

INTERNATIONAL RECRUITMENT CAMPAIGNS

We are leaders in effectively advertising to youth to aid both domestic and international recruitment

THE EXPERTS IN POSTSECONDARY EDUCATION

Glacier has worked with clients in postsecondary education for well over a decade. We are the experts on how to best advertise to and engage with youth in any location.

Let's breakdown some of the ways we have seen success with targeting students in Canada, the US, South Asia, Africa, Latin America and the Middle East.

1. PROGRAMMATIC & PAID SOCIAL ADVERTISING

Geofencing

- We can geofence certain locations such as affluent neighbourhoods or high schools

Audience

- We can use various targeting options such as a parent of a teenager and in the top 5% of earners

Keyword

- We can place ads on articles that contain certain keywords, for example "study Ontario". We can translate a list of keywords into the appropriate languages for the countries we are targeting

Event Targeting

- We can capture attendees at events and serve them ads during and after the event. This works well with events such as university/college fairs

Contextual Factors

- If we are looking at recruiting students in India, for example, we can target education/career/immigration focused content e.g. Immigration News Canada, and serve ads to those in India

Top 10 countries of origin for new international students entering Canada in 2022*

1. India (226,450 students)
2. China (52,165 students)
3. Philippines (23,380 students)
4. France (16,725 students)
5. Nigeria (16,195 students)
6. Iran (13,525 students)
7. Republic of Korea (11,535 students)
8. Japan (10,955 students)
9. Mexico (10,405 students)
10. Brazil (10,405 students)

*Data from the IRCC

Inventory - Glacier

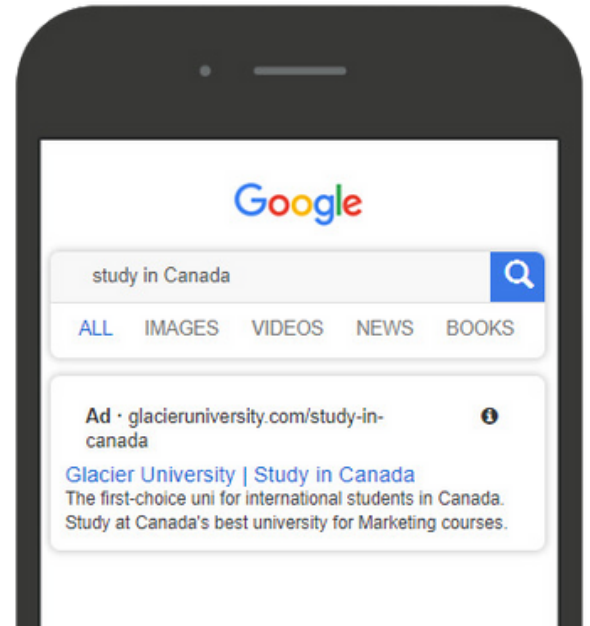
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App/Domain Type		Y'day's Auctions									
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<div style="display: flex; justify-content: space-between; align-items: center;"> Filters (applied) immigration Refresh Clear Selection </div> <table border="1"> <thead> <tr> <th>Domain/App Name</th> <th>Domain/App ID</th> <th>App Store Name</th> <th>Y'day's Auctions</th> </tr> </thead> <tbody> <tr> <td><input type="checkbox"/> immigrationnewscanada.ca</td> <td>immigrationnewscanada.ca</td> <td>-</td> <td>73,212</td> </tr> </tbody> </table>				Domain/App Name	Domain/App ID	App Store Name	Y'day's Auctions	<input type="checkbox"/> immigrationnewscanada.ca	immigrationnewscanada.ca	-	73,212
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Insights into suitable publishers when targeting international students

2. SEARCH CAMPAIGNS

We have seen success with search campaigns when targeting international students. We run campaigns with keywords related to postsecondary education options in Canada, and can include specific keywords as required, such as focusing on interest in a particular program.

We recommend incorporating a conversion piece in search campaigns for international recruitment, as it's crucial to engage with those students.



3. CREATIVE BEST PRACTICES

We have seen success with the following types of messaging for international recruitment campaigns:



Video - showcase your institution!



Campus life and student activities



Student testimonials



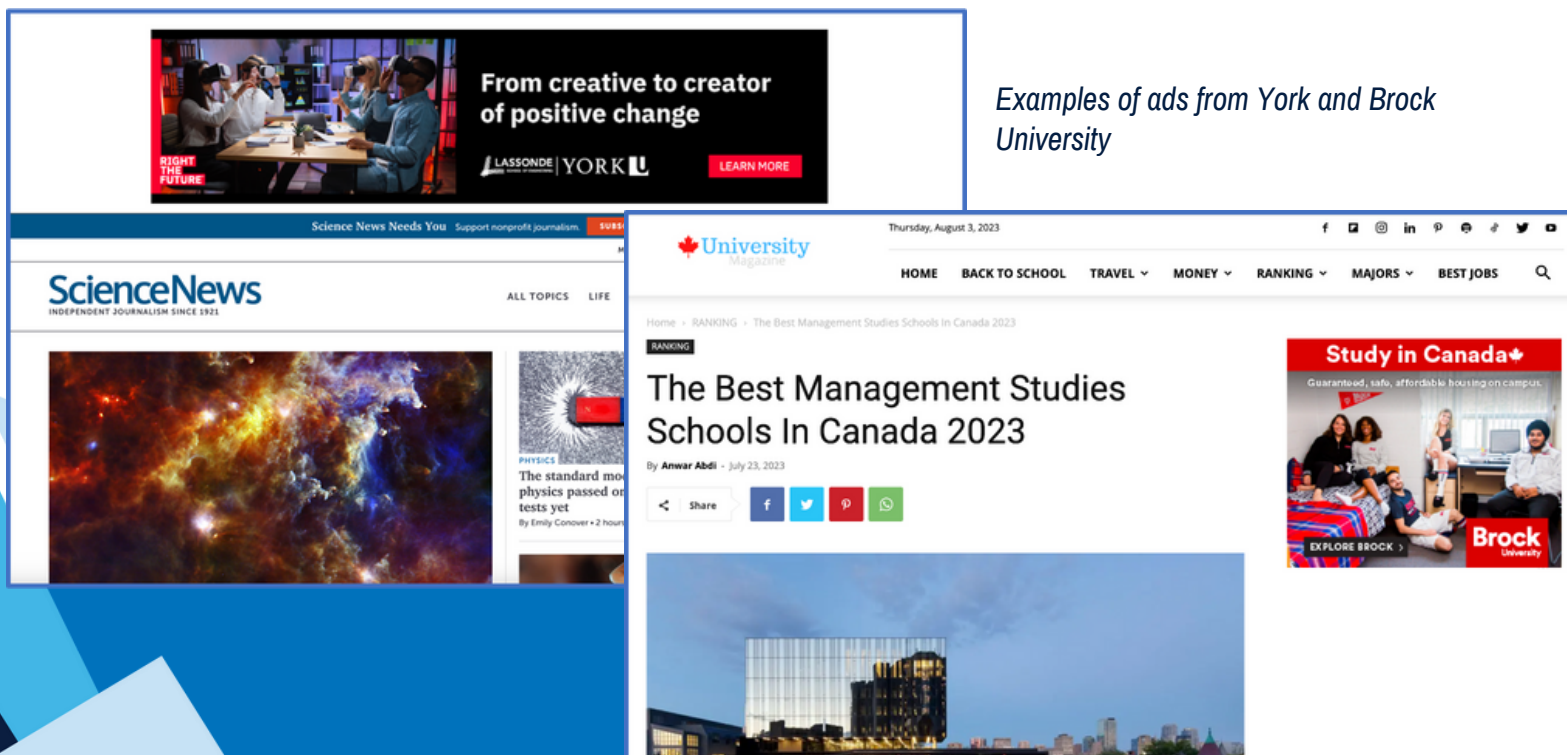
Multi-lingual ads - helps you get in front of the right students



Information about financial aid/support



Examples of ads from York and Brock University



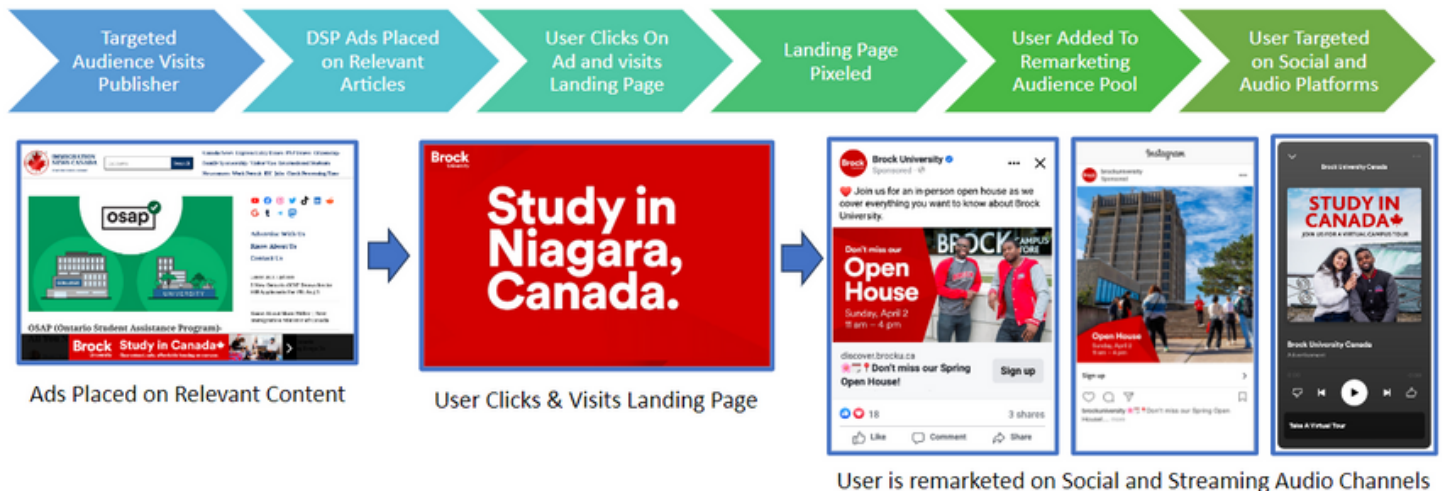
4. THE USER'S JOURNEY

Here is a typical user's journey with advertising touchpoints and an explanation below:

- **Immigration Canada Website:** Users visit this site.
- **DSP (Ads Placement):** Ads are placed on the immigration Canada website through the DSP (colored in green).
- **Landing Page (Social Pixels):** Visitors who click on the ads are directed to the landing page where social pixels capture the users (colored in yellow).
- **Remarketing Audiences on Social Platforms:** Remarketing audiences are created on social platforms to target those users (colored in light blue).
- **Targeted Users:** The final targeted users through the remarketing process (colored in purple).



OMNI-CHANNEL APPROACH BOOSTS RESPONSE & BUILDS TRUST



CASE STUDIES

York Lassonde's International Campaign

- **Contextual Targeting.** Females 13-18 + STEM Interests - This tactic was a combination of three layers: age, interest, and contextual targeting (websites relevant to the requested audience—in this case STEM). Tactic delivered a CTR of 0.27%, which is well above the industry average of 0.08%.
- **Display.** Remarketing - This tactic only targeted users who had previously interacted with one of our ads. Delivered a CTR of 0.60%, which is excellent for Display.
- **Video.** Remarketing - This tactic only targeted users who had previously interacted with one of our ads, but it only served them video rather than banner ads. Delivered the strongest CTR at 3.31%.

Brock's International Campaign

- **Remarketing (Video)** - This tactic was similar to York's video remarketing tactic, delivering similar results with a CTR of 3.12%.
- **Keyword Targeting (Video)** - This tactic only served video ads to users who had searched for specific keywords such as "study in Canada," "best Canadian universities," "and Ontario universities", for example, and delivered a CTR of 1.15%.
- **Geofencing Selected Colombia Events** - This tactic served banner ads to users who attended specific events in Colombia, where we were able to capture their devices and remarket to them after. Delivered a CTR of 0.51%.

Geneva College

- We worked with Geneva College to **increase brand awareness and boost website traffic**. We saw **3.6 million impressions** and just under **8k clicks** to the website.
- TikTok and YouTube's key performance indicators are primarily focused on engagement rates and click-through rates. Across the higher education industry, expected click-through rates on TikTok came in at 0.55% this year and YouTube at 0.70%. Geneva's engagement rates for these two platforms came in at 0.89%, which was **48% higher than industry averages**.
- Additionally, the goal was to see an action for every \$2–\$3 spent for Geneva's banner ads; however, the actual action per dollar spent across Geneva's entire digital campaign came in quite a bit ahead of the initial target, as they received **an action for every \$1.63 spent!**
- Traditional markets, such as traditional undergrad, typically see a click-through rate in the 6–8% range. Geneva's campaigns in their local market greatly exceeded these initial targets, as their final number was **12.21%, which typically indicates higher brand recognition**.