



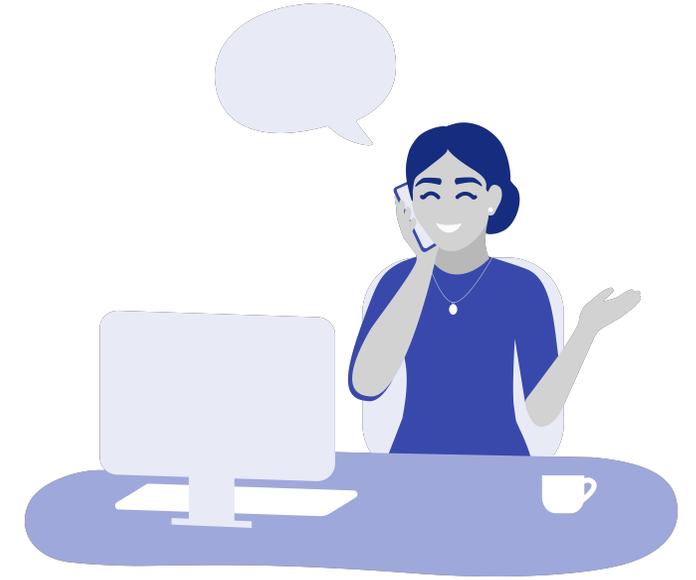
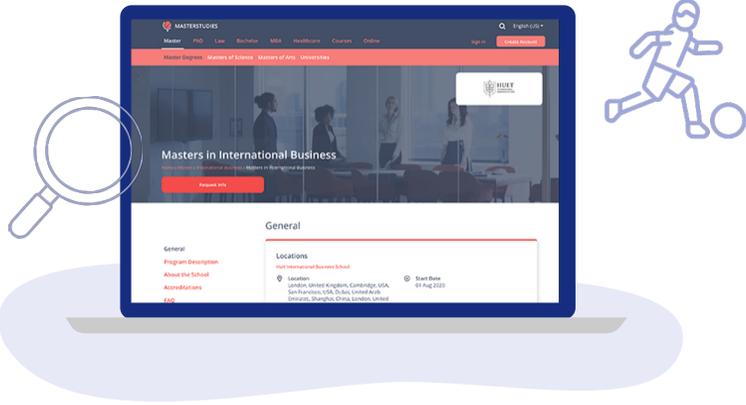
# Keystone Education Group

UNDERGRADUATE STUDENT RECRUITMENT

*USA & Canada 2022*



# Student Recruitment With Keystone



## Search & Discovery

Student Marketing Websites & Sports Network

## Communication & Nurturing

SmartHub Marketing Automation Software

## Application & Enrollment

Student Conversion Services (incl. Apply)

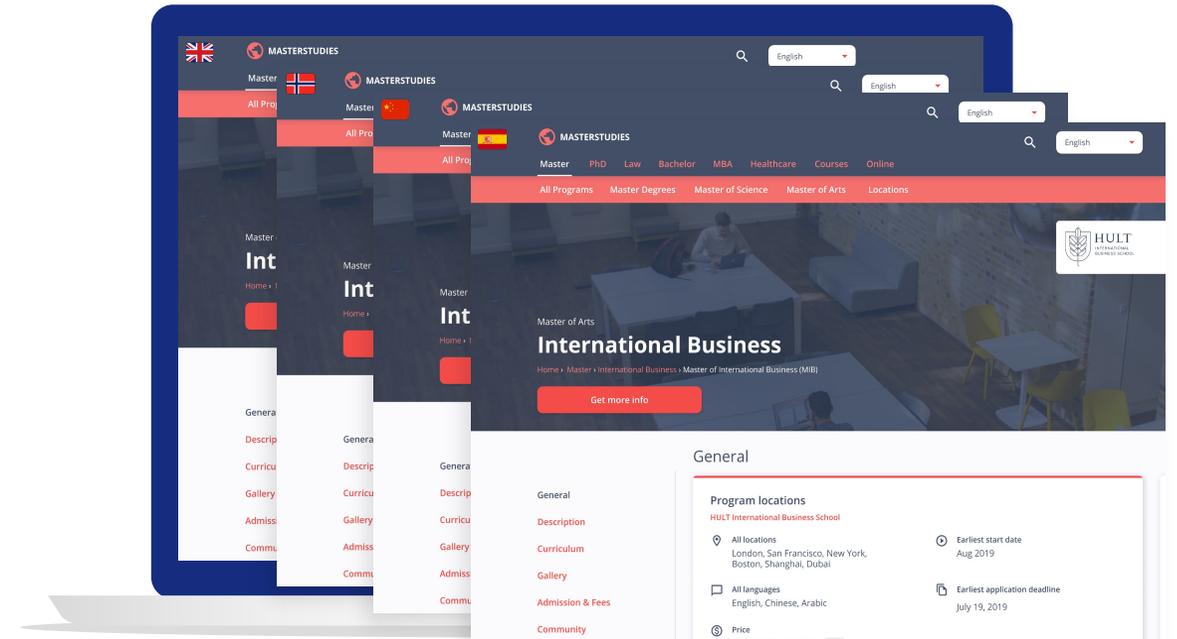
# Promote Your Undergraduate Majors

## ONLINE PROMOTION & LEAD GENERATION

- ✓ Promotional listing across our 420+ websites
- ✓ Visibility in 33+ languages
- ✓ Local and global reach
- ✓ Unlimited student inquiries
- ✓ Lead Integration with your CRM

## SMARTHUB MARKETING PLATFORM

- ✓ Unparalleled traffic analytics and demographics
- ✓ Consolidate all your student leads into one place
- ✓ Hassle-free student communication
- ✓ Easy export of student data & CRM integration available



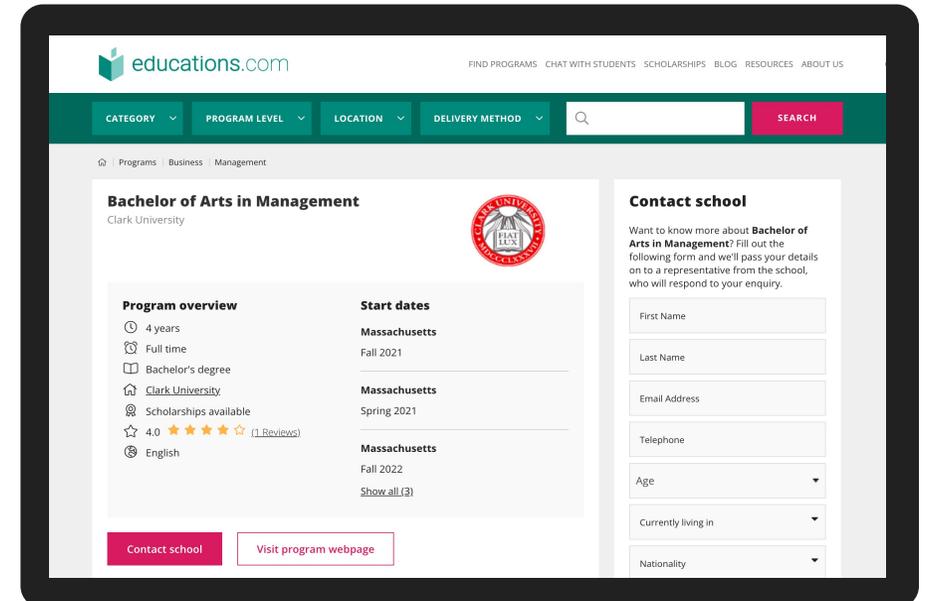
*Carefully branded and optimized pages in 33+ languages*

# Want Even More Visibility?

EXPAND YOUR STUDENT REACH WITH EDUCATIONS.COM

# 10 Million STUDENTS EVERY YEAR

- ✓ Enhance your global brand awareness
- ✓ Available in 7 languages
- ✓ Integrates with UniBuddy Student Platform



# SMARTHub

## BONUS WITH ALL UNDERGRADUATE RECRUITMENT PACKAGES

- ✓ Automated student communication & lead management.
- ✓ Reduce repetitive admin tasks overnight.
- ✓ Save hours every week – let our software handle it all.

## SMARTHUB INCLUDES:

**Connect**

ALL YOUR STUDENT  
LEADS IN ONE PLACE

**Engage**

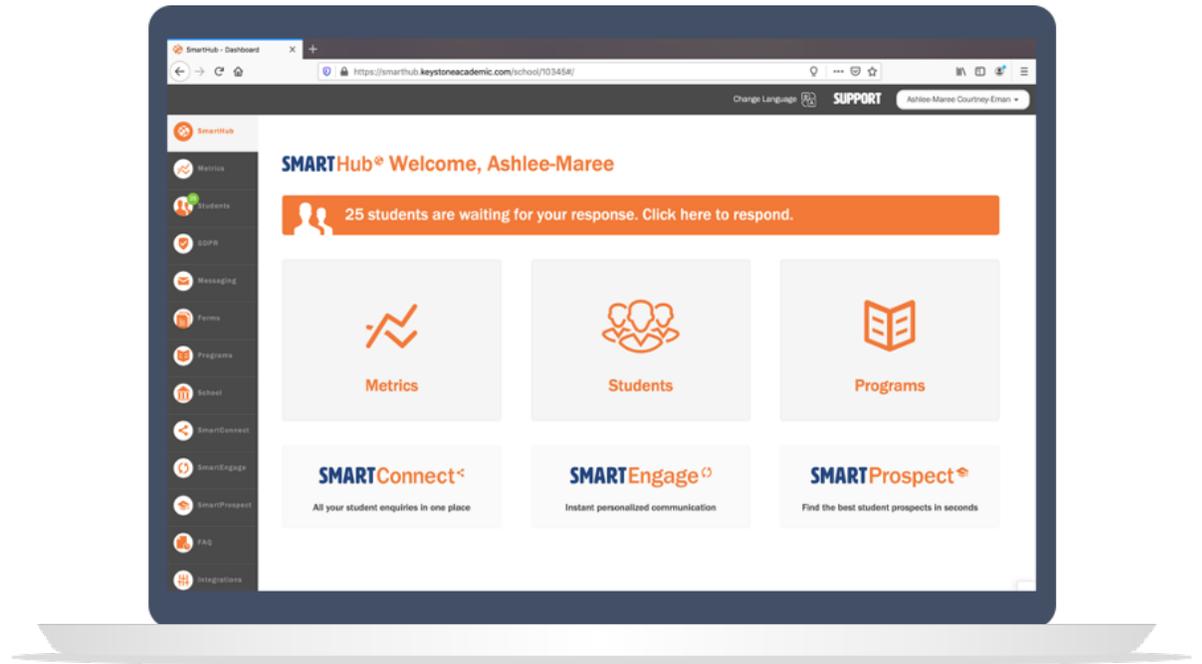
INSTANT, PERSONALIZED  
COMMUNICATION

**Prospect**

AUTOMATIC LEAD SCORING  
& QUALIFICATION

**Workflows**

AUTOMATED EMAIL  
LEAD NURTURING



Used by 20,000 higher education professionals.

# Keystone Sports

Find the ideal student-athletes for your programs

Connect with our network of sports agents to optimize your recruitment of international student athletes.

## KEYSTONE SPORTS NETWORK INCLUDES:

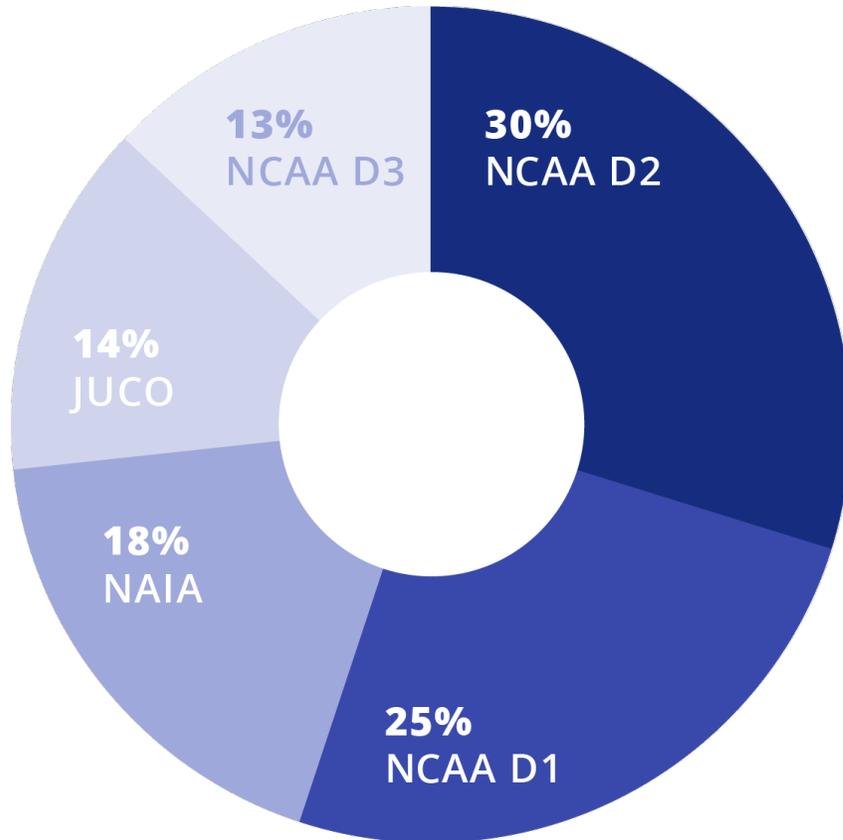
- ✓ Free advice for your sports coaches
- ✓ Get on the radar of thousands of international student-athletes via our network
- ✓ Additional exposure to student athletes on the ground in Scandinavia, UK, Germany, Ireland, Austria, Switzerland and Spain
- ✓ Free sign-up to 'Alliance Athletes' app (available in App store and Google Play)





# Keystone Sports

## STUDENT-ATHLETE PROFILES 20/21



Students Recruited in 2020/21, by Collegiate Division



Most Students Recruited in 2020/21, by Nationality

# Meet Our Sports Recruitment Experts

WE CONNECT YOU WITH TALENTED STUDENT-ATHLETES

Over 6,700 students successfully  
matched with US institutions



## SCANDINAVIA, UK & IRELAND - COLLEGE SCHOLARSHIPS USA (CSUSA)

CSUSA is vastly experienced and has assisted 2,300+ student-athletes, from 30 countries, obtain scholarships in the US since being formed in 2007.



## SPAIN - AGM EDUCATION (AGM)

Has changed the lives of more than 2,600 student-athletes since 2004.



## GERMANY, AUSTRIA, SWITZERLAND - SPORT-SCHOLARSHIPS GMBH

More than 20 years of experience with both US college sports and the US educational system.

# Keystone Apply

Let our in-house recruitment experts nurture your Keystone leads

- ✓ Our team will call, email and message your **student leads**
- ✓ Cost effective way to ensure your leads are qualified and nurtured
- ✓ Increased level of student engagement
- ✓ Maximize enrollment potential
- ✓ **Handover to you when application is complete!**

**6.2%**

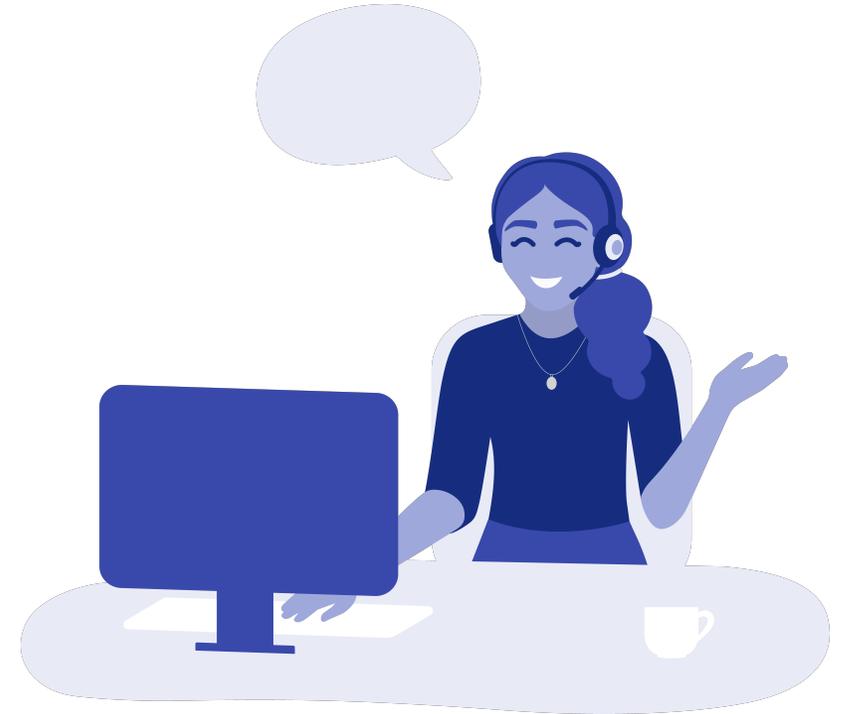
average conversion rate from enquiry to complete application

**18**

languages represented across our team of international student recruiters

**33%**

average student communication pick-up rate





**KEYSTONE**  
EDUCATION GROUP