

# Future Proofing Your MBA Student Recruitment



Presented By:



**KEYSTONE**  
ACADEMIC SOLUTIONS

# About Keystone Academic Solutions

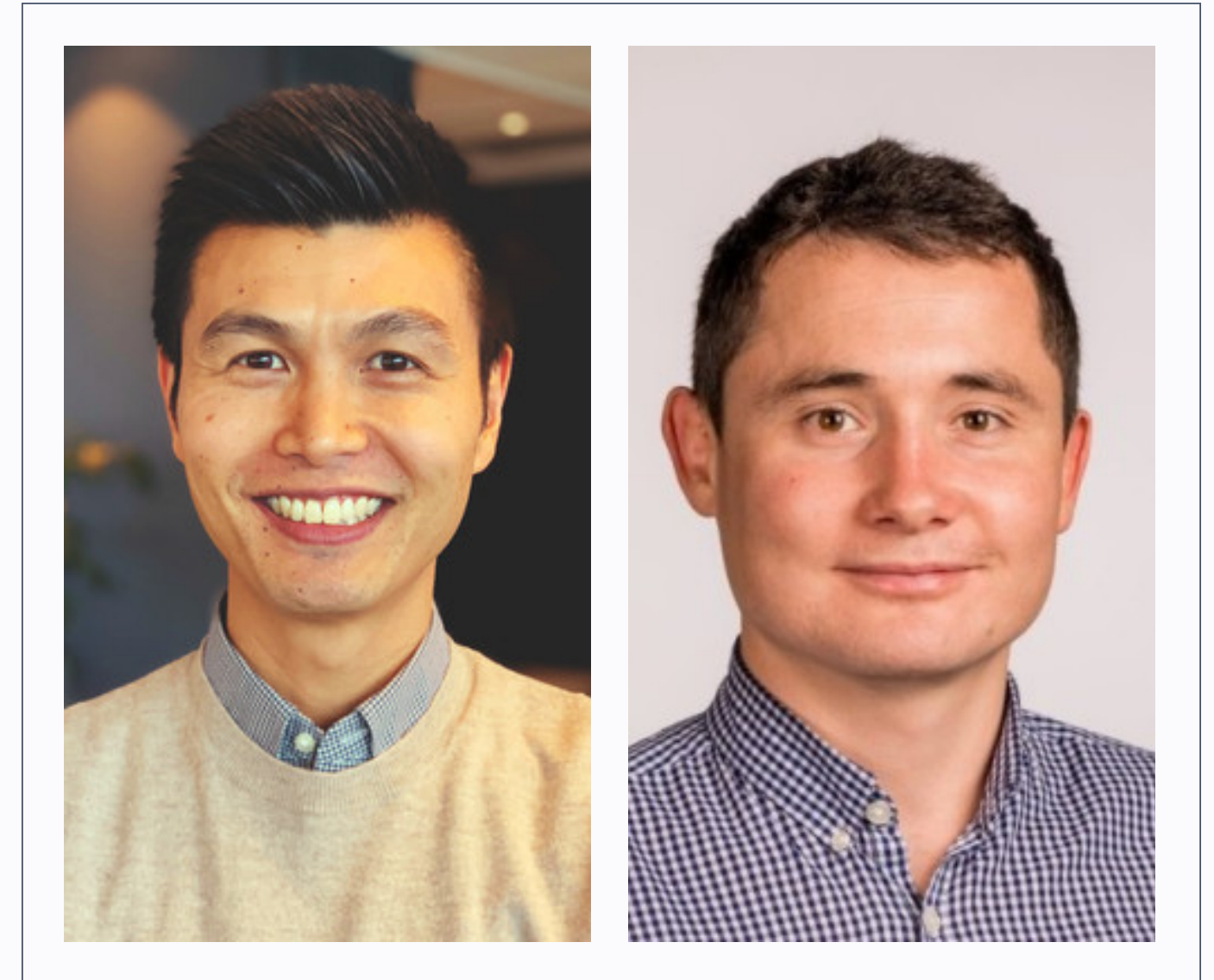
**Enrollment generation on a global scale.**

Keystone is trusted by more than 54 million unique prospective students every year to help them make one of the most important decisions of their lifetimes, namely, which higher ed program to attend.

In turn, Keystone helps over 5000 higher ed institutions reach and communicate with prospective students in more than 190 countries via its 420 websites covering 33 languages and eight-core higher education verticals.



**KEYSTONE**  
MBASTUDIES



**Steven Yun**

VP Sales

**Tom Collyer**

VP Customer Success

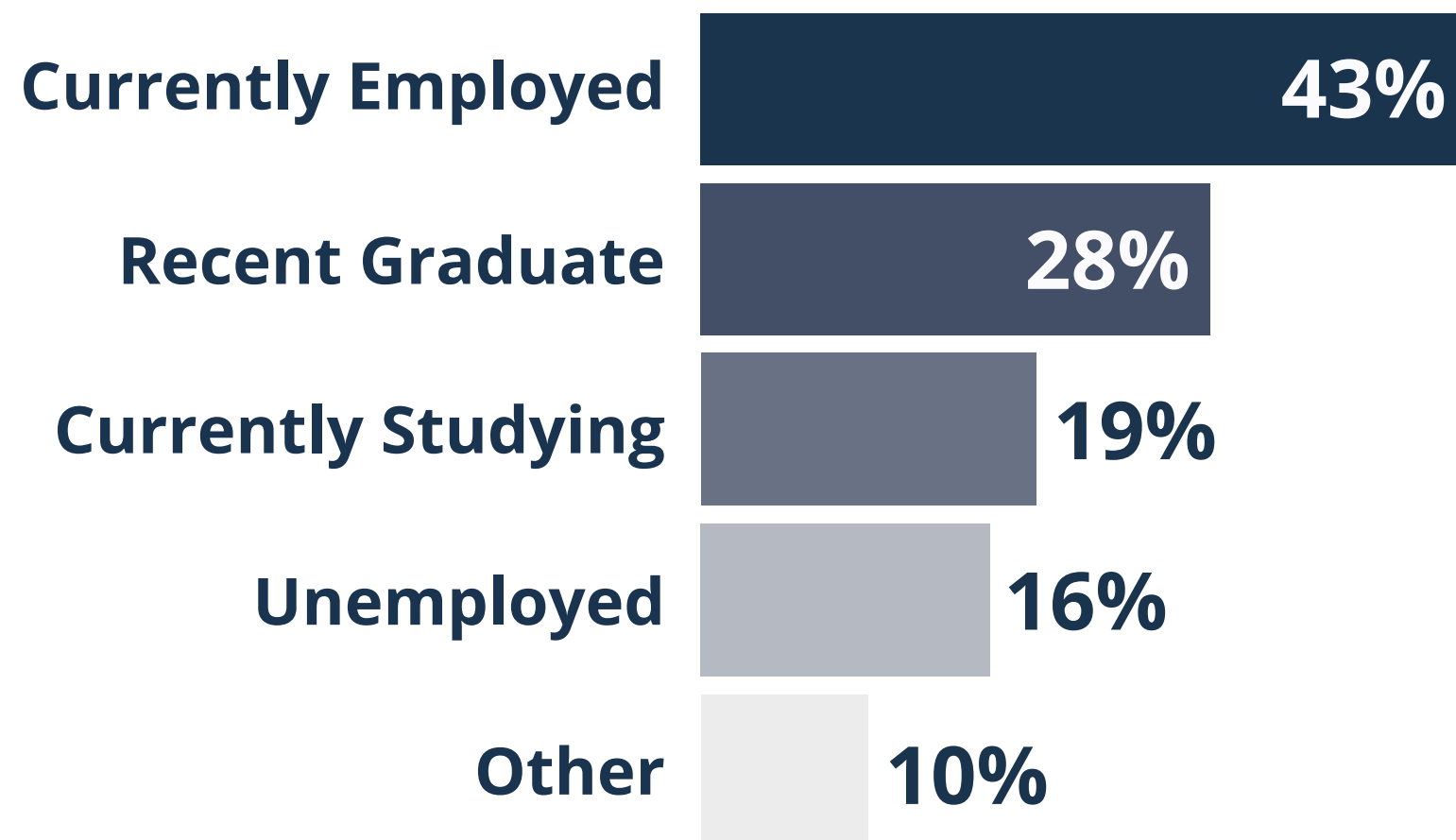
**TRUSTED BY 100+ AMBA BUSINESS SCHOOLS**

# MBAStudies.com Student Survey

1200+ PROSPECTIVE MBA STUDENTS SURVEYED FROM 145 COUNTRIES

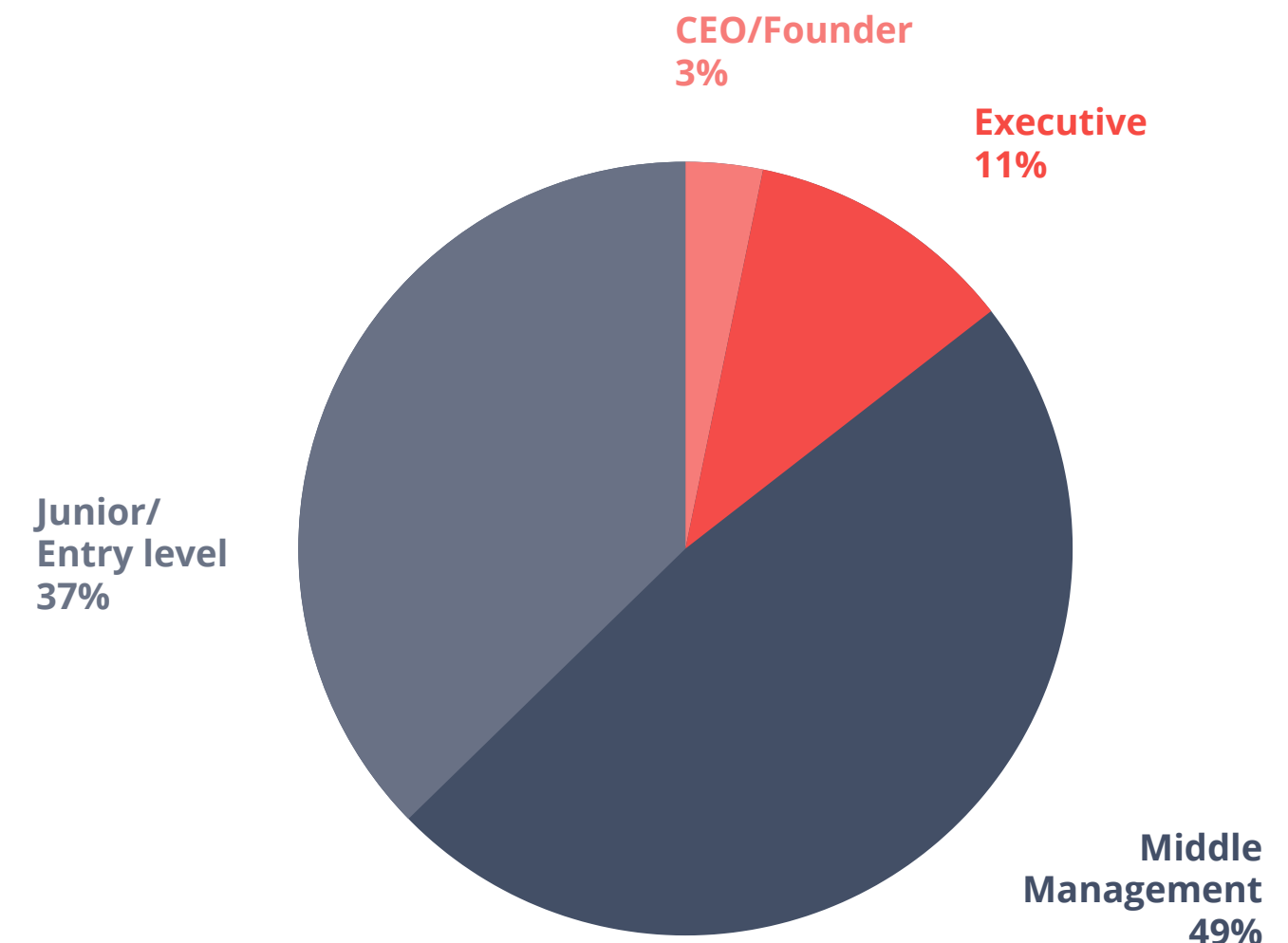
## PROFILE OF POTENTIAL MBA STUDENTS

\*Recipients were able to select up to two responses.



**25-34**  
AVERAGE AGE

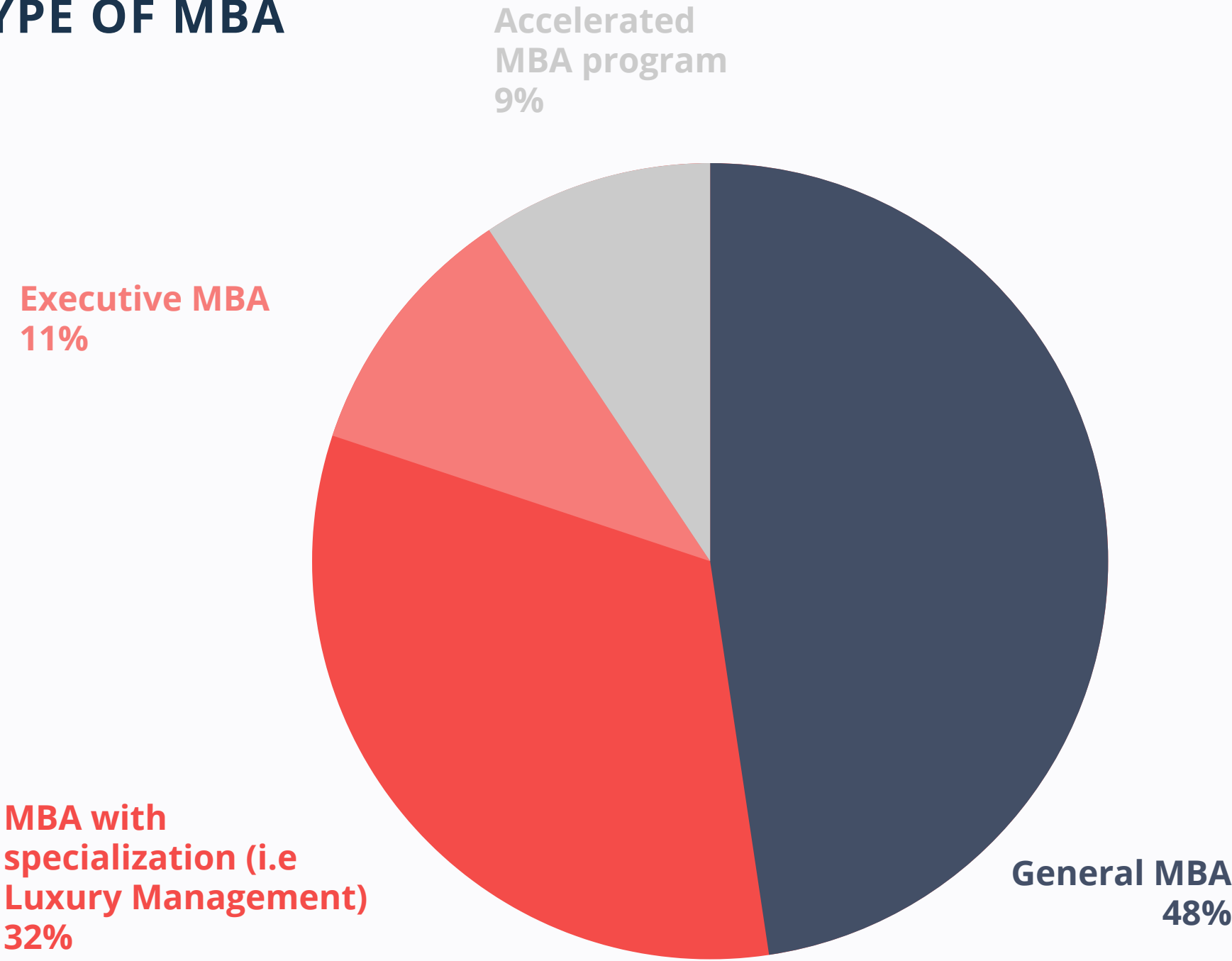
## THE CURRENT LEVEL OF YOUR POSITION/ROLE (IF EMPLOYED)



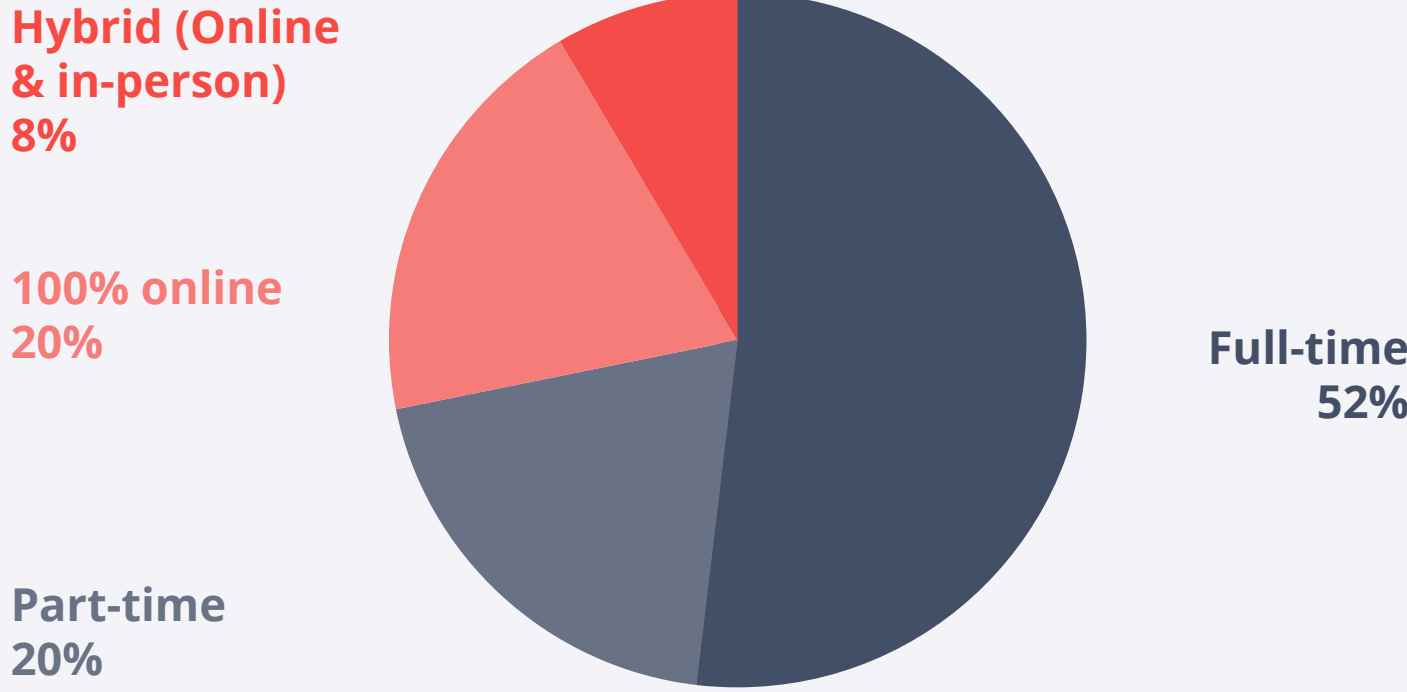
# Student Preferences

MBASTUDIES.COM SURVEY

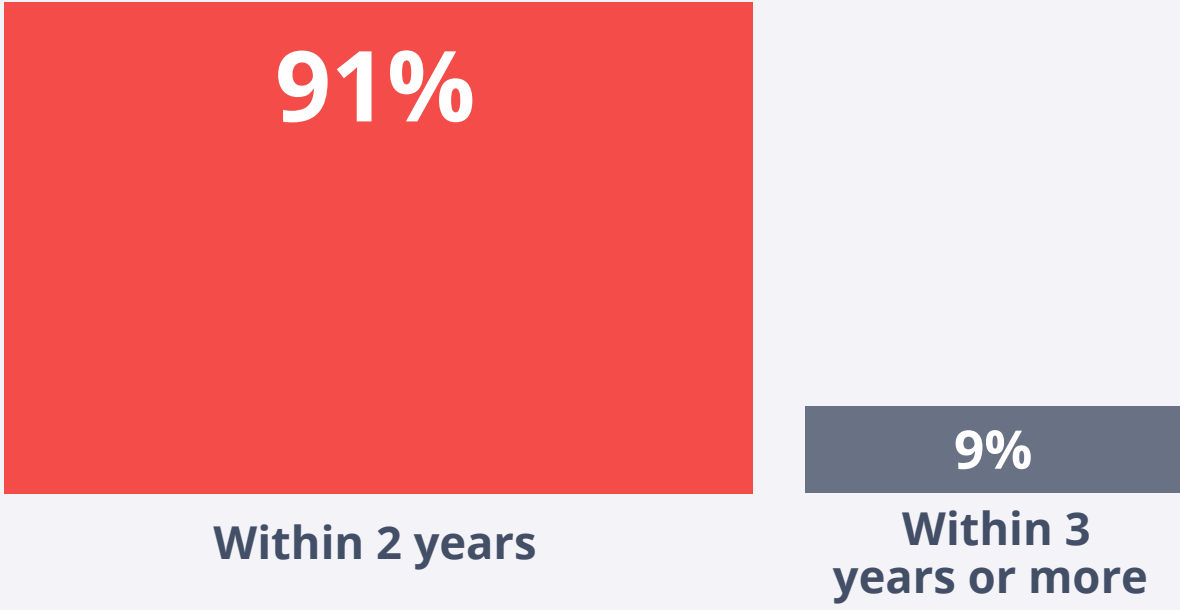
## TYPE OF MBA



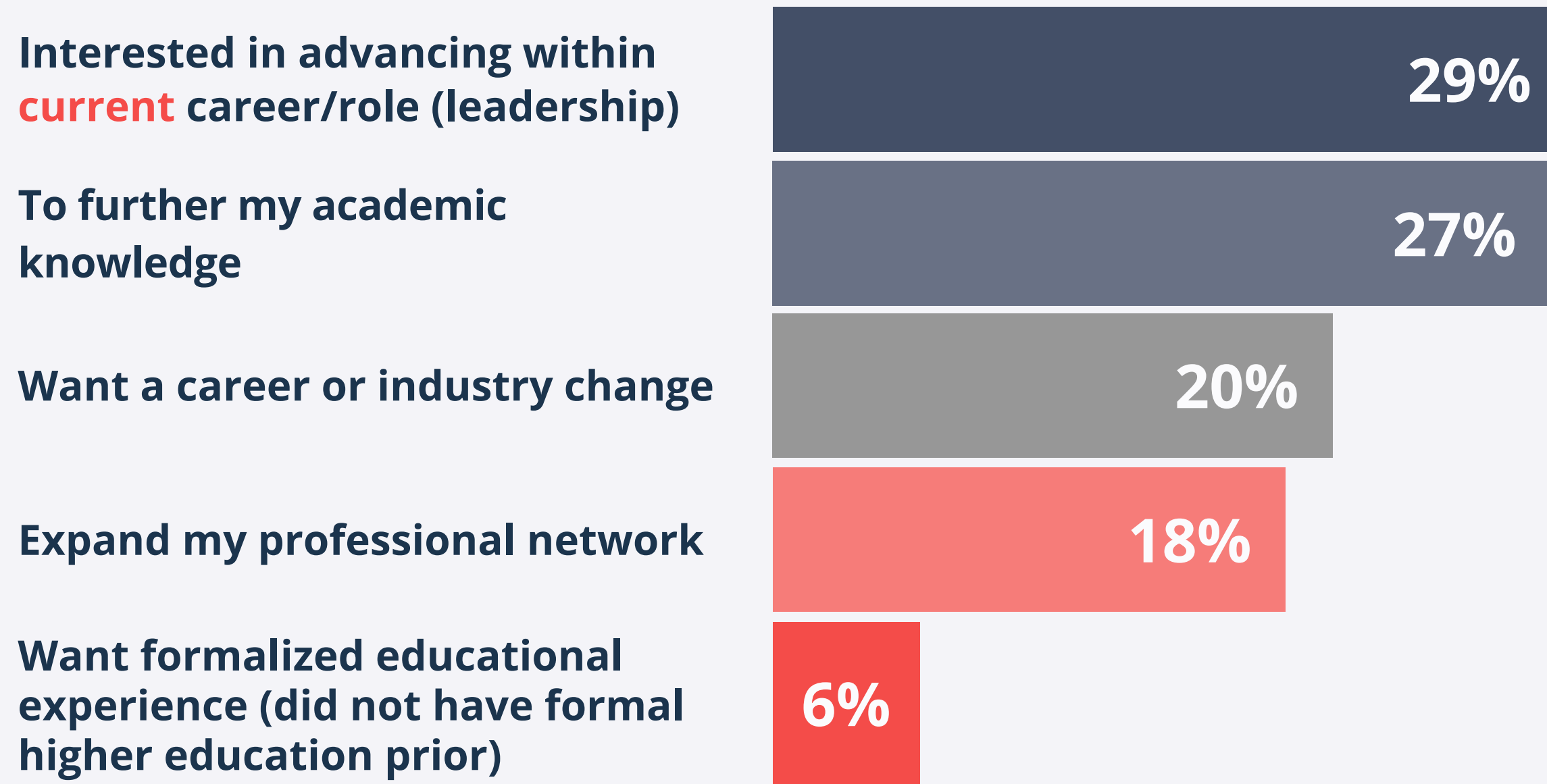
## MBA STUDY MODE

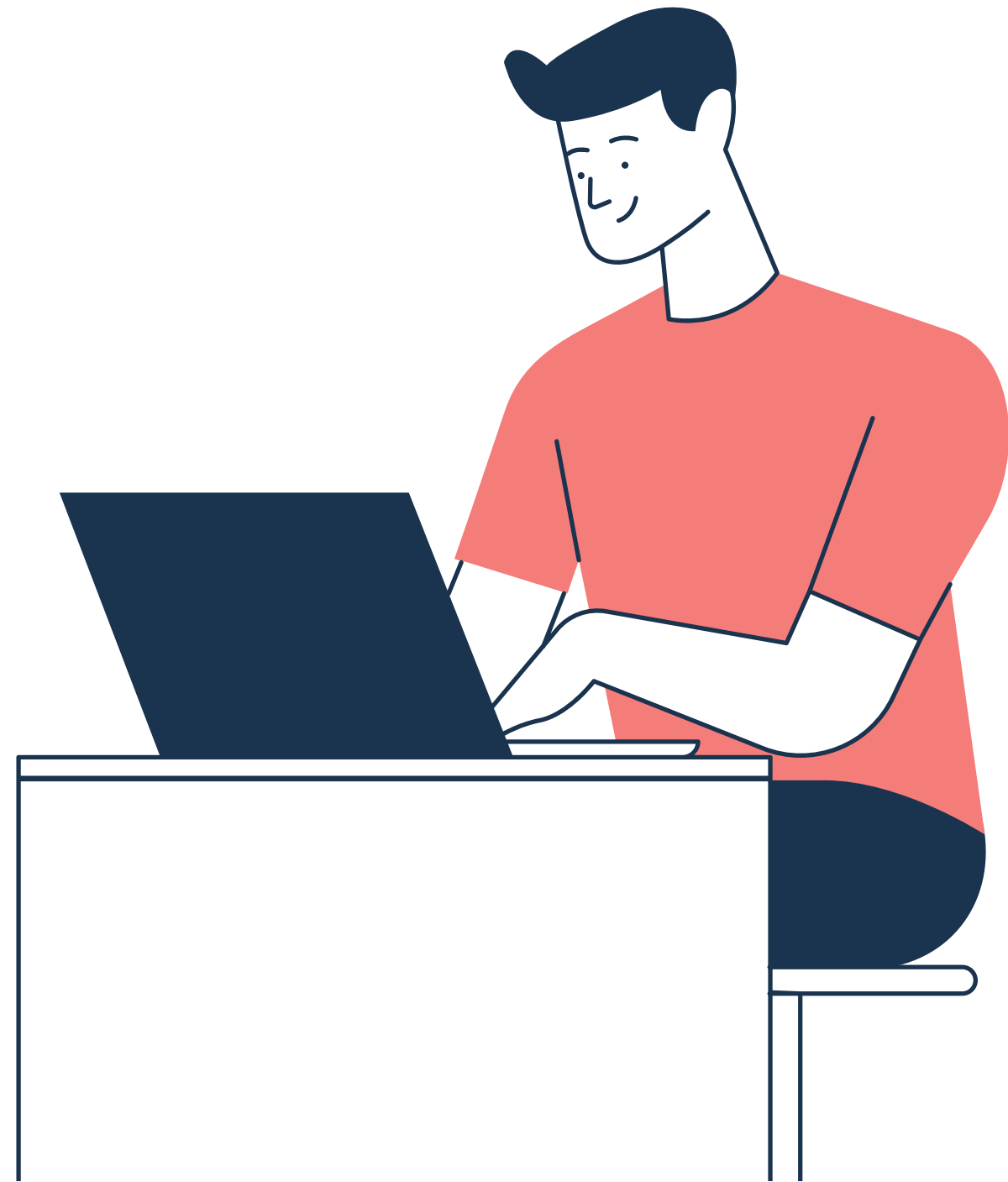


## DESIRED LENGTH OF MBA



# TOP FIVE REASONS FOR INTEREST IN MBA EDUCATION





46%

What are the **top three factors** when selecting your prospective MBA/business school?

# 1 Cost of tuition

#2 Reputation of business school

#3 Flexibility of learning

#4 Alumni & industry network

#5 Industry experts as professors

#6 Innovative teaching methods

#7 Partnerships with industry orgs.

#8 Accreditation (AMBA, Equis, Triple Crown, AACSB)

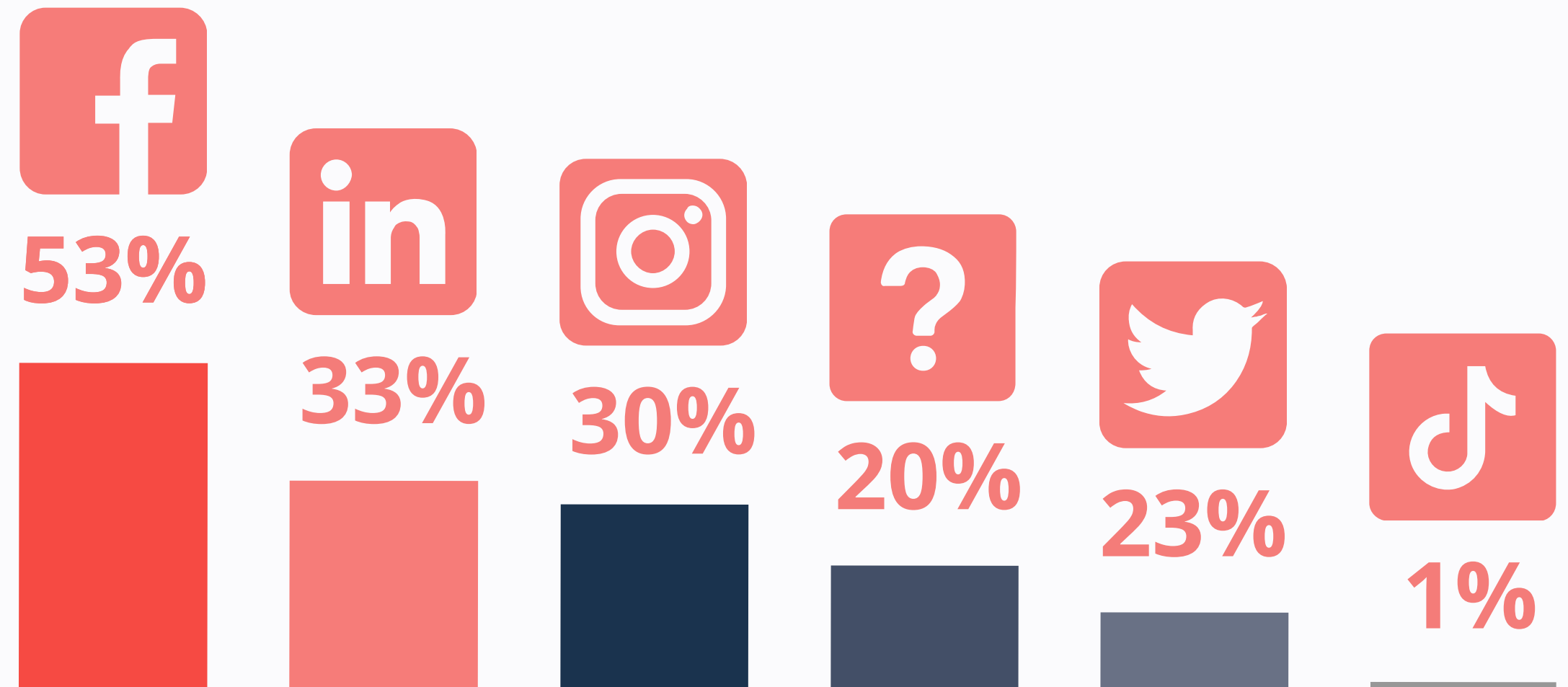
# Social Media Promotion

## PROSPECTIVE MBA STUDENT SOCIAL MEDIA PREFERENCES

**58%**

of potential MBA students  
said they follow business  
schools on social media

Which platforms do you use to follow business schools on social media?





# How future proof is your recruitment strategy?

Do you have clear marketing & recruitment goals?

Are you effectively measuring results?

How frequently do you communicate with students?

Do you know which channels work best for your target audiences?

Are you proactive or reactive when it comes to communicating with students?





# Never lose sight of your USP.

- How recently has your institution evaluated your USP?
- Does your branding & messaging accurately reflect your USP?
- Do you need to refresh your focus or adapt your USP to suit new generations of MBA?

\*unique selling point

# Be Adaptive & Experiment



Listen to your audience, focus on what is most important for the prospective MBA candidate of 2021.

Be ready to **experiment & try new things** with marketing, curriculum, recruiting.



Actively nurture and follow up with your student leads.

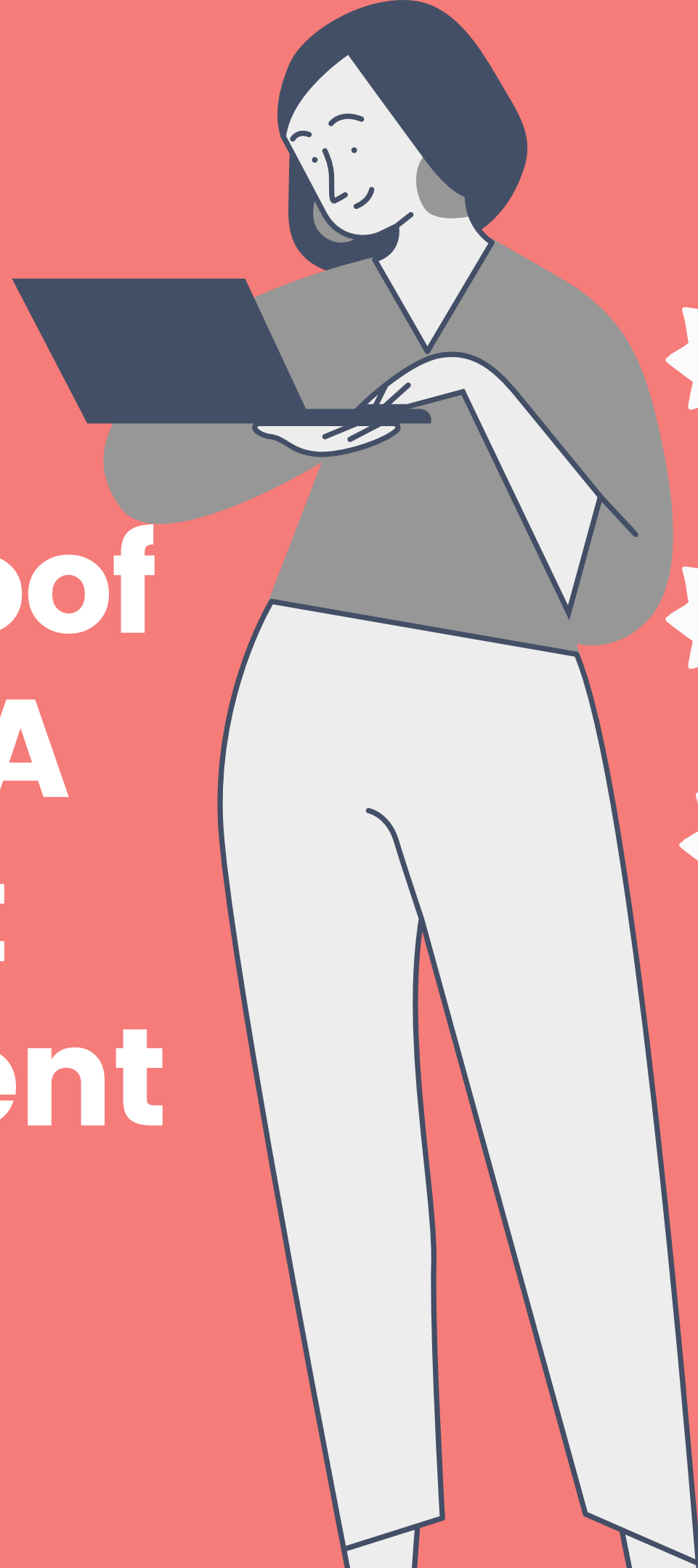
Think of lead nurturing as **creating a unique experience** for your potential students.



**Leverage industry partnerships** to boost your offerings & stand out to potential candidates

During post-pandemic years, focus on the employability of graduates will be even more important than before.

# Tips to Future Proof Your MBA Student Recruitment



#1

Be proactive! Never assume that a student is only interested in your MBA or business school.

#2

Maintain year-round promotion and boost visibility during key periods.

#3

Harness the power of your alumni network.

#4

Considering different ways of targeting, do you actively promote to employers?

#5

Plan & promote financial support opportunities (loan schemes, scholarships, employment).

How *often* do you call prospective MBA leads?

Include *booking links* in your emails

**88% of respondents wanted a 1:1 meeting with an advisor**

Build workflows to *engage your student audience* towards action



Follow up *regularly* with potential students

# Keystone Recruit

- Lack of resources can mean many students are not actively followed up with or "nurtured" – leading to a lack of conversion
- Service established in response to feedback from global higher education institutions
- Our in-house team of student recruitment specialists will call, message, and nurture your student leads, right through to application.
- We nurture all leads, not just from Keystone!

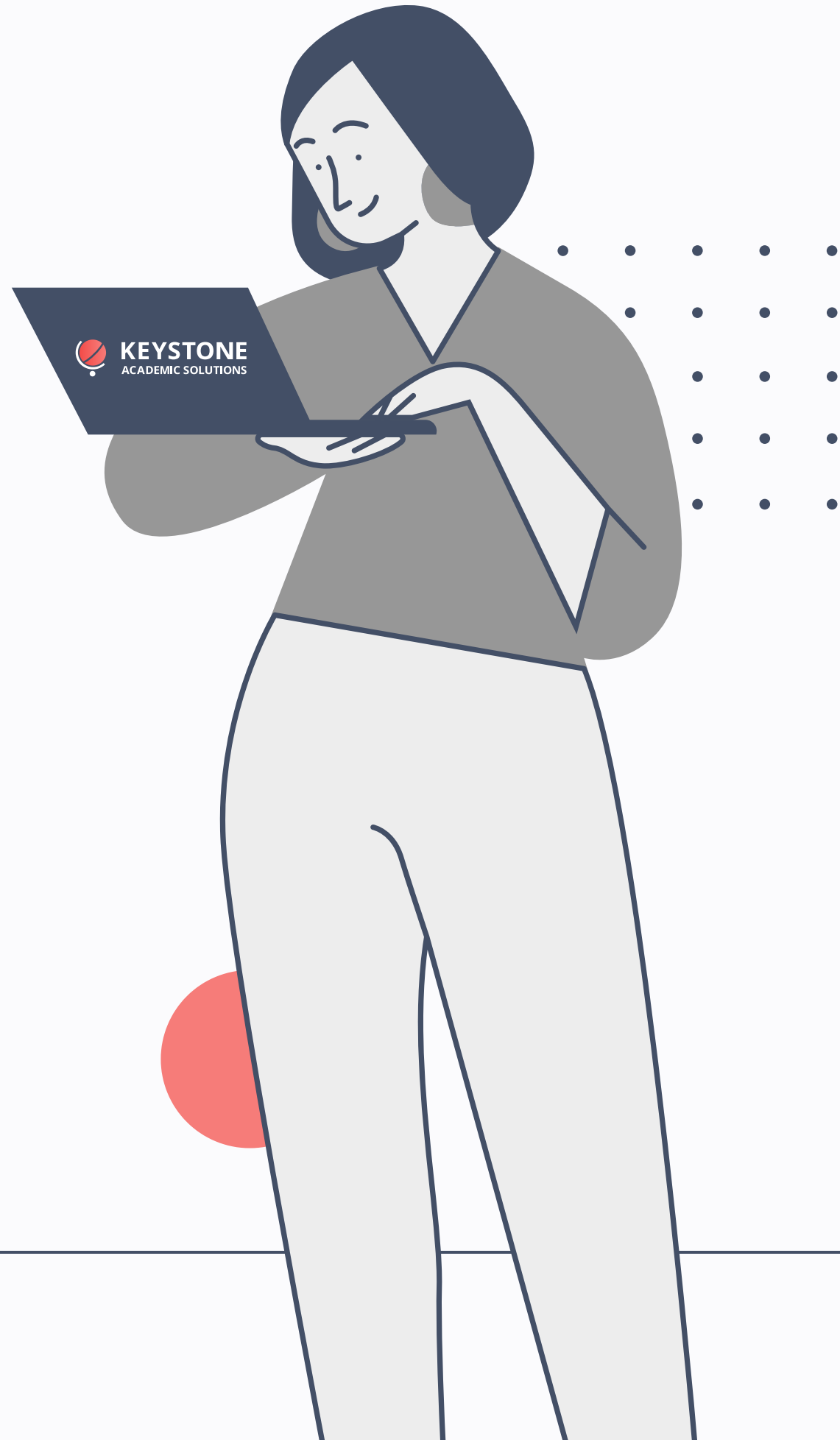
## RECRUIT CASE STUDY

- Institution in Germany began using Recruit Pro in March 2021
- Generated 70 applications from Recruit alone in less than a month!



**Want help generating applications? Get in touch at [www.keystoneacademic.com](http://www.keystoneacademic.com)**





# Get in touch

Visit [keystoneacademic.com](https://keystoneacademic.com)

Email us: [contact@keystoneacademic.com](mailto:contact@keystoneacademic.com)