



Digital Marketing Campaigns

Benefit from the global reach
of **The Student World** social channels

FPP

S The
Student
World

FPP.WORLD

What are Digital Marketing campaigns?

In a fast-moving world, it can be hard to keep up. Through our student facing brand, **The Student World**, we can help you stay front of mind and reach new audiences with a strategy that covers major social media bases.

Campaigns on social media are the fuel of your marketing efforts: a burst of energy to the right demographics, delivering a boost to your brand reputation and awareness.



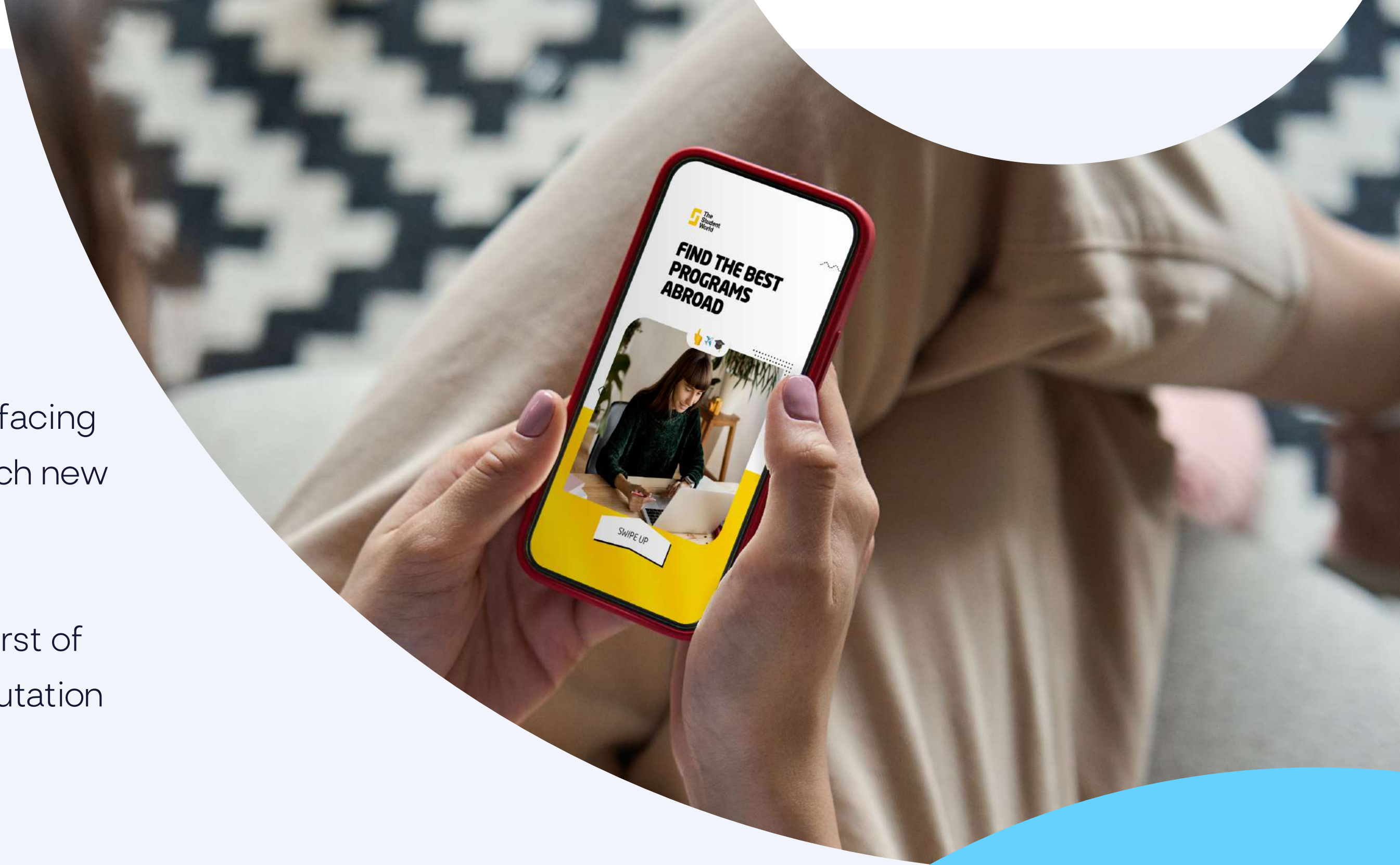
A series of coordinated activities on social media aimed at achieving a specific goal over a set period of time.



Campaigns can be limited to a single network, or take place across multiple social media platforms and reach multiple markets.



Outcomes are tracked and measured for actionable insight and to inform future strategy.



By creating engaging posts, and setting appropriate filters, our experienced team is able to reach the profiles you are looking to engage.

Type of Campaigns

Our team of marketing experts will work with you to run campaigns, reaching your target audience through our Student World brand.

What’s your goal?

★ Reach

Reach campaigns increase the awareness of your brand by getting as many people to see your ad as possible.

Between 100,000 to 200,000

★ Link Clicks

Link click campaigns are good for driving traffic to a specific website.

Between 1,000 to 5,000

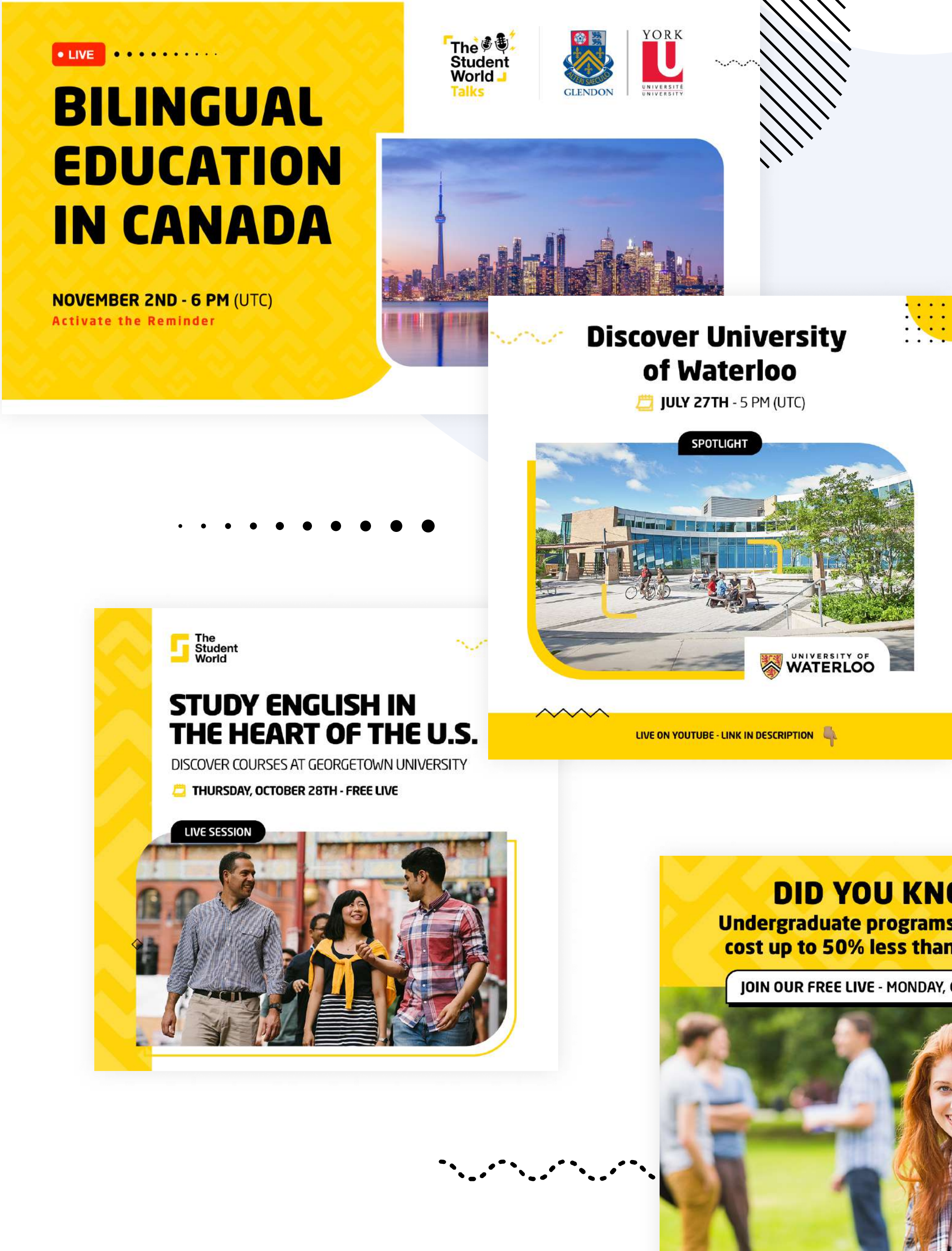
★ Video Views

The Video Views campaign is optimized to get the most plays of your video ad.

Between 1,000 to 5,000 (ThruPlays)



Each campaign is priced at **USD 950**



Target options

The following filters are available to ensure we reach the demographic you want:



Age



Country / City

Up to 5



By area of study

Marketing, Business, Law, Engineering, other...



By program of interest:

High School, Undergraduate, Postgraduate, MBA, Language...



Our marketing team will be exploring the tools available to **always maximize the performance** of the campaign.



Creative materials

The following formats are available:

★ Images: 1080x1080

This format is suitable for both Instagram and Facebook.

★ Video: 1080x1080 or 1920x1080 (*Up to 1min long)

Suggested length: 30 seconds.



Our campaigns have a limit of **3 creative materials**. This can be a combination of your choice – eg. 2 images & 1 video.



Easy Delivery

Simply provide the following materials in order to start the campaign:



Post description (Text)

*For optimal results, Up to 125 characters suggested.



Up to 3 Images or 1 Video

Up to 2min



Link URL

To drive users to your website



Optional

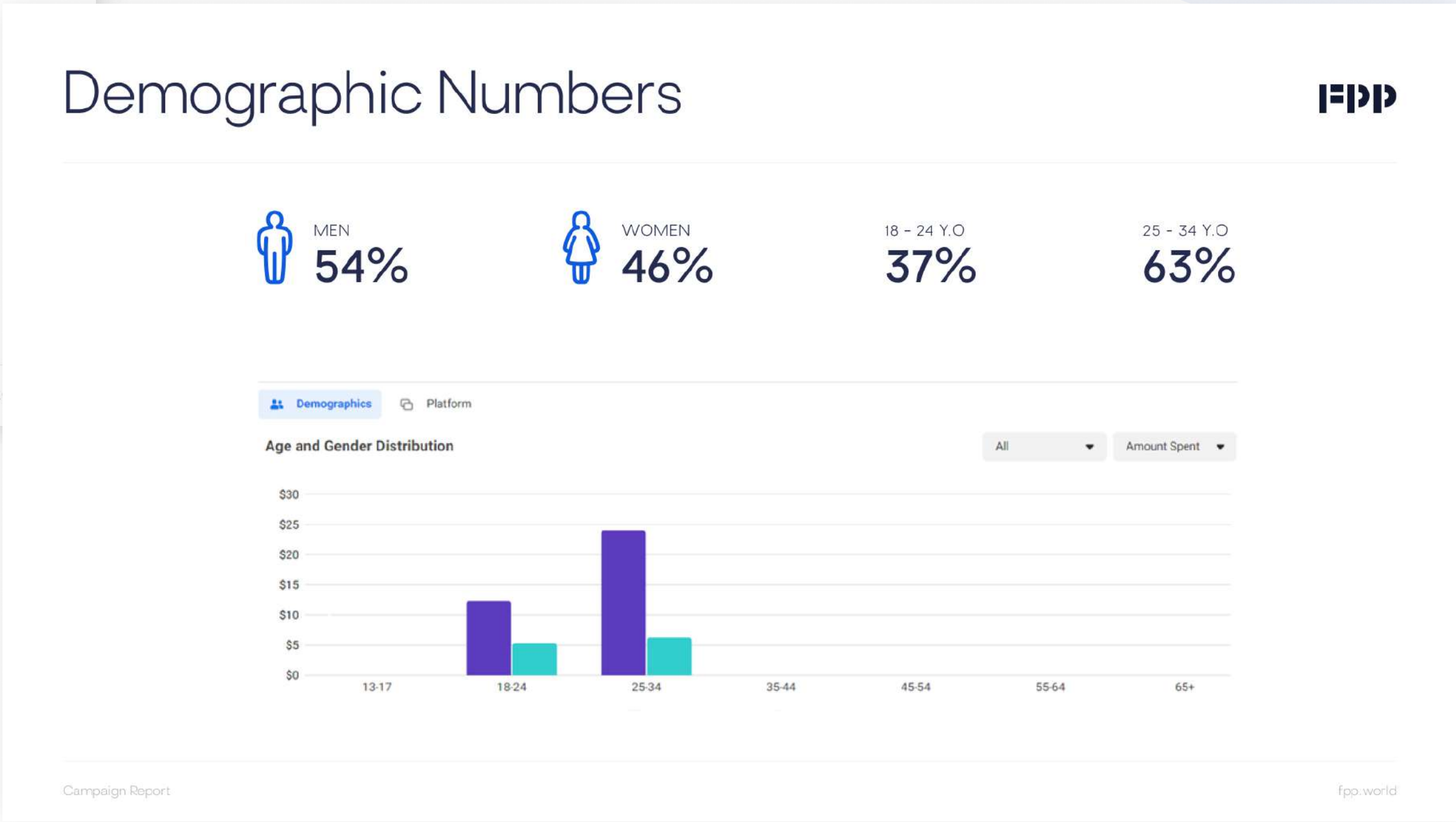
Tag for university social pages (eg @universityof...)



Report

A comprehensive report will be made available with all data from Facebook and Instagram.

Examples:

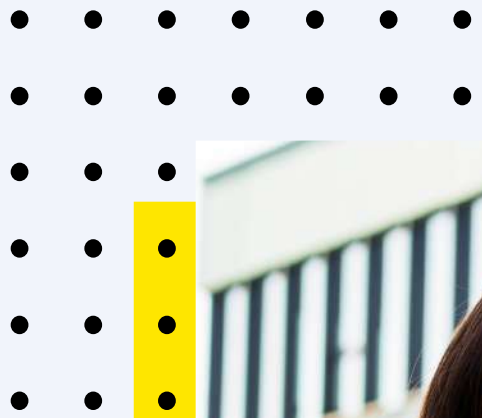


Buy any campaign and get featured in our **Spotlight posts directly on TSW social feeds**

By purchasing any of our campaigns, your institution gets the opportunity to gain enhanced visibility to prospective students through regular* inclusion in our “Spotlight” posts.

These run weekly, with 1 institution in our global network highlighted primarily on Instagram, but also periodically on Facebook, Twitter, and TikTok. This is a complimentary service we offer to all our valued clients, but by buying one of our campaigns, you get to feature more regularly, putting your institution in front of a huge global audience.

**Your institution will be highlighted every 4 weeks for 4 months.
One of our team will discuss with you the topics and media to use in these posts.*



In touch **with your target**

 2.3M

 464k

 30k

 2.9M

FAQ

Will posts be visible on The Student World's timeline?

No. The post will be seen only by those that fit with your preferred filters. This may include those that follow TSW social pages, and those that don't.

How long can the campaign last?

Between 4 and 8 days.

Which countries can be targeted:

Any country, anywhere.

Can we target under 18 years old?

It depends. This is restricted for Meta platforms, but more flexible on others, with limits on segmentation.

More questions?

If you'd like to know something else about our digital marketing campaigns, don't hesitate to get in touch! talkto@fpp.world



bond the world™

FPP

 The
Student
World