

# How our Virtual Study Fairs helped generate 350 leads for St Martin's University

## CUSTOMER

Saint Martin's University

## LOCATION

Lacey, Washington, USA

## STATUS

Customer since 2019

## PRODUCTS USED

Virtual Fairs

Saint Martin's University in Washington, was founded in 1895 and is a small private university, with around 1,400 students.

It offers both undergraduate and postgraduate courses, as well as professional certificates. There are 19 different nationalities represented on campus, and they have an intake each year of around 250 students.

## INCREASE AWARENESS

Saint Martin's University used the virtual fairs platform in order to boost their reputation. As a smaller institution, the university's team thought it would be an effective way to promote their name to international students who otherwise wouldn't have heard of it.

Our virtual fairs cover the Americas, Asia and Europe, the Middle East and Africa (EMEA). Saint Martin's attended three of Keystone's

fairs, in order to target specific geographical regions for their international recruitment.

The fairs succeeded in getting their name out there amongst students, with their staff describing the fairs as a 'tremendous success' and the overall experience as 'terrific'.

*"The platform was excellent, the inquiries were engaged, and so from that point on, we were able to develop student leads."*

*- Dr. Roger Douglas, Dean of International Programs and Development*

## LEADS

Despite competing with institutions that were 10x bigger than Saint Martin's, the American university was able to generate 350+ leads from the Virtual Fairs.

They found themselves beating 'research one' institutions for students' attention and, at one fair, were the most popular choice for student attendees.

*"In our first Virtual Fair, we were the number one university. And that was with so many other larger institutions in attendance. The Keystone Customer Service Team has been invaluable."*

## KEYSTONE VIRTUAL STUDY FAIRS



**70+**

AVERAGE LEADS  
PER EXHIBITOR



**8,760**

STUDENT ATTENDEES  
IN SPRING 2022



STUDENT ATTENDEES  
IN 2021

**16,800**



**287**

BOOTH VISITORS  
PER EXHIBITOR