

Kickstart

your student
recruitment in 2025



Our panel



Penny Eccles

Higher Ed Strategic
Marketing & Student
Recruitment Consultant



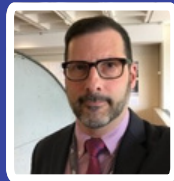
Paul Vu

Customer Success Team
Leader, Keystone
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Guus Goorts

Online Marketer for
Higher Ed & author of
'*Genuinely Helpful*'



John Albanese

Recruitment & Enrollment
Strategist

Housekeeping:

We will email you a recording of the webinar tomorrow. If you experience technical difficulties, email marketing@keg.com.

Question for our panel? Post in the Q&A tab!

Your 2025 SEO roadmap



Content &
Keywords

the destination

Technical
Setup

functional vehicle

Authority

the fuel



Optimizing your website



Student focussed content at the top of the homepage.



Create specific country pages for target markets – easier to present practical information by country.



Don't ask students to 'Apply now' too early. Use other CTAs.

Top tips for video in 2025

Captivating elements

- ☀ Hook > meat > payoff
- ☀ Music

ROI

- ☀ Use students, free apps, low production cost

Accessibility

- ☀ Captions
- ☀ Format



Need some inspiration?

Check out 'Creator Search Insights' on
TikTok for trending & popular topics



KEYSTONE
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What converts with students

Domestic versus international

Employability

- 'Progress in my chosen career': top motivating factor for both study at home and study abroad students.
(Keystone 2024 student survey)
- Differences between domestic versus international students?

Converting your ideal student

- Know what your students need – not what *all* students need
- Authenticity is key.





Nominate **YOUR** institution!

QUESTIONS?



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