



Student Acquisition Marketing

Get your message to students TODAY and let them come to you



Student Acquisition Marketing, or SAM, enables your school to send out letters and distribute flyers at conventions containing a unique access code to prospective students. These access codes let the students access a website branded with your school's design.

The students can test their English against a placement test, access a range of demonstrational English courses and watch the school's promotional video. They can share this video with friends and family and even download it to their mp3 players. The students are encouraged to ask for more details about the school.

Who it's for:

SAM is for students who are not yet enrolled in the school but have expressed an interest.

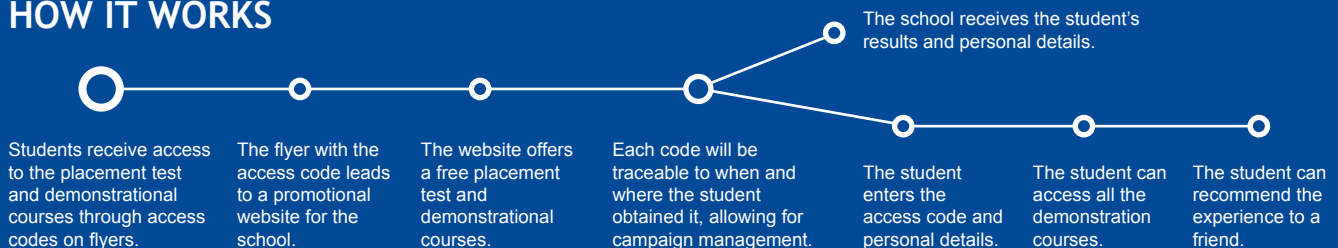
SAM includes:

- An arrival webpage
- An optional tour of your school's website
- An online registration form that includes questions on students' interests and how they got their access code
- A placement test
- Short online English courses
- An "Invite a friend" form for students
- Automated registration emails
- Students' placement test results and personal details sent to the school

The benefits of SAM to your school are:

- Effectively tracking your marketing campaigns
- Engaging with prospective students through rich multi-media
- Capturing students' personal details enabling you to market to them directly
- Providing students with added incentives for enrolling in your school by offering them a look at the courses they would be undertaking before they enrol with you
- Generating referral business by providing prospective students with an easy way to refer a friend

HOW IT WORKS



The school receives the student's results and personal details.