

MEDIA KIT 2021



Keystone Academic Solutions

ENROLLMENT GENERATION ON A GLOBAL SCALE

Reimagining the Student Journey

CONNECTING STUDENTS AND INSTITUTIONS

In the world of international student recruitment, building awareness and visibility online has been integral to the successful promotion of the partner schools and universities we work with. Today, the market for higher education has evolved to become much more competitive and globalised, creating the need for more advanced and tailored marketing strategies.

The emergence of Generation Z ("Gen Z") as a key recruitment demographic has also created new challenges. Born into a digital world, Gen Z are advanced users of technology, simultaneously communicating across multiple platforms with ease every day. Expecting no less from their marketing interactions, their expectations are more discerning than ever before.

To differentiate themselves against the competition, universities must not only capture the of interest students but keep them engaged. Methods to encourage engagement such as personalization and tailored communications often can be costly and time-consuming, creating new challenges for budget-conscious educators. This is especially so when large volumes of students are involved.

In anticipation of evolving market needs, Keystone offers an array of digital marketing solutions in tandem with marketing automation software specifically designed for the higher education industry. Our services will help make your everyday marketing headaches a thing of the past and move your recruitment into the future - ready for 2021!

About Keystone

OUR MISSION

FOR INSTITUTIONS

At Keystone, we aim to help universities find the right students for them, at scale, in an increasingly competitive search for student talent. Our goal is to empower higher education professionals around the world with the latest marketing tools, recruitment solutions and automation technologies that will enhance implementation of their student recruitment. All of our products are designed to help improve the journey from first inquiry to enrollment for all parties involved.

FOR STUDENTS

We aim to be the #1 trusted resource for students as they search for a study program, helping students make one of the most important decisions of their lifetime — finding the right university program.

Through our 420 global domains, we help students across the world discover the right program and study destination to pursue their dreams.

FOR OUR CUSTOMERS

For our customers, we aim to develop long-term partnerships based on trust and a common goal of recruitment success. We aim to anticipate your needs by providing innovative solutions and personalized ongoing support.

Our Customer Success team of international experts work together with our customers to help them succeed in reaching their goals. Their passion and commitment to our customers is at the core of our company.

WHAT WE DO BEST

Keystone Academic Solutions is a leader in marketing solutions for higher education, working with 1500 institutions in over 90 countries.

We help you increase your brand awareness in your target markets and make sure that prospective students can find your school and program offerings. Keystone provides you with marketing solutions designed

specifically for higher education providers, helping your team reach and engage with prospective students from around the world while ensuring easy and effective communication.

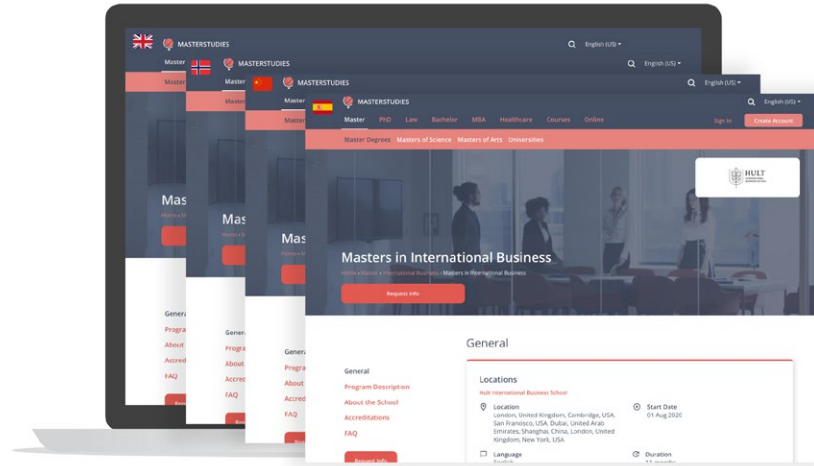
By working with Keystone, all your marketing efforts are unified and student engagement is optimized in order to achieve the best results.

"After working with Keystone for several years I consider it to be one of the best investments we've ever engaged with at EADA Business School. Their conversion rate from qualified student to enrollment has been satisfactory as well as the ROI. I would also like to mention their high level of customer care and their constant availability when offering customized solutions".

Bibiana Camba, Admissions Director
EADA Business School Barcelona, Spain



54 Million Students Every Year



Keystone's multilingual websites are available in 33+ languages, helping you promote your programs in all major markets. With organic search engine optimization, we ensure that you won't miss out on visibility for the most relevant searches done in local languages.

Our websites are designed and optimized to provide you with a direct connection to students as they seek a study program. Incorporating a lean and user-friendly design, it has never been easier for students to find your school and get in touch.

Global Promotion

460 websites in 33+ languages

 **KEYSTONE**
ACADEMICCOURSES

 **KEYSTONE**
BACHELORSTUDIES

 **KEYSTONE**
HEALTHCARESTUDIES

 **KEYSTONE**
LAWSTUDIES

 **KEYSTONE**
MBASTUDIES

 **KEYSTONE**
ONLINESTUDIES

 **KEYSTONE**
PHDSTUDIES

 **KEYSTONE**
MASTERSTUDIES

"Working with Keystone is a pleasure. They provide us with a superb international exposure for our programs in our campuses in Brazil, Italy and Spain. They help us reach our enrollment goals in the post-graduate international market. In addition, the customer service and support is outstanding. I would highly recommend Keystone Academic Solutions."

Marko Simic, Interactive Marketing Manager,
Istituto Europeo di Design Milan, Italy



Be visible in 33+ languages

WE DELIVER TOP RESULTS ON ALL THE MAJOR SEARCH ENGINES

Keystone optimizes your programs in over 33 languages to ensure they are visible to the millions of daily searches being performed by students who are not searching in English.

Even if your students wish to study in English, and are fully proficient in the language, research shows they are still more likely to search in their native language first. We make you visible to those students, no matter which language or search engine they choose to use.

Our promotions focus on attracting students through organic search results with an emphasis on unbranded searches. This enhances your visibility where it matters most; where students will search for their next degree. All at minimal cost to your school or university!

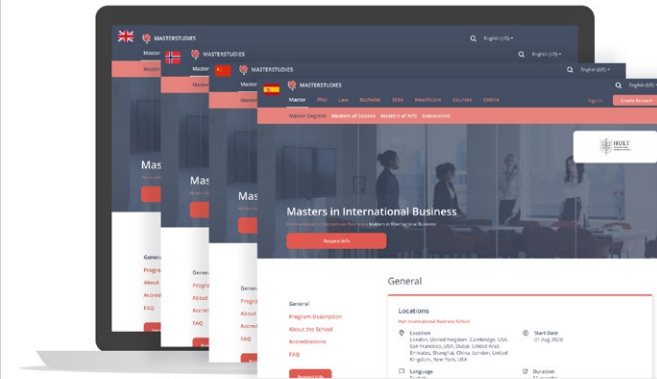


master business usa

Google Search



YOUR FUTURE STUDENTS SEARCH
FOR THEIR DESIRED PROGRAM



YOUR PROGRAMS FOUND IN
33+ LANGUAGES



YOUR SCHOOL RECEIVES ONLY
QUALIFIED STUDENT LEADS

"9 in 10 Internet users in the EU said that, when given a choice of languages, they always visited a website in their own language."

- European Commission "User Language Preferences Online"

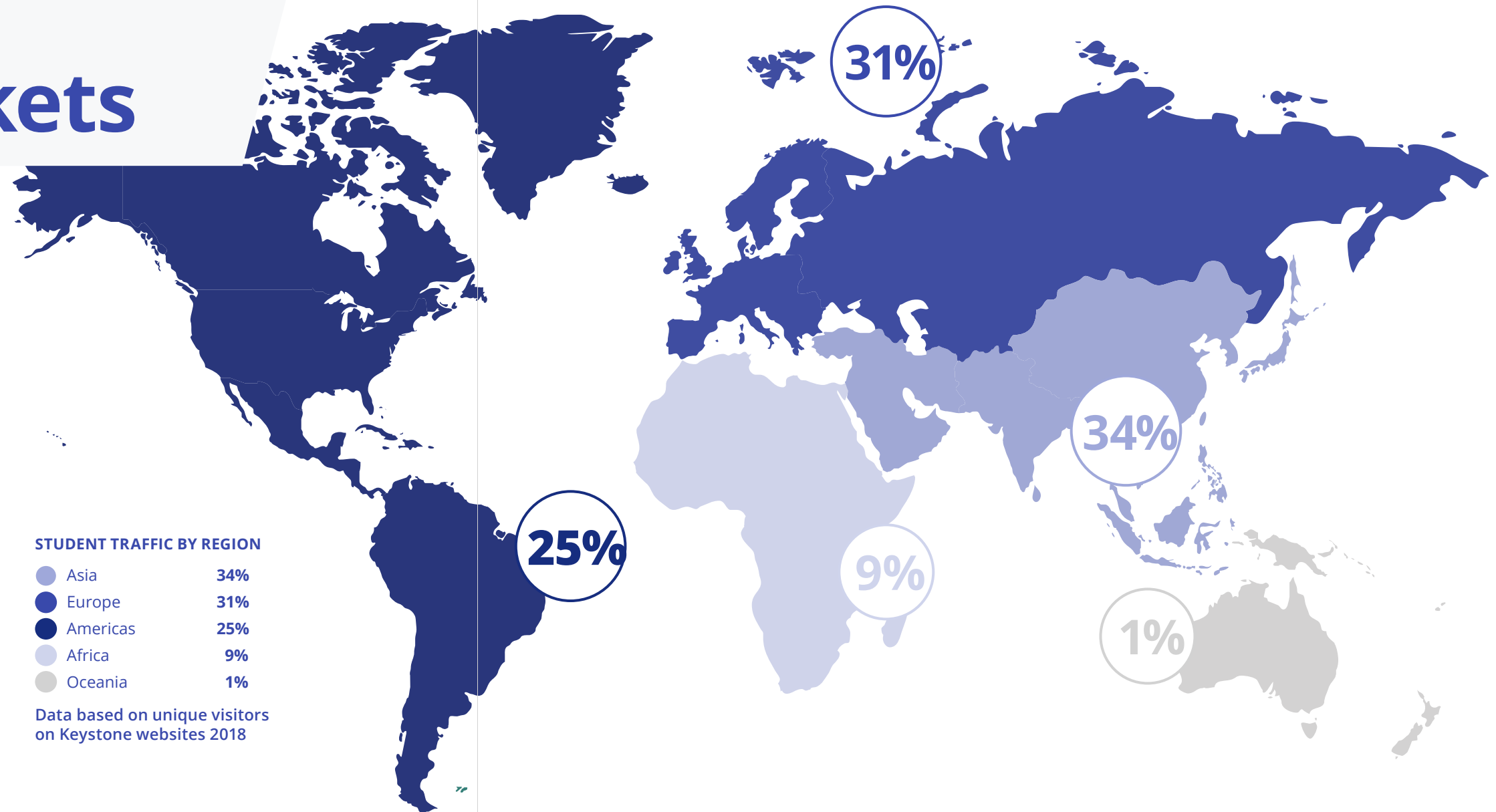
Reach Your Target Markets

REACH YOUR MARKETING GOALS

Over 54 million students visit our websites each year, ensuring global exposure for your programs.

Whether you want to increase visibility in your target regions or expand into new student markets, listing your programs with Keystone gives you the reach and tools to meet your recruitment goals.

Discover the students who are the best fit for your programs with Keystone.



All Your Marketing in One Place

NEVER LOSE TRACK OF A STUDENT ENQUIRY AGAIN



YOUR WEBSITE

SOCIAL MEDIA

STUDENT FAIRS

Keeping track of your marketing activity can be quite a challenge, especially if you are using multiple marketing applications and channels.

Our marketing automation software is designed to bring all your marketing together into one place. Consolidating your leads from all your sources, no matter where they come from.

Whether you want to collect your leads from your own website, social media, or even from student fairs, we will feed your leads straight into our software.

Never lose track of an enquiry again – with Keystone, you’re in control.

Powerful analytics

STAY UP TO DATE AND SAVE VALUABLE TIME

Handling your marketing data is easy with Keystone. Our software automatically compiles key traffic analytics and demographic information into a user-friendly dashboard, providing a clear overview of your marketing. Use this data to learn more about your student audience and build custom data reports to share with your colleagues.



Program	Impressions	CTR	Clicks	CR	Student Leads
Master of Architecture (M. Arch I)	8550	1,8%	158	8%	12
Master of Science in Applied Mathematics	485	2,5%	12	67%	8
Master of Chemical Engineering	1762	1,8%	32	97%	31
Master of Science in Electrical Engineering	774	3,7%	29	100%	38
Master of Information Technology	1443	9,1%	132	3%	4
Master of Science in Mechanical Engineering	2277	4,2%	96	41%	39
Average	2599	3,9%	77	52,5%	22
School Profile Page Sum	15 591		531		132

Student Communication Made Easy

SAVE HOURS EVERY DAY

Easily communicate with all your student leads and keep track of communication with Keystone. Our marketing automation software helps you manage your incoming student enquiries with ease.

Available in 17 languages, our software displays the most important lead information right at your fingertips. Stay focused and clear of clutter with a clean and minimalistic overview of your leads and their contact information.

YOUR BENEFITS

- ✓ Available in 17 languages
- ✓ Unlimited users
- ✓ Easily create reports and templates
- ✓ Instant setup and zero training
- ✓ Fewer emails in inbox
- ✓ Cloud-based - on any device
- ✓ Improved communication efficiency

CHAT DIRECTLY WITH POTENTIAL STUDENTS

The screenshot displays the Keystone chat interface for a potential student, Jane Andersson. At the top, Jane's profile is shown with her name, age (28), gender (Female), and a verified phone number (+358 500 865 926). Her location is Oulu, Finland, and her local time is 08:32 am. Below this, the chat history is visible, showing three messages sent from the university to Jane. The first message, dated August 23, 09:28, informs her of the start date for the Master in Nanotechnology (September 1). The second message, dated August 25, 09:28, states the cost of the program (10,000 EUR per year). The third message, dated August 30, 19:29, lists the required documents for application: Application form, Passport Copy, IELTS Certificate, Bachelor Transcripts, and Letter of Recommendation, with a deadline of September 1. On the right side of the interface, there is a sidebar with 'Actions' (three icons), a list of filters (Has a Bachelor Degree, Wants to start in 6-12 months, Relevant background), a detailed profile section for Jane (Gender: Female, Date of birth: 22.05.1990, E-mail: ks-harju@gmail.com, Phone: +358 500 865 926, Country: Finland, Province: Oulun lääni, City: Oulu, Nationality: Finland, Last study place: Finland, Date received: 17.09.2018), a section for 'Verified social media accounts' (Facebook, Twitter, Instagram), and a 'Comments' section with a note to call Jane next week to help her with her application.

Actions [Icons]

- ✓ Has a Bachelor Degree
- ✓ Wants to start in 6-12 months
- ✓ Relevant background

Profile Information:

- Gender: Female
- Date of birth: 22.05.1990
- E-mail: ks-harju@gmail.com
- Phone: +358 500 865 926
- Country: Finland
- Province: Oulun lääni
- City: Oulu
- Nationality: Finland
- Last study place: Finland
- Date received: 17.09.2018

Verified social media accounts:

- Facebook
- Twitter
- Instagram

Comments:

Call Jane next week to help her with submitting her application.

Save comment

Your Student Leads Answered Automatically

The way we communicate today has evolved significantly as a result of rapid technological change. In student recruitment, when a few days without a response would be considered normal only a few years ago, today's students value real-time communication and rapid responsiveness when communicating with prospective schools.

ENGAGE is designed to provide automatic, personalized answers to your student enquiries,

24/7, regardless of time zones. Our software will correspond with your students for you until you decide it's time to take over and bring in that human touch.

DID YOU KNOW?

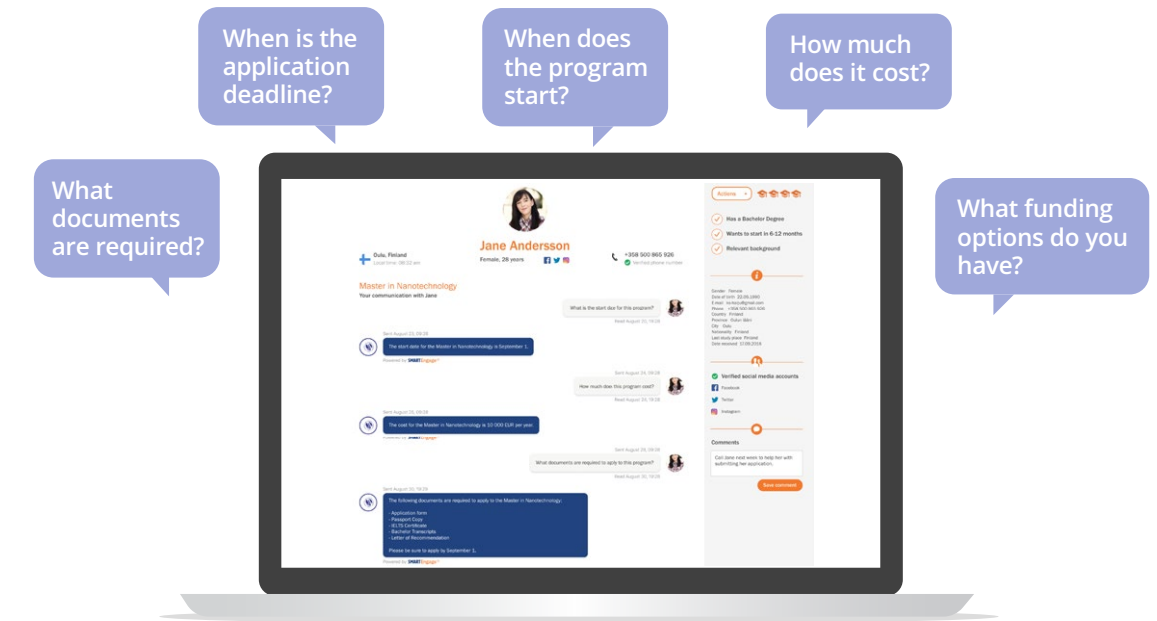
Today's generation of students are digital natives, born into an era of technology. They have an average attention span of only eight seconds.

YOUR BENEFITS

- ✓ 24/7 instant communication
- ✓ Fully personalized responses
- ✓ Increased lead interaction
- ✓ Save 50% of your admin time
- ✓ Available in 17 languages
- ✓ Easy to use, clean interface
- ✓ Reduce your costs

Engage

INSTANT PERSONALIZED COMMUNICATION



"As a small team, we're often overwhelmed by student queries and the automation of this system has helped support our communication with prospective students. The team at Keystone Academic have been so helpful to us and we would strongly recommend the system to any education provider."

Celeste Good, Head of Digital Marketing/Admissions
Condé Nast College of Fashion & Design, United Kingdom

CONDÉ NAST
COLLEGE of
FASHION
& DESIGN

Find Your Best Students in Seconds

PROSPECT helps you to automatically qualify, filter and sort all your student enquiries, making lead management easy.

WITH PROSPECT YOU CAN EASILY:

- Create customized filters and scores that will automatically rank and score your student leads as they come in!
- Filter and sort your student leads automatically with our easy-to-use software.

- Assign leads to specific team members based on location and add comments to help keep everyone stay up to date.
- Free up time to focus on the students that are most important to you right now.

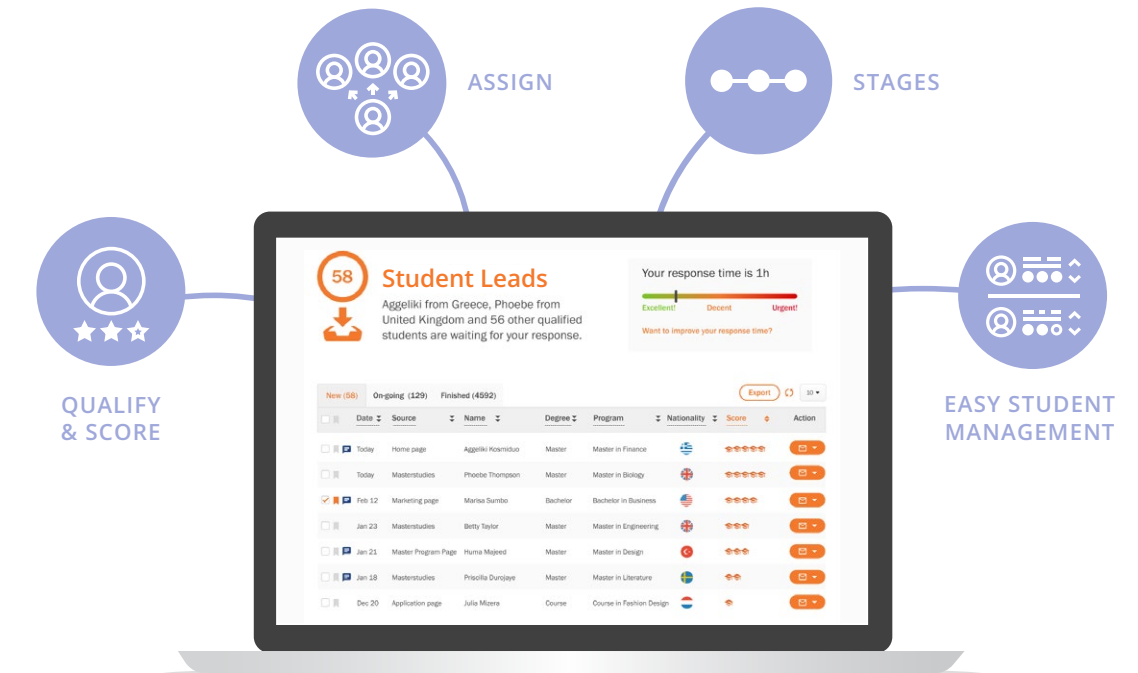
"I think Keystone is the best platform for managing leads for any educational institute. I'm very happy with Keystone Academic Solutions. It is a very practical tool for collection enquiries from our website. It has completely replaced our old manual enquiry system. ENGAGE ensures that our future students are responded to in a timely manner. Last but not least, PROSPECT is truly useful for helping us filter through enquiries to ensure we are there to help the students. It's very good with assigning leads to different campuses ensuring they get the up-to-date information right from the start."

Sara Maarouf, Head of Communication & Admissions
SIST Morocco



Prospect

FIND YOUR BEST STUDENT PROSPECTS IN SECONDS



YOUR BENEFITS

- ✓ Reduce your workload
- ✓ Automatically manage leads
- ✓ Save hours every week
- ✓ Full transparency
- ✓ More efficient lead management
- ✓ Segment leads by region or country
- ✓ Easy to customize
- ✓ Automatic lead assignment

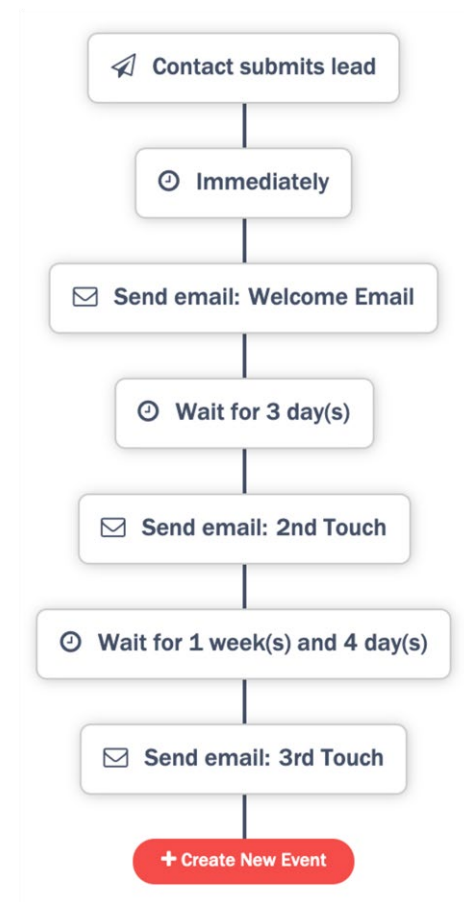
Enhance Your Lead Nurturing

Workflows helps you to automatically create a series of nurturing emails to guide students through vital stages of their journey from interest to application.

Improve your conversion and student engagement by engaging with students at important times during their process. Help them make their way through the enrollment funnel.

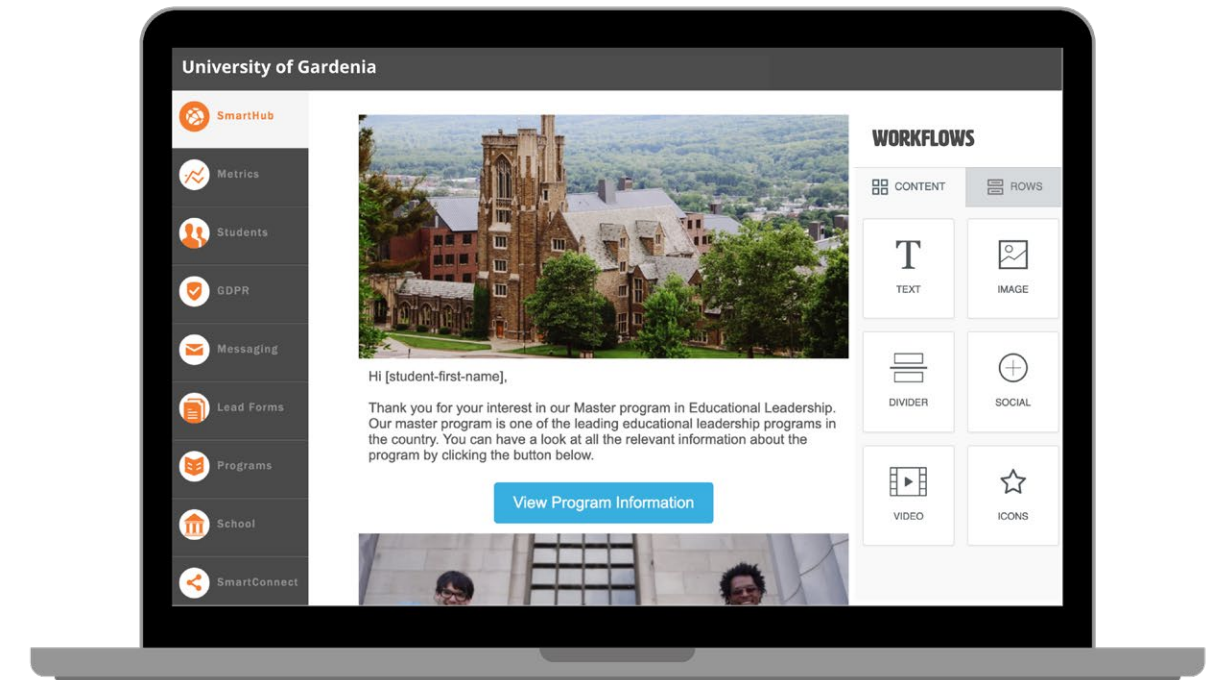
WITH WORKKLOWS YOU CAN:

- Quickly create a range of email templates with our drag and drop editor.
- Add personalization to your automatic emails using dynamic tagging.
- Select when you want emails to be sent, anytime from the moment the lead has first sent a request for information.



Workflows

AUTOMATED EMAIL LEAD NURTURING



YOUR BENEFITS

- ✓ Improve your brand awareness
- ✓ Boost the frequency of your reach
- ✓ Save time and reduce workload
- ✓ Increase student engagement
- ✓ Ensure all leads are nurtured
- ✓ Quick email creation with drag and drop
- ✓ Increase open rates by adding personalization to automated emails

Student Recruitment Made Easy

Recruit is our in-house service offering advanced lead nurturing and student recruitment services. We help you find the right candidates for your institution and programs!

Our team of student recruitment specialists will help improve your lead to enrollment conversion by directly calling, messaging and nurturing your prospective student leads.

All of our specialists have been handpicked for their first-hand knowledge and experience as previous international students, bringing an edge to their communication with leads.

With Recruit, we help guide your student leads through the journey to application, customizing our services to suit your unique communication and student recruitment processes.

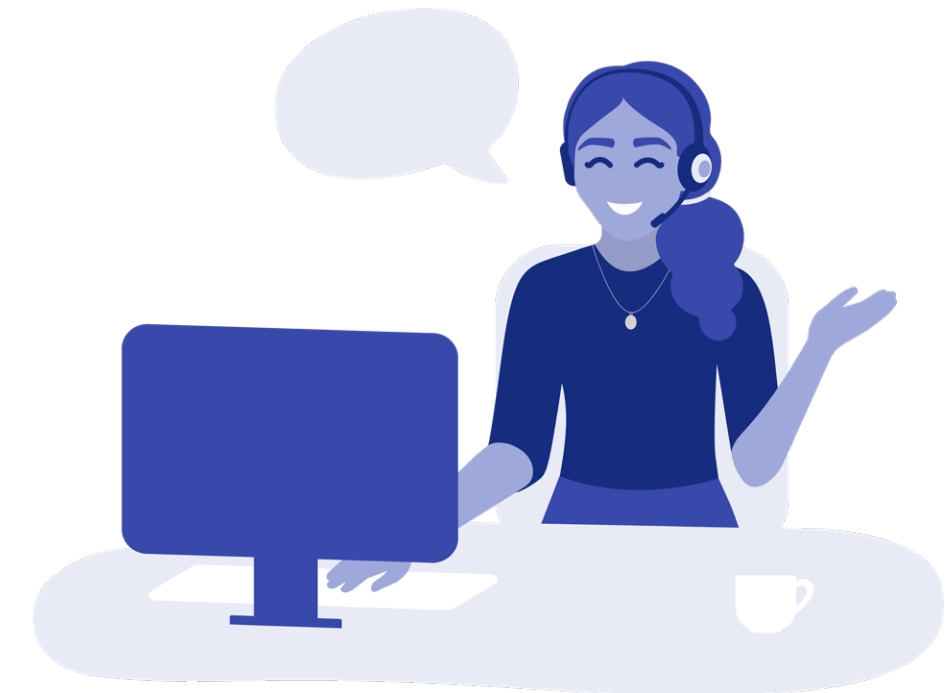
"Keystone provided us with detailed support for our advertising campaign, offering filtering and targeting of potential applicants by location and educational profile. Thanks to SmartHub, we could interact and stay in contact with potential applicants while also monitoring their background and region to help evaluate our advertising strategy. Keystone has enabled us to build up a strong base of students, help us to achieve a higher volume of quality applications than in previous years."

Dr Markus M Hohle
Graduate School of Quantitative Biosciences Munich
Ludwig Maximilian University of Munich



Keystone Recruit

WE HELP YOU FIND THE BEST CANDIDATES FOR YOUR PROGRAMS!



OUR SPECIALISTS WILL

- ✓ We nurture leads from any source
- ✓ Includes calls, emails and messages
- ✓ In-depth onboarding services
- ✓ Promote your institution/programs
- ✓ Qualify based upon your criteria
- ✓ Schedule meetings with your team
- ✓ Flag high-interest student leads
- ✓ Provide weekly calling reports

Easy Integration

SEAMLESS INTEGRATION WITH 1500+ CRMS

Integrating your CRM with our marketing has never been easier. We currently offer seamless integration with 1500+ systems, utilizing methods like XML, Rest API, CSV/SFTP, Zapier Integromat, and more.

Your leads will be delivered straight to your CRM upon completion of integration, saving your team hours every week. Let our Customer Support and Success teams guide you through

the entire process. They will be behind you every step of the way, ready to offer guidance and technical assistance throughout all stages.

IS MY SYSTEM COMPATIBLE?

If you are not sure if your system is compatible, let us know. We have extensive integration experience, with plenty of methods available to connect your system. Just ask our friendly team!

"We signed up with Keystone based on their excellent search positioning and high quality user interface, and are very happy with our profile. The team at Keystone have been fantastic to work with, making integration very easy. The resulting number of inquiries has been at least as high as we hoped. Thanks, Keystone!"

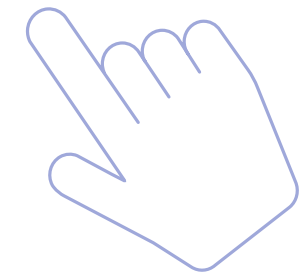
Daniel Casten, Director of International Affairs
VSB - Technical University of Ostrava, Czech Republic



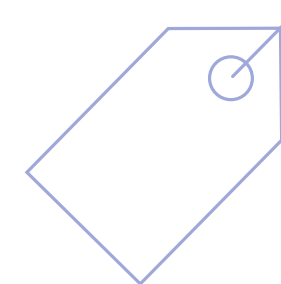
Schools using Keystone with their CRM complete **7X more** of their daily tasks



No coding needed



Easy to use

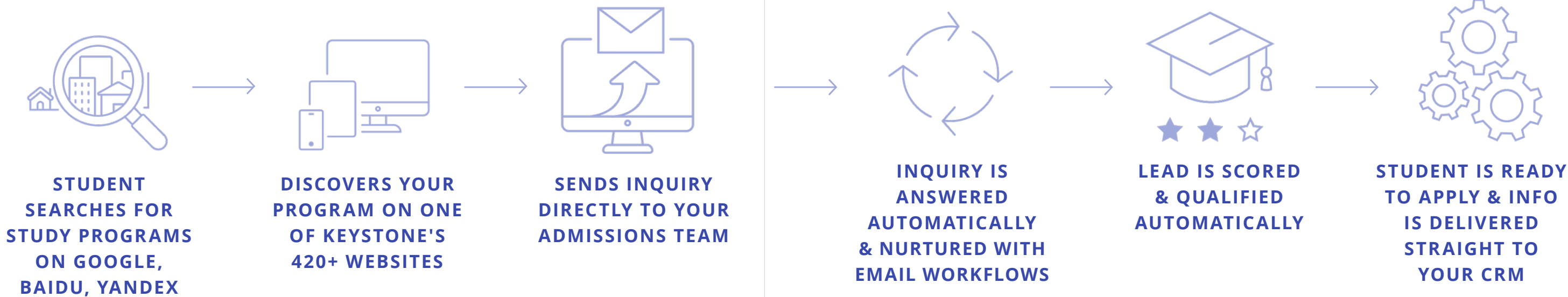


No additional costs



Highly efficient

The Student Journey with Keystone



"I have been very satisfied with the results provided by Keystone. Their portal is easy to use and ensures that we are able to respond quickly to potential applicants. Most importantly, we have received leads that have converted to students in our classroom. They have always been able to provide a lot of support from everything to integration with our CRM, improving the content of our standard replies and program profiles as well as making sure we got the most out of their powerful

tools on the back-end side of their system. I would recommend listing programs [with Keystone] to any institution that wants to get measurable results and interaction with potential applicants."

Michael Oppenheimer, Director of International Student Recruitment
Dalarna University, Sweden



Select Your Customized Package

Keystone Academic Solutions provides you with marketing automation software designed to help you improve your outreach, consolidate your marketing, and successfully nurture all of your student leads through the recruitment funnel using the power of automation.

TAILORED TO YOUR NEEDS

Our software packages are custom-built to ensure that your needs are met. From smaller institutions to larger universities, we have an option ready for you.

Let us help you to create a bespoke package tailored to your budget and unique needs today.

Select from one of our Starter, Premium or Ultimate packages, based upon the number of programs you wish to promote.

Upgrade to PRO for full access to our powerful marketing automation tools.

WANT TO GO FURTHER?

We also offer a range of marketing and branding upgrades. Check them out in the next section, page 28.

Starter	Premium	Ultimate
UP TO 6 PROGRAMS	UP TO 20 PROGRAMS	UP TO 40 PROGRAMS
<div><div>✓ Visibility in 40+ languages</div><div>✓ Local and Global Reach</div><div>✓ Unlimited Student Enquiries</div><div>✓ Lead Integration</div><div>✗ Real-time Metrics & Reporting (Updated every 24h)</div></div>	<div><div>✓ Visibility in 40+ languages</div><div>✓ Local and Global Reach</div><div>✓ Unlimited Student Enquiries</div><div>✓ Lead Integration</div><div>✓ Real-time Metrics & Reporting</div></div>	<div><div>✓ Visibility in 40+ languages</div><div>✓ Local and Global Reach</div><div>✓ Unlimited Student Enquiries</div><div>✓ Lead Integration</div><div>✓ Real-time Metrics & Reporting</div></div>
PRO INCLUDED	PRO INCLUDED	PRO INCLUDED
<div><div>PRO GETS MORE DONE FOR YOU</div><div>All packages include SmartHub Pro, giving you direct access to our powerful marketing automation software.</div></div>	<div><div>Engage</div><div>✓ Instant, personalized Student Communication</div></div>	<div><div>Prospect</div><div>✓ Automatic Lead Scoring & Qualification</div></div>

Quality Upgrades



GEO TARGETING

Increase visibility in your target countries

Geo-targeting will maximize the visibility of your school and programs to students in your chosen countries across Keystone's global domains, leading to more potential impressions, clicks, and student enquiries.



HIGHLIGHT

Global media exposure for your school

Our Highlight gives you the opportunity to further build your brand with a professionally written publication about a trending higher ed topic featuring your school. The piece is featured on the front pages of Keystone's websites, visited by over 6 million students monthly, and shared on our social media.



TRAFFIC BOOSTER

Increase your global visibility

Our Traffic Booster will increase the visibility of your school and programs on Keystone's global domains, leading to more potential impressions, clicks, and student enquiries.



DIRECT EMAIL MARKETING

Reach your key audience with targeted student emails

Get access to the market's most accurate student database and promote your school, programs, scholarships and events. We offer one of the highest response rates available in the industry. Never use a generic database again!



SOCIAL MEDIA

Reach our students directly on social media

Whether you want to give your promotion that extra edge, announce something new or promote a special event, our social media posts will help you to get your message out there. Excellent for building brand awareness to an audience of over 500,000 active student followers.

Why choose Keystone?



ALL-INCLUSIVE PRICING

Our pricing is all-inclusive, meaning total costs are calculated into the total price of our packages. You won't need to anticipate any future budgets changes, top up your account or adjust your spending when working with us. It is all part of the package price.



UNLIMITED IMPRESSIONS, CLICKS & STUDENT LEADS

Our software packages include global visibility as a standard. We ensure that your programs will be visible in over 33 languages and will never stop a student from sending through an enquiry if they want to get in touch with you. No caps or limits whatsoever, just a direct connection to your next intake of students.



TAILORED TO YOUR NEEDS

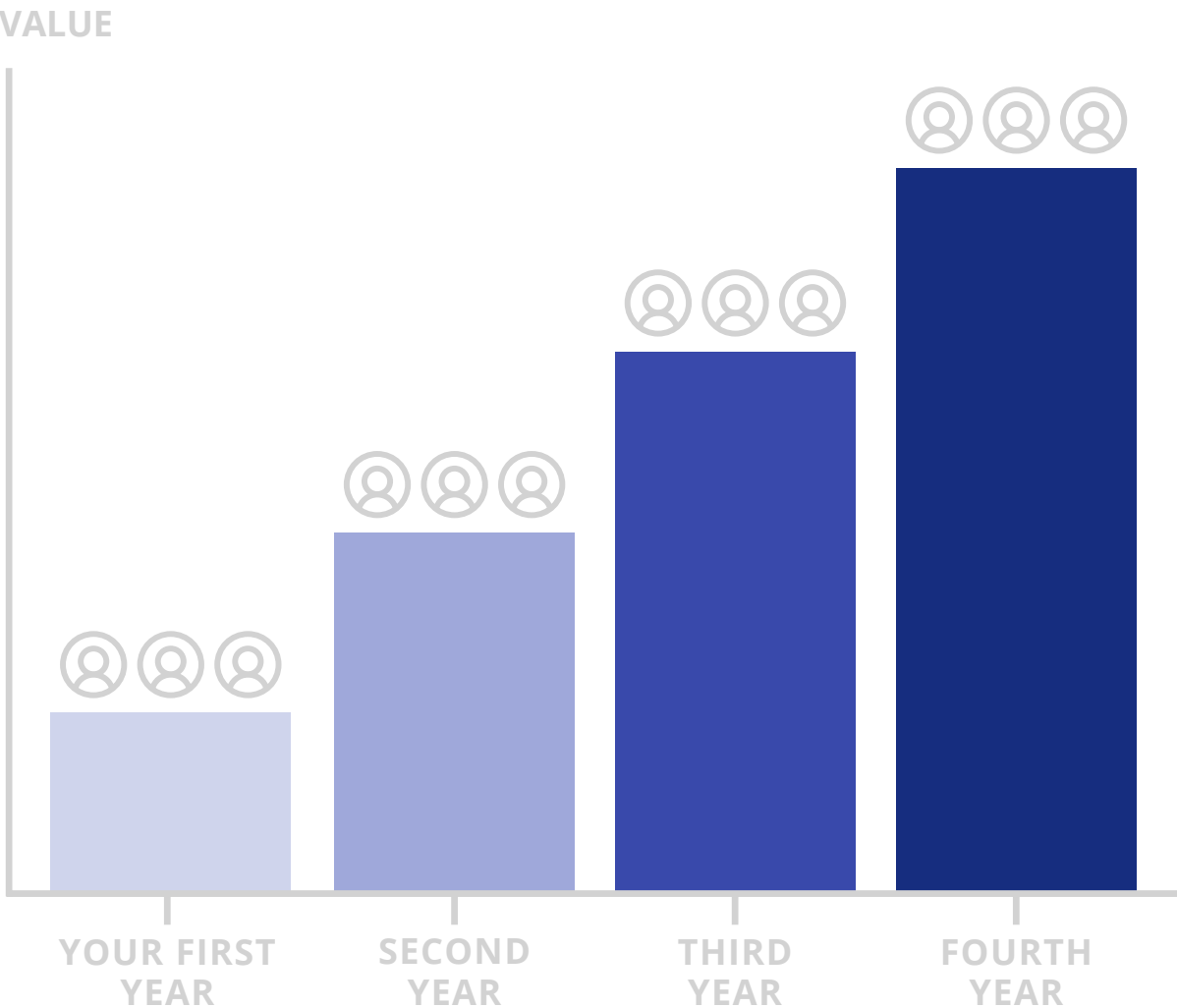
Whether you want to promote a small number of programs or want assistance with the automation of your student marketing — our software packages are fully customizable. Speak to our team and we will help you to tailor something special to meet your needs.



REDUCE YOUR MANUAL WORKLOAD BY UP TO 70%

Keystone's marketing automation software makes it easy for you to effectively nurture and communicate with a large volume of student leads. With 17 language supported, our software will help you to significantly improve your workday using the power of automation. Save hours every week!

The longer you work with us, the better your success rate becomes.



Our Customers Say...



"Keystone has provided USF tremendous outreach to international markets that have been previously difficult to reach. In our first year campaign with Keystone, we were excited to receive a significant number of applications from Keystone. The internal interface and traffic reports for university administrators stands well above other lead generation providers."

Mark Landerghini, Director of Graduate Admission Arts and Sciences,
University of San Francisco



"We strive to work within our budget, and having Keystone allows us to target populations that we can't reach in person. Many of our international prospects come via Keystone, and have resulted in applications to our graduate programs. It's very easy to use the dashboard to analyze data, and to import prospects into our CRM. We are then able to target specific communications based on the prospect information."

Lisa Curry, Assistant Director of Graduate Admissions
Elliott School of International Affairs- GWU USA



"We have been using Keystone for the past 2 years and have been very pleased with the results. Every month it generates key leads for us, each lead providing a level of detail that lets us be strategic in our follow-up activity. We have come to rely on Keystone as our largest and most effective lead generator outside the United States."

David Singer, Director of Communications & Marketing
Albany Law School



"Keystone has enabled us to cost-effectively reach our target markets with subject-specific content. Our account manager has been consistently helpful and supportive and has always been able to quickly answer any questions or resolve any problems we've had regarding the University's profiles on Keystone."

Nathan Crouch, International Marketing Officer
University of Kent, UK



"For Bath Spa University, no marketing campaign will be entered without a proved return on investment and Keystone has delivered it. Having worked with a number of other lead generation products I have found Keystone to be the most superior product on the market. The portal gives you more than information, it gives you intelligence and the leads generated have proved to be relevant, up-to-date and well qualified."

Nancy Donna Cooke, Director of International Recruitment
Bath Spa University, UK



"We are very happy with Keystone Academic and we have received a lot of exposure in our key markets including the US and Europe. Thanks to Keystone we were able to enroll 6 students for our 2016 summer photography courses."

Lucija Hvrat, Course Coordinator
Istituto Italiano di Fotografia, Italy



KEYSTONE

EDUCATION GROUP

Keystone Academic Solutions

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EFMD
Corporate
Member