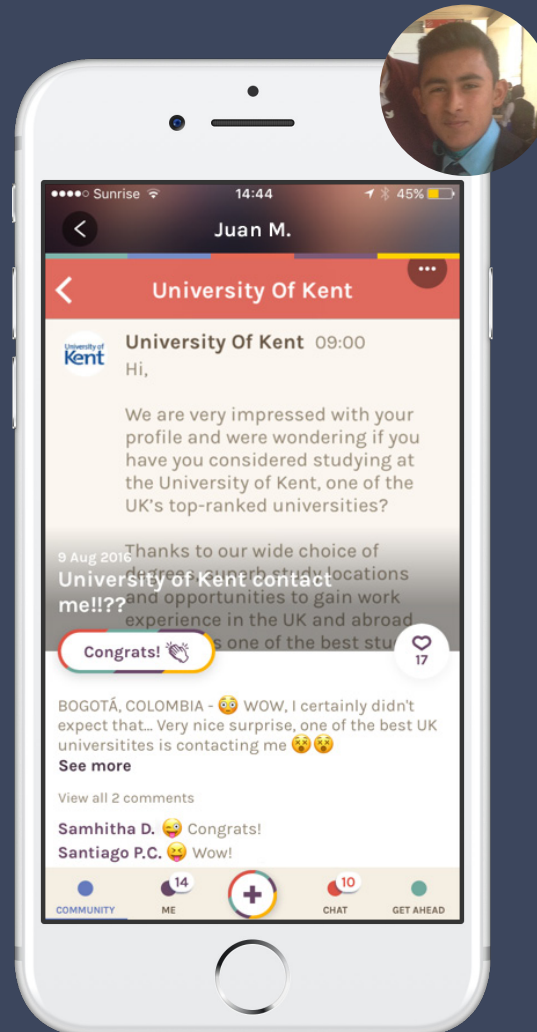
First Month Results



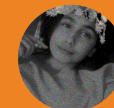
Feeling Loved

Excitement, pride and delight were also part of Kent's success on Goodwall. In putting students back at the center of the student recruitment process, the University of Kent could stand out as an institution that deeply cares and values students' experience. Not only did the humanization of each point of contact with students allow the university to build trust with students, but it also generated positive word of mouth and viral engagement among the community.

A post a student shared on their Goodwall profile after getting contacted by the University of Kent



"Getting a message from University of Kent was so exciting. I didn't expect to get any messages from universities and then when I saw the message I jumped with excitement. I felt so honoured and it was such a pleasure to communicate directly with the university."



Radia B.
Morocco

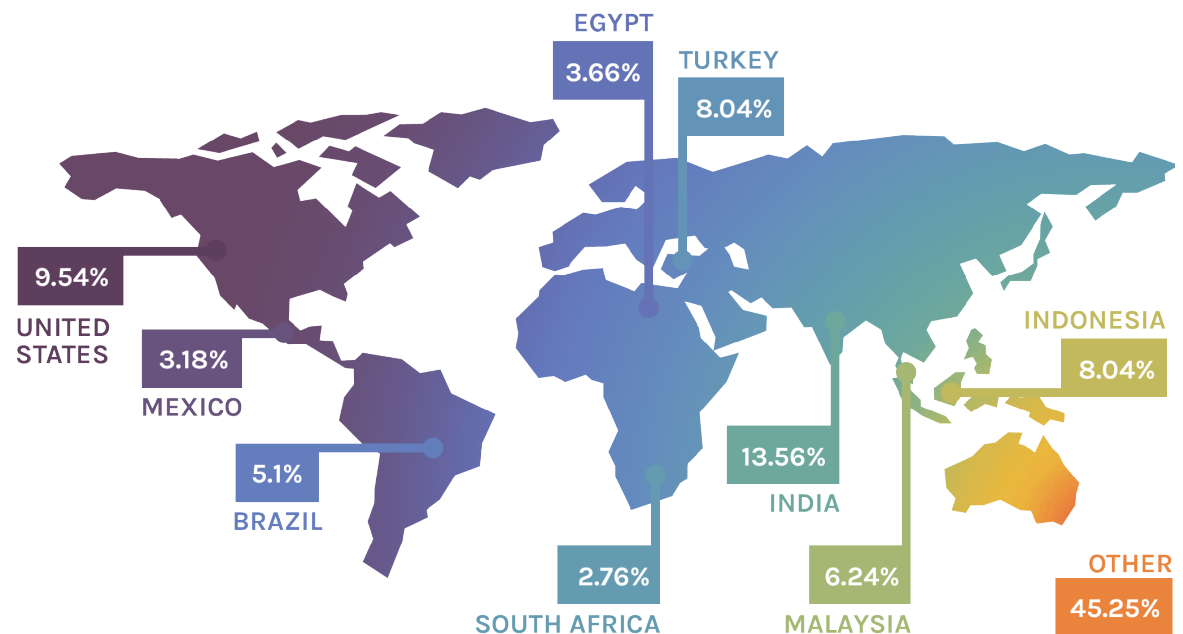
Acting Locally to Impact Globally

Although student engagement was a key metric to measure the success of the marketing team's student recruitment strategy on Goodwall, an important focus was also given on the amplification of the university's academic reputation in international markets.

In using Goodwall the University of Kent was able to connect with a community of students from over 135 countries. The university rapidly gained strong international exposure on the platform and further developed enrollment opportunities globally, particularly in the UK, Canada and US.

This growth was also accompanied by new student enrollment opportunity in India and Southeast Asia, providing a new source of talents to increase international development and global reputation.

Top countries reached by the University of Kent on Goodwall



Summary

In using Goodwall, the University of Kent achieved their objectives in the first six months. With powerful data, the team can now:



Consolidate their international reputation as a vibrant and leading institution in the UK



Identify and engage with best fit students from around the world with a specific attention on the US market



Track key metrics to optimize student enrollment opportunities

*What The University Of Kent
Gained From Goodwall in 6 Months*

16K+

Students Satisfy the
University Criteria



75%

of Students Planning to
Apply in the Next 2 Years



7.5K+

Students Shortlisted the
University of Kent



135

Countries Reached



800+

Direct Inquiries Received



Ready to get started?

Goodwall helps you push the limits of your international student recruitment, giving you all the tools to attract students in the most engaging and human way

GET STARTED!



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