

Case study:

Keystone Education Group

Helping to grow Stanford's short- course summer sessions

**Stanford
Summer Session**

Stanford | Summer Session

Stanford Summer Session

Stanford Summer Session welcomes over 2,000 students to their California campus every June, with students travelling from all across the globe. And, through Keystone's help, over the past two years they have been able to **further boost their international brand awareness**.

BUILDING UPON INTERNATIONAL STUDENT SUCCESS

70% of Stanford Summer Session students are international - coming from the UK, China, India, Singapore, Germany, to name a few. The school first enlisted Keystone's services in 2022 to try and diversify their eight-week courses even more, utilising Keystone's **social media, email marketing and program promotion** products.

PROMOTION IN 18+ LANGUAGES

Keystone's program promotion enabled Stanford Summer Session to advertise their courses to international students browsing Keystone's 360+ international student sites.

Sites are translated to the language students are searching in, **enabling institutions to reach students around the world without having to translate their own materials**, or spend time and money enhancing their online presence in those countries.

A big selling point of working with Keystone is the ability to optimize and promote our programs **in our students' native languages**. That localization, plus the fact the programs feature at the **top of organic search engine results** was really appealing to us."

Sara Kabot, Associate Director, Marketing & Strategic Initiatives at Stanford Summer Session

REACHING STUDENTS WITH TIKTOK

With increasing restrictions for US universities on TikTok, one advantage of working with Keystone is there is no requirement to have a TikTok account - Keystone can run campaigns on an institution's behalf.

Being able to run campaigns on TikTok and reach students without needing our own account was a big plus for us. We were able to **target students based on their subject interest**, and are seeing real growth this year through these campaigns."

Sara, Stanford Summer Session

A 2024 TikTok campaign for Stanford Summer Session received **125 student leads**, 125,000 impressions and 4,300 clicks to their website.

The campaign was targeting prospective students in South America, Japan, Indonesia, Hungary, Poland, UK, Germany and the US.

KEY SUCCESS

Stanford Summer Session also made use of Keystone's **email marketing** product, and received a **82.8%** open rate with students - one of our highest open rates to date.

The success of the partnership is largely due to the strong relationship Stanford Summer Session has with their dedicated Keystone Customer Success Manager (CSM).

Our **CSM has been great and he is always very responsive**. He always explains which strategy is best to adopt and why. Keystone's campaign managers have also been great at sharing what type of content works and converts with students."

Sara, Stanford Summer Session

Hear more from our customers at: [keg.com/testimonials](https://www.keg.com/testimonials)



**KEYSTONE PARTNER SINCE:
2022**



KEYSTONE PRODUCTS USED:

- **GLOBAL PROGRAM PROMOTION**
- **DIRECT EMAIL MARKETING**
- **TIKTOK CAMPAIGNS**

**GLOBAL PROGRAM
PROMOTION:**



**AVERAGE STUDENT
LEADS PER MONTH:**

145

**TIKTOK SOCIAL
MEDIA CAMPAIGNS**



**CLICKS TO SCHOOL
WEBSITE:**

4300

**DIRECT EMAIL
MARKETING**



**EMAIL
OPEN RATE:**

83%

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Stanford Summer Session



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