



# One Million Strong.

**The SchoolFinder Group**  
Media Kit 2015-2016

[SchoolFinder.com](http://SchoolFinder.com)  
[ScholarshipsCanada.com](http://ScholarshipsCanada.com)  
[StudyinCanada.com](http://StudyinCanada.com)  
[GradSchoolFinder.com](http://GradSchoolFinder.com)



# About Us

Helping students find schools and schools find students.

## Message from the CEO

Over the last 20 years we have helped hundreds of thousands of students find the right school. And we have helped hundreds of schools find the right students. All of this is tremendously gratifying – after all there is no higher calling than making an impact on a student’s life.

Having said that, it still amazes me to see the number of students whose lives may not have been impacted. In our annual secret shopper survey, more than 20% of the colleges and universities surveyed did NOT respond to the requests for more information sent by our secret shoppers.

The Economist states, in its *Higher education marketing trend predictions for 2015* blog post, that students want more sincere and valuable communication. We couldn’t agree more, but at the very minimum, they need a response.

Towards this end, we have designed some new services that will help - specifically, curated content and nurture email campaigns. If you are interested in reaching students in a relevant and cost effective fashion we can help.

We look forward to working with you, and sincerely want you to get the most out of your marketing dollars and the services we provide in The SchoolFinder Group.

- Chris Wilkins, CEO & Founder

“THE IMPORTANT THING IS NOT TO STOP QUESTIONING. CURIOSITY HAS ITS OWN REASON FOR EXISTING.”



**CHRIS WILKINS**  
President and CEO

About Us	2
A Global Network	4
The EDge Advantage	6
Lead Generation	8
Brand Visibility	10
Targeted Communication	12
Annual Package Options	14
Service Costs	15
Contact Us	16

## The SchoolFinder Group

The SchoolFinder Group is not just a group of websites. We are a dedicated team of professionals who are passionate about education. With 20 years of industry experience working with hundreds of institutions worldwide, we are the experts in online marketing and recruitment.

As the go-to resource for higher education, we have the privilege of connecting with students online and offline through high school visits, regional fairs, and online webinars. Counsellors and parents use our sites as trusted resources when guiding their students.

Our partnerships with leading education publications, industry associations, and the higher education community allow us to spread our message across Canada and around the world.

 **35**  
high school presentations

 **20**  
education fairs coast to coast

 **22**  
online webinars

 **58,000**  
social media followers

 **Counsellor**  
magazines in all high schools across Canada

 **Counsellor**  
magazines in all high schools across Canada



# A Global Network

## By the Numbers



## Mobile Devices



## Top Fields of Study

1. Medical & Health
2. Humanities & Language
3. Community Services
4. Business Administration
5. Research Sciences
6. Computer Studies & Mathematics
7. Engineering
8. Creative Arts
9. Business Marketing & Sales
10. Law

### Russ from Vancouver, British Columbia

- Grade 12 student with a 93% average
- Looking to pursue biology, starting September 2015
- Highly interested in a university in Ontario



### International Members by Country

1. USA
2. Nigeria
3. India
4. Pakistan
5. United Kingdom
6. Philippines
7. Ghana
8. China
9. Bangladesh
10. Kenya



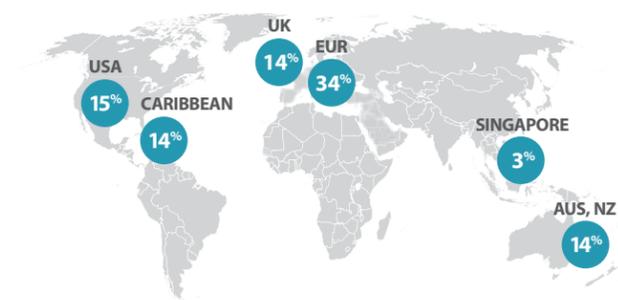
### Canadian Members by Province

1. Ontario
2. British Columbia
3. Alberta
4. Nova Scotia
5. Manitoba
6. Quebec
7. Saskatchewan
8. New Brunswick
9. Newfoundland
10. Prince Edward Island
11. Territories

### Canadian study location of interest



### International study location of interest



# The EDge Advantage

From comprehensive packages to year round support, we are committed to your success. As an extension of your own team, we keep a pulse on the industry, develop useful research materials, and provide best practices that are tailored for your school. Our results-oriented approach ensures that you optimize your resources, accomplish your goals, and seamlessly align messages with your brand.

# Customer Service

## More than a website

Our team provides hands on expertise and industry research to help you make smart recruitment decisions. With a variety of market research, reports, and analysis, we consult and support your team as the market changes.



### Strategic Planning

- Needs assessment
- Current initiative review
- Quarterly campaign planning



### Account Management

- Creative consultation
- Ongoing campaign coordination
- Industry best practices



### Analytics & Reporting

- Detailed campaign reporting
- Monthly profile activity
- Research insights



### Secret Shopper Survey

- Prospect follow-up
- Best practices domestically and internationally
- Multi-year recruitment strategies



### Analytics and Data

- Social media reports and trends amongst students
- Location of study reports
- Student and counsellor focus groups



### Digital Advertising & Recruitment Trends

- Early adopters of gamification
- Native advertising content embedded on our sites
- Responsive design across all platforms

# Lead Generation

Finding the right student can sometimes feel like looking for a needle in a haystack. With the right recruitment tools, you can find the perfect match for your school.

Our lead generation tools help put you in front of the students you're looking for. Using highly targeted and refined tools like LeadMatch™ and Dashboard Badges, you can seek out the right students and grow your prospect pool with qualified leads. InfoRequest™ is also a great tool for capitalizing on proactive students who visit your profile and would like to engage with you.

## LeadMatch™



Capture the attention of students investigating programs and degrees you offer. As students create profiles they opt-in to hear directly from you.

### Get the Scoop on Students

- Contact details
- Academic average
- Current school
- Level of interest in you

### Filter by:

- Level of study
- Degree type interest
- Location
- Program of interest
- Region of study interest

11,500

New sign ups every month.

**LeadPost™** – Seamlessly importing your leads to your CRM or SIS.

## Dashboard Badges



Have specific recruitment needs? Reach the right students for your programs with Dashboard Badges. By combining finite targeting with gamification, badges encourage students in our community to interact and build a relationship with your institution.

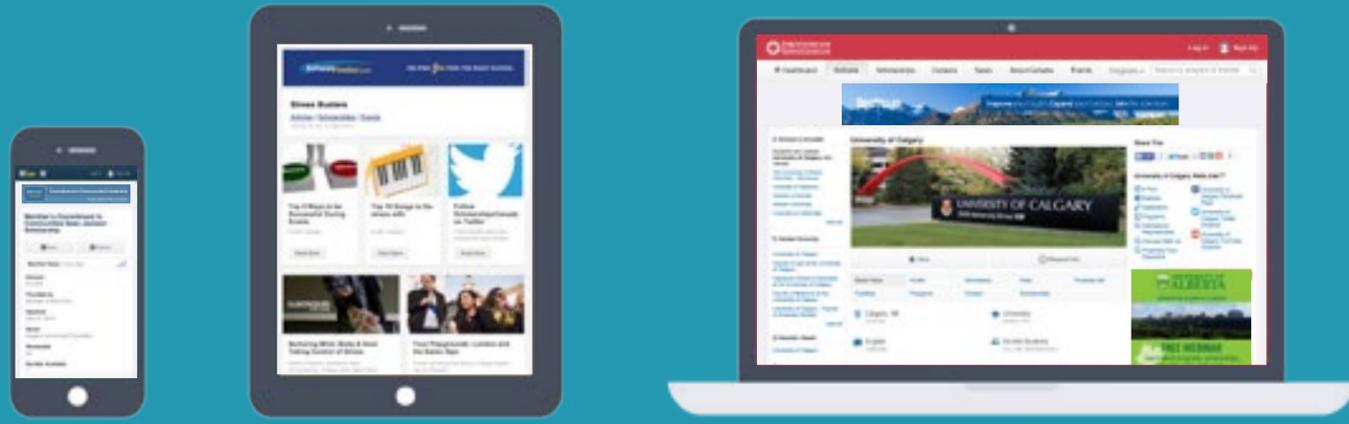


### Michelle from Toronto, ON

- Grade 11 student with an 80% average
- Looking to pursue political science, starting September 2016
- Highly interested in a university in the United Kingdom

# Brand Visibility

Looking to stand out? Connect with over 1 million members and 2 million site visitors who have education in mind. The SchoolFinder Group offers a variety of digital marketing solutions to get you noticed by students on desktop, tablet, and mobile devices.



## Featured Scholarships

Help students who want to be in your classrooms get there by highlighting your financial aid opportunities.



9,000  
views / month

144x  
more visitors

### Advantages

- Visible on all site pages
- Mobile site placement
- Shared on multiple platforms

## Newsletters & Native Advertising

Communicate valuable information about your school with themed articles throughout the recruitment season.



700,000  
Canadian subscribers

200,000  
international subscribers

### Advantages

- Year-round targeted readership
- Linked to school profile
- Shared on social media

## Banners

Get the word out on your school, hot programs, upcoming deadlines, and general branding.



2 million  
visitors

13 million  
page views

### Advantages

- Geo-targeting
- Content-targeting
- Program-targeting

*"In total we received over 350 applications! The scholarship page was the fourth most visited page on our website for that month. I think that's a true testament to the great marketing efforts through ScholarshipsCanada.com"*

**Joel Longland**  
Meridian Credit Union

# Targeted Communication

Gain direct access to our growing community of over 1 million students, parents, and counsellors through targeted email campaigns, nurture campaigns, and webinars. You can engage the right students through online marketing services year-round.

*"Working with The SchoolFinder Group is amazing! They bring so many options to the table to support our recruitment efforts; hosting webinars, targeted email campaigns, newsletters and more. All delivered with a focus on great customer service and flexibility. We look forward to improving our recruitment efforts with support from the whole team at SchoolFinder."*

**Megan Hartridge**  
E-advisor, Centre for Arts and Technology

## Email Campaigns

Use targeted email campaigns to build a relationship with students, parents, and counsellors. With 34 filter options, you can focus on the right audience from our 1 million member community. Detailed tracking and reporting is provided following the campaign deployment, so you can see opens and click throughs.



**25%**  
average open rate

**5%**  
open-to-click conversion

## Nurture Campaigns

Put your school directly in front of the right students as they join our community. With over 11,500 new community members a month, use our filters to build 1-to-1 relationships with highly engaged students as they start their search.



**34**  
filter options

**Year-Round**  
communication

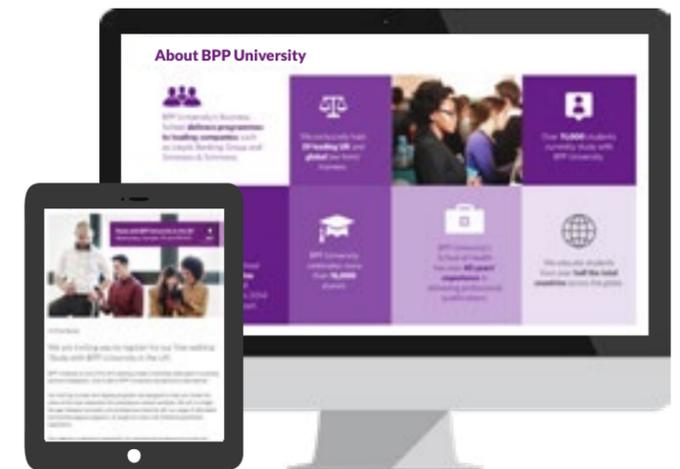
## Online Webinars

Directly interact with registered participants including prospective students, counsellors, and parents. Engage with your audience through interactive poll questions, panels, and live Q&A sessions. With detailed post-event reports, you'll have the inside scoop on all registrants for tailored follow-up.



**30-60**  
minutes

**26%**  
attendance rate



# Annual Package Options

	Basic \$4,500 <sup>CAD</sup>	Super Recruiter \$7,500 <sup>CAD</sup>	Integrated \$12,000 <sup>CAD</sup>	Ultimate \$18,000 <sup>CAD</sup>
Client Perks	✓	✓	✓	✓
LeadMatch™	✓ Unlimited	✓ Unlimited	✓ Unlimited	✓ Unlimited
Newsletters	4	8	12 Curated	12 Curated
Banners		5 Campaigns (up to 100k impressions)	10 Campaigns (up to 200k impressions)	20 Campaigns (up to 300k impressions)
Email Campaigns or Nurture Campaigns	Choose 1 Campaign	4 Campaigns (up to 20k names)	6 Campaigns (up to 40k names)	10 Campaigns (up to 60k names)
Featured Scholarships		2 Months	4 Months	8 Months
Dashboard Badges		1 Badge (up to 5k impressions)	2 Badges (up to 10k impressions)	3 Badges (up to 15k impressions)
Online Webinars			1	3
Detailed Reporting			✓ Monthly	✓ Monthly

# Service Costs



## Client Perks

- Enhanced Profile
- InfoRequest™
- Event Listing

## Enhanced Profile

- Profile Banners
- WebLinks™
- SocialLinks™

## Lead Generation

- InfoRequest™
- LeadMatch™
- Dashboard Badges

## Brand Awareness

- Banner Advertising
- Featured Scholarships
- Newsletter Articles
- Event Listing

## Targeted Communication

- Email Campaigns
- Online Webinars
- Nurture Campaigns

## Online Advertising



Our proprietary advertising platform gives you the option to choose who sees your ad, ensuring your message is delivered to the right audience.

Format	Size (w x h) px	Max File Size	Net CPM Rate	Options
Big Box Banner	300 x 250	40k	\$30	Geo-Targeting
Leaderboard Banner	728 x 90	40k	\$37	Content-Targeting
Mobile Leaderboard	300 x 50	15k	\$37	Program-Targeting
Mobile Big Box	300 x 250	30k	\$37	Expanding Creative
Event Listing	Text listing	-	\$250 / month	Pre-roll Video Frequency Capping

## Email



The names in our SchoolFinder Group community are collected under strict CASL compliant opt-in guidelines and adhere to PIPEDA (Personal Information Protection and Electronic Documents Act) and Bill C-28 (FISA).

Format	Setup	Net CPM Rate	Sort (2 Included)	Size / Links
HTML	\$500	\$200	\$10 / sort	40k / 5 URLs
Landing Page	\$1,000	-	-	-
Scholarship Alerts	\$5,000 / month	-	-	-

## Newsletter & Native Advertising



Advertise in our monthly SchoolFinder.com newsletter that reaches Canadian students, parents, and counsellors or our quarterly StudyinCanada.com newsletter that reaches international students, parents, and agents. Using native advertising techniques, articles live as featured content on the SchoolFinder Group websites for 3 months after each publication is distributed.

Format	Image Size (px)	Max Article Size	SchoolFinder.com	StudyinCanada.com
Article	440 x 220	300 words	\$500 / issue	\$500 / issue

## Online Webinars

Online webinars are 30 - 60 minute seminars that will allow you to directly interact with prospective students, counsellors, and parents. Sponsorship options are also available.

**Exclusive Webinar** - \$1,500

## Featured Scholarships

Featured Scholarships prominently display your financial opportunity in front of our entire ScholarshipsCanada.com audience. Text listing can be viewed on all pages.

**Featured Scholarship** - \$750 / month

## Pay-per-lead

Generate highly qualified student leads for your institution. Leads are targeted by region and program of interest. All students opt-in to hear from your directly. *Offer page and Badge rates available.*

**Pay-per-lead** - \$50

## EDge Interactive

### Head Office

67 Mowat Avenue  
Suite 533  
Toronto, Ontario  
Canada M6K 3E3

TF: 1 800 211 5577

T: 1 416 494 3343

F: 1 416 494 0949

### Montreal Office

440 Place Jacques Cartier  
Suite 400  
Montreal, Quebec  
Canada H2Y 3B3

[www.edgeip.com](http://www.edgeip.com)

[info@edgeip.com](mailto:info@edgeip.com)

### London Office

20-22 Wenlock Road  
London  
United Kingdom  
N1 7GU



The Student Recruitment  
Solutions Company