

Fontys Case Study: effective international online marketing universities

More international students is the objective

Internationalization is becoming more and more important. Following the Bologna Process, universities are facing the challenge of increasing the numbers of international students to their programmes. However the worldwide audience is large and finding targeted, cost-effective marketing solutions is the key.

In 2007, Fontys University of Applied Sciences started a central initiative to expand the universities' international student body. The goal was to double the number of foreign students (other than German students) from October 2007 until October 2012 that enrolled at an English taught degree programme. As they realized online marketing would be a very important tool in creating more awareness among international students and to inform them on their programmes, they started to explore the options for online marketing.

In December 2009, StudyPortals was selected as one of the online marketing solutions. Fontys: "StudyPortals stood out because of their comprehensive website and interesting result based solution". After a trial period of 6 months, StudyPortals' Result Based Partnership has now proven to be most successful, increasing their international traffic to the website with 30%.

Benefits/Results

In the first trial period of 6 months, the **objective** was to create awareness among 100,000 visitors each month and in addition deliver 100-125 interested students each month.

This goal was soon achieved, and at present (less than a year later) the value delivered is already 60% higher:

1. **150,000 aware** students in their target audience each month, through displaying their programmes in relevant searches and displaying their banner on the website
2. **2,000 informed** students each month, by students selecting their programmes from the search results and showing them details about the programmes and university
3. **200 interested** students each month, who decided to click through after reading the programme details and visited the Fontys (programme)website or sent an enquiry form to receive more information.

Study-choice funnel

