

How Keystone helped Mantissa College reach their recruitment goals

CUSTOMER
Mantissa College

LOCATION
Kuala Lumpur, Malaysia

STATUS
Customer since 2015

PRODUCTS USED
• Global Promotion
• Geotargeting

Mantissa College's success shows the power of using a strong lead nurturing strategy to encourage potential students. As a result of their success, they achieved significantly higher lead-to-student conversion rates than average within the market.

Utilizing a range of creative communication methods across multiple touch points - including email, video, and telephone - Mantissa College was able to recruit 46 new students from Keystone marketing in 2019.

LEAD NURTURING FOCUSING ON ENGAGEMENT

Continually testing and refreshing their content, Mantissa ensured their information was kept up-to-date and presented to potential students in an engaging format. They used video effectively to promote the benefits of specific degrees and nurture the student from the early stages of general interest to becoming an engaged enquiry.

In addition, their content was also customized, to ensure all communication was personalized in a bid to boost further interest and engagement from the leads the college had acquired from Keystone.

GEOGRAPHIC RETARGETING AND ADVANCED LEAD FILTERING

For promotion, Mantissa executed a highly targeted global marketing strategy with the assistance of Keystone's Lead Generation, Geo-Targeting and Lead Filtering solutions.

Focusing on geography, Mantissa customized their online promotion to match Keystone's. This allowed them to target specific regions, and then filter out leads that were incompatible or unlikely to pursue studies at Mantissa College.

KEY SUCCESS

While institutions aspire to achieve the highest return possible from recruitment and marketing activities, most colleges and

universities find it difficult to reach their targets in an increasingly competitive market. Mantissa College was able to defy the odds with their enrollment rates.

Through Keystone's strategies and strong partnership working with Mantissa, the college was able to celebrate **an overall lead-to-enrollment conversion rate of 2.4% in 2018, increasing to 2.73% in 2019.**

The leads recruited from Keystone represented a diverse range of students from five key regions:

- South-East Asia (Malaysia)
- South Asia (India, Pakistan, Bangladesh)
- Central Asia
- Middle East (Iran, Syria)
- Africa (Ghana, Nigeria, Zimbabwe).



STUDENTS FROM
5 KEY
REGIONS



46
NEW STUDENTS
IN 2019



2.73%
CONVERSION
RATE IN 2019



KEYSTONE
CUSTOMER SINCE
2015