

How the University of Wroclaw Improved Their Student Recruitment Using Online Promotion

CUSTOMER
University of Wroclaw

LOCATION
Wroclaw, Poland

STATUS
Customer since 2010

- PRODUCTS USED**
- Global Promotion
 - Direct Email Marketing

ONLINE MARKETING FOR ENHANCED STUDENT RECRUITMENT

In 2010, the University of Wroclaw wanted to increase applications for their English-language degrees. To do this, they selected Keystone Academic Solutions to help enhance their global visibility and student outreach with online promotion of their academic programs.

Over the course of the past ten years, this partnership has proved so successful that over 8% of enrollments are now sourced from Keystone alone. In 2019, new students enrolled from over nine countries including the United States, France and Spain.

PROMOTION ACROSS ALL LEVELS

The University of Wroclaw’s promotion focuses on a diverse range of undergraduate and

postgraduate degrees covering disciplines including Law, International Relations, Sociology and Science. These programs are promoted across a number of Keystone’s 420 multilingual websites including Masterstudies and Bachelorstudies.

BUILDING A PATHWAY FOR STUDENTS

According to University’s International Office team, the user-friendly nature of Keystone platforms and promotions makes it easy for students to discover and communicate with the University directly.

Students are able to search in their native language to discover study programs and can quickly get in touch with the International Office through a multitude of available touchpoints across Keystone websites. These pages are also presented in a user-friendly format that makes it easy for students to request information.

BENEFITS OF LONG-TERM PARTNERSHIP As a Thanks to the partnership, the University of Wroclaw benefits from enhanced visibility due to long-term online promotion and uninterrupted exposure, as well as access to an extensive database of student leads built up over many years.

In 2019, the University received **interest from an average of over 200 students per month on Keystone websites**. After nurturing these potential students towards application, the University of Wroclaw achieved a **lead-to-application rate of 3.12%**, significantly higher than standard conversion rates.

Using online promotion as a means to boost their visibility, the University of Wroclaw has tapped into a highly efficient and cost-effective source of new students for their recruitment.



AVERAGE 200 STUDENT LEADS MONTHLY



20-25 NEW ENROLLMENTS EACH YEAR



3.12% LEAD TO APPLICATION RATE IN 2019



LONG-TERM PARTNERSHIP OF 10 YEARS