



THE INTERNATIONAL EDUCATION MARKETPLACE

On Boarding applywave

Applywave is Powered by AIRC Certified Agency, Ustudy Global
New Partners / Renewed Agreements



Signing a Partnership Agreement / Renewing Contracts

- Review terms, conditions, and commission rates
- Approve the use of logos and trademarks



Reviewing IEM Process

- Confirm school's application process and admission processing time
- Verify admission requirements and documents



Implementing Data & Flows

- Collecting marketing materials and extracting school's information
- Enabling admin dashboard and real-time statistics



Activating School Profile

- On-boarding meeting
- Staff training

Optional Positioning

BANNER



ICON



EMOJI's



Turnkey Student Recruitment Packages

With our turnkey packages you will gain an immediate impact and exposure in targeted regions. Using cutting-edge technology, captivating marketing, and professional human touch, we will boost efficiency, diversity, and enrollments from any region!

Latin America Package



Africa Package



Middle East Package



Eurasia Package



Core Benefits

Turnkey: Our ad packages are ready made, requiring minimal time, effort, or investment from you to obtain maximum results.

Qualified Leads: All leads that come in will be screened and vetted before being submitted to your admissions team.

Rapid Deployment: From the moment you place your order, campaigns can be live and sending you qualified prospects in as little as five business days.

Transparency: Keep up to date on the campaign progress in your dashboard, with reports on traffic increases and inquiries generated for your school.

HOW IT WORKS

Unique turnkey campaigns reach qualified parents & students in any region(s) of choice, driving qualified inquiries to your school's profile on Applywave.

WHAT IS INCLUDED

All Ad Text
Key Messaging
Visual Collateral
Keyword Research
Audience Interest Research
Daily Optimization

HOW TO GET STARTED

Pick a package based on needs and available advertising budget.
Our team will prepare and manage your campaign from start to completion.

Marketing Package

SILVER

 **3 MONTHS**

Marketing

Google Ads
Facebook
Instagram
Analytics Reports

Applywave Positioning

'Best Value' Banner
3 Emoji's

Recruiting

Leads Qualification
Screening & Vetting

Tracking

Admin Dashboard
Performance Reports
Real-Time Statistics

GOLD

 **6 MONTHS**

Marketing

Google Ads
Facebook
Instagram
Analytics Reports
Monthly Email Campaigns

Applywave Positioning

'Featured School' Banner
5 Emoji's
1 Blog

Recruiting

Leads Qualification
Screening & Vetting
Agent Webinar

Tracking

Admin Dashboard
Performance Reports
Real-Time Statistics

PLATINUM

 **12 MONTHS**

GOLD Package Plus:

Assess your admissions processes from prospecting to enrollment. Leverage AIRC's IEM best practices and industry knowledge, to more effectively engage and yield international students

Develop and refine your international student recruitment strategy

Leverage data and business intelligence effectively for content development, website optimization, and new market evaluation



Exclusive North America Package

SILVER

 **3 MONTHS**

Marketing

Google Ads
Facebook
Instagram
Analytics Reports

Applywave Positioning

'Best Value' Banner
3 Emoji's

Recruiting

Leads Qualification
Screening & Vetting

Tracking

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Marketing

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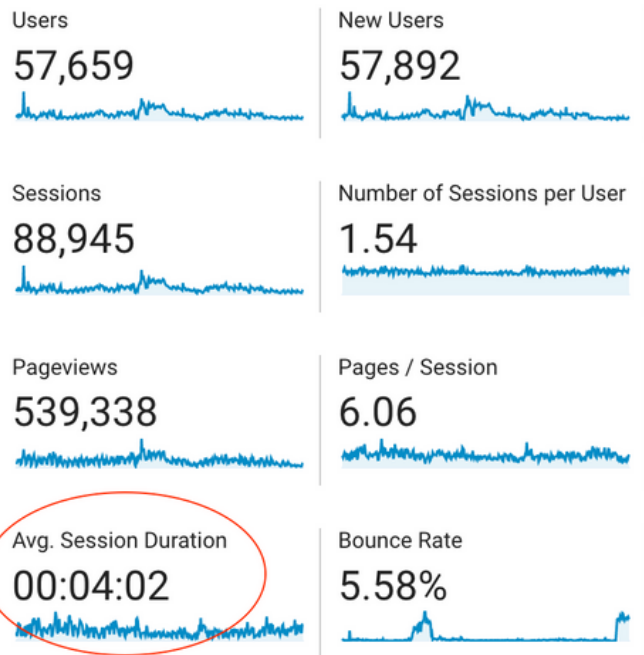
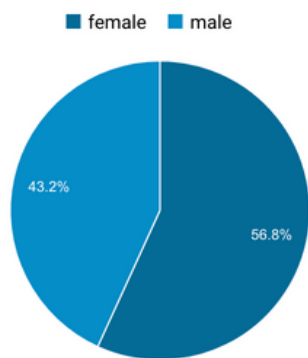
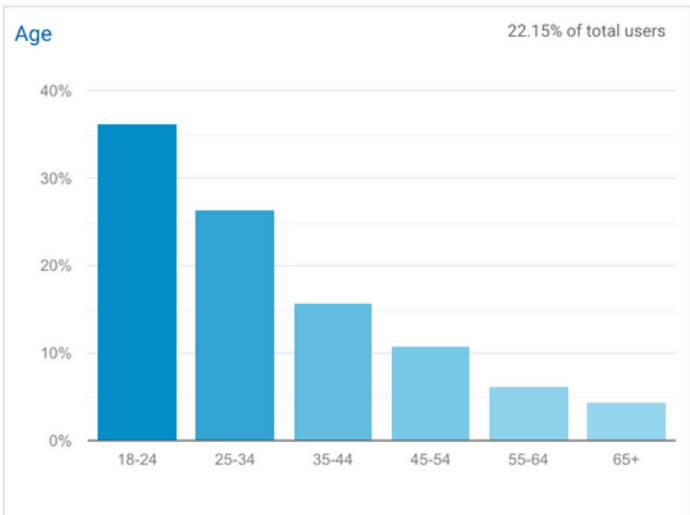
Develop and refine your international student recruitment strategy

Leverage data and business intelligence effectively for content development, website optimization, and new market evaluation

The North America package is specifically tailored for institutions and education providers based outside of North America, with the objective to recruit American and Canadian students.



Demographics



1.	Mexico	7,156 (12.21%)
2.	Colombia	6,599 (11.26%)
3.	United States	5,782 (9.87%)
4.	Argentina	3,400 (5.80%)
5.	Peru	3,026 (5.17%)
6.	Panama	2,708 (4.62%)
7.	Costa Rica	2,689 (4.59%)
8.	Kenya	2,578 (4.40%)
9.	Chile	1,894 (3.23%)
10.	Israel	1,611 (2.75%)
11.	Nigeria	1,241 (2.12%)
12.	Honduras	1,198 (2.04%)
13.	India	1,158 (1.98%)
14.	Czechia	1,071 (1.83%)
15.	Seychelles	1,001 (1.71%)
16.	Canada	734 (1.25%)
17.	South Africa	691 (1.18%)
18.	United Kingdom	570 (0.97%)
19.	Bangladesh	566 (0.97%)
20.	Pakistan	555 (0.95%)

1.	mobile	41,756 (71.88%)
2.	desktop	15,878 (27.33%)
3.	tablet	459 (0.79%)