

INTERNATIONAL MARKETING AT MRU

Marija Kulikauskienė
2017



PRESENTATION PLAN

1. International students recruitment channels
2. Management of international students recruitment channels
3. Communication with selected groups of applicants

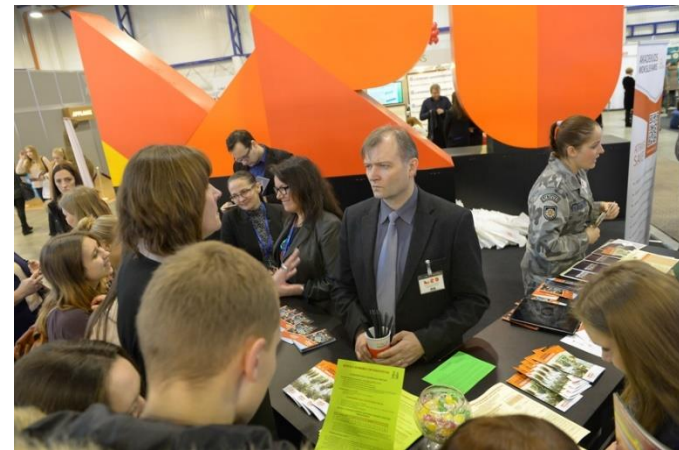


INTERNATIONAL STUDENTS RECRUITMENT CHANNELS



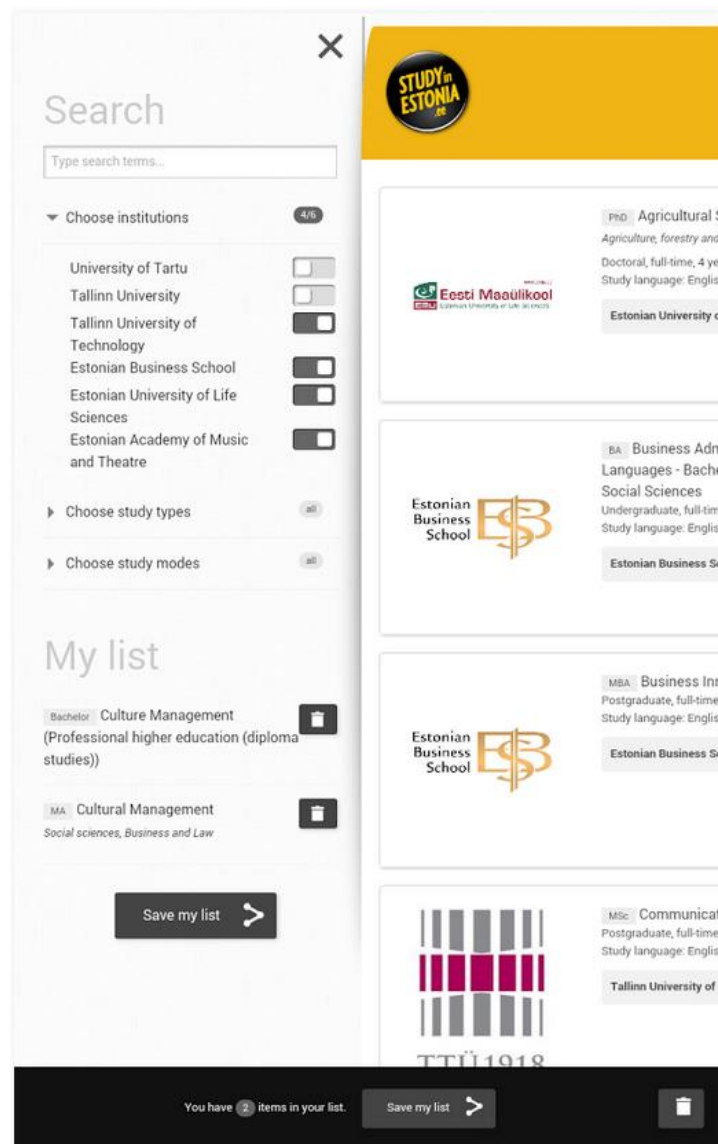
SELECTION OF EDUCATION FAIRS

Ukraine
Georgia
Azerbaijan
Turkey
Belarus



COLLECTING LEADS DURING EDUCATION FAIRS/EVENTS

dream!
KIOSK



The screenshot displays a digital kiosk interface for 'STUDY in ESTONIA'. The interface is divided into several sections:

- Search:** A search bar with the placeholder text 'Type search terms...'. Below it are three filter categories: 'Choose institutions' (4/6), 'Choose study types' (all), and 'Choose study modes' (all).
- My list:** A section showing a list of selected items. It includes:
 - Bachelor:** Culture Management (Professional higher education (diploma studies))
 - MA:** Cultural Management (Social sciences, Business and Law)
- Save my list:** A button with a right-pointing arrow.
- Right Panel:** A vertical list of educational institutions and programs, each with a logo and details:
 - PhD:** Agricultural Sciences (Agriculture, forestry and...), Doctoral, full-time, 4 years, Study language: English. Institution: Estonian University of Life Sciences.
 - BA:** Business Administration Languages - Bachelor Social Sciences, Undergraduate, full-time, Study language: English. Institution: Estonian Business School.
 - MBA:** Business Administration Postgraduate, full-time, Study language: English. Institution: Estonian Business School.
 - MSc:** Communication Postgraduate, full-time, Study language: English. Institution: Tallinn University of Technology.

At the bottom of the kiosk, a status bar indicates: 'You have 2 items in your list.' followed by a 'Save my list' button and a trash icon.

VISITS AT PARTNER INSTITUTIONS

- Visits are coordinated with participation in exhibitions.
- Cooperation in double diploma/joint degree programs.
- Participation in other projects and activities.



INTERNET CHANNELS

- Studyportals
- Keystone (masterstudies)
- Educations.com
- studyinlithuania.lt
- studylink.co.uk
- studyadvisory.org
- usis.me
- educartis.com
- Wikipedia (in different languages)

MastersPortal

What do you want to study?

Where?



Register

Log In

Home • Countries • Lithuania • Mykolas Romeris University

Mykolas Romeris University

Vilnius, Lithuania

Mykolas Romeris University, in Lithuanian Mykolo Romerio universitetas or MRU, is a university in the capital city of Vilnius, Lithuania, bearing the name of the Lithuanian legal scholar, judge and father of Lithuania's Constitutional Law Mykolas Römeris.



17

Masters



13,000

Students



Public

Institution Type

About

History

Established after restoration of independence of the Republic of Lithuania in 1990, it is a state university.

Education

Mykolas Romeris University (Mykolo Romerio universitetas in Lithuanian) is a university in the capital city of Lithuania, Vilnius. Name of the university comes from the Lithuanian legal scholar, judge and father of Lithuania's Constitutional Law Mykolas Römeris. Mykolas Romer is University is a state university and it was established after the restoration of independence

Show more



Find More Masters



Add to Wishlist



Manchester
Metropolitan
University

Global Online Programmes

Create dynamic business
leaders

Achieve your business,
management and
leadership goals with a
Global Online masters.
Delivered 100% online.

Improve Page Content

SOCIAL MEDIA

- FB (MykolasRomerisUniversity)
- FBgroup (International students at MRU)
- LinkedIn Mykolas Romeris University
- vKontakte
- Twitter
- Instagram
- Youtube
- Webinars (NEW!)



RECRUITMENT AGENTS

- Providing of the information;
- Help in Admissions;
- Education fairs, seminars, presentations.



STUDENT AMBASSADORS

First hand information on application, studies, life on campus and Lithuania.



WHERE APPLICANTS FIND INFORMATION ABOUT OUR UNIVERSITY?

Source / Medium ?	Acquisition		
	Sessions ? ↓	% New Sessions ?	New Users ?
Lithuania excluded	130,656 % of Total: 5.56% (2,350,679)	44.91% Avg for View: 16.90% (165.73%)	58,684 % of Total: 14.77% (397,319)
1. google / organic	69,394 (53.11%)	36.15%	25,085 (42.75%)
2. (direct) / (none)	33,206 (25.41%)	48.77%	16,193 (27.59%)
3. facebook.com / referral	2,484 (1.90%)	29.55%	734 (1.25%)
4. m.facebook.com / referral	1,760 (1.35%)	64.15%	1,129 (1.92%)
5. l.facebook.com / referral	1,477 (1.13%)	21.06%	311 (0.53%)
6. bing / organic	1,026 (0.79%)	44.93%	461 (0.79%)
7. delfi.lt / referral	932 (0.71%)	83.80%	781 (1.33%)
8. studyinlithuania.lt / referral	922 (0.71%)	66.38%	612 (1.04%)
9. grantist.com / referral	903 (0.69%)	93.80%	847 (1.44%)
10. mastersportal.eu / referral	781 (0.60%)	79.51%	621 (1.06%)
11. yahoo / organic	696 (0.53%)	37.79%	263 (0.45%)
12. Adnet / iseiviai	602 (0.46%)	86.05%	518 (0.88%)
13. en.wikipedia.org / referral	461 (0.35%)	69.41%	320 (0.55%)
14. bachelorsportal.eu / referral	414 (0.32%)	65.94%	273 (0.47%)
15. atmr.u.blogspot.com / referral	386 (0.30%)	0.00%	0 (0.00%)

According to **Google Analytic** foreign visitors during the period from 2017 Jan to Sep came from 497 different Source/Medium

16. llm-guide.com / referral	320 (0.24%)	29.38%	94 (0.16%)
17. Adnet / MRU	301 (0.23%)	97.01%	292 (0.50%)
18. lnu.edu.ua / referral	301 (0.23%)	100.00%	301 (0.51%)
19. lm.facebook.com / referral	282 (0.22%)	40.07%	113 (0.19%)
20. lamabpo.lt / referral	273 (0.21%)	34.43%	94 (0.16%)
21. masterstudies.com / referral	254 (0.19%)	92.52%	235 (0.40%)
22. yandex / organic	254 (0.19%)	85.04%	216 (0.37%)
23. aseu.az / referral	245 (0.19%)	84.49%	207 (0.35%)
24. studiimoldova.info / referral	245 (0.19%)	65.31%	160 (0.27%)
25. last-jd.eu / referral	226 (0.17%)	74.78%	169 (0.29%)
26. lurk.lt / referral	226 (0.17%)	0.00%	0 (0.00%)
27. bseu.by / referral	216 (0.17%)	61.11%	132 (0.22%)
28. reddit.com / referral	207 (0.16%)	90.82%	188 (0.32%)
29. international.bilgi.edu.tr / referral	198 (0.15%)	61.62%	122 (0.21%)
30. usarb.md / referral	198 (0.15%)	61.62%	122 (0.21%)

SPECIAL FIELD IN THE APPLICATION FORM

Information source

-
from internet.

Agency,
Ambassador or
Alumni

-

Information source

-
FOUND BY SEARCH

Agency,
Ambassador or
Alumni

-

Information source

-
Google Search Engine

Agency,
Ambassador or
Alumni

-

Information source

-
online

Agency,
Ambassador or
Alumni

-



MYKOLAS ROMERIS
UNIVERSITY


ADDING TRACKING CODES

Tracking codes created by the Marketing Department on the On-line Admission platform to recognize applicants

Visitor identification

	Entries	Actions to take
Landing page: apply.mruni.eu/enter/464 Redirects to: www.mruni.eu/en/prospective_students/degree_programmes/environmental-governance-g/	57	Add a tracker: Keystone2017
Landing page: apply.mruni.eu/enter/467 Redirects to: www.mruni.eu/en/prospective_students/degree_programmes/public-administration-g/	65	Add a tracker: Keystone2017
Landing page: apply.mruni.eu/enter/474 Redirects to: www.mruni.eu/en/prospective_students/degree_programmes/master-of-business-administration-g/index.php	63	Add a tracker: Studyportals2017
Landing page: apply.mruni.eu/enter/419 Redirects to: Front page	2015	Add a tracker: Facebook2017
Landing page: apply.mruni.eu/enter/413 Redirects to: www.mruni.eu/en/	808	Add a tracker: Keystone2017
Landing page: apply.mruni.eu/enter/416 Redirects to: Front page	1	Add a tracker: Keystone2017
Landing page: apply.mruni.eu/enter/422 Redirects to: www.mruni.eu/en/prospective_students/degree_programmes/international-trade-g/	53	Add a tracker: Keystone2017

TRACKERS ON APPLICATIONS



Abdelhedi Abdellah

Algeria

Manage applicant

Applications

Tasks 2

Referees

Inbox

Invoices 1

Events

2015 Submitted

Type a flag..

manage flags

1

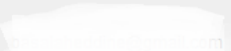
Course of Sociocultural Integration to the European Union and General English for Foreigners (Courses Autumn 2015)
Institute of Philosophy and Humanities

Click to reply

Export

Show tasks ✓ 3 ⚠ 1

close

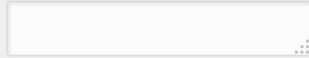
Email 

Citizenship Algeria

Code I41PA8FGK

Phone +213 76 76 76 76

Notes
Not visible to applicant



Trackers

× STUDYP2015


TRACKERS ON REPORTS

Tracker	Applicants	Accepted	Cond.accepted	Failed	Enrolled	Invoiced amount	Invoices collected	Costs
STUDYP2015, Studyportals.eu	96	3	0	0	0	5560.00	2460.00	2460.00 EUR
MASTER2015, Masterstudies 2015	17	1	1	0	0	3160.00	2360.00	2360.00 EUR
2A2120141128, Advisor: Orkhan Karimov	2	1	0	0	0	2020.00	2020.00	0.00 EUR

Trackers helps us to measure:

- efficiency of on-line advertising campaigns, data bases, social media usage;
- international students recruitment agents and international student ambassadors performance;
- outcome of education fairs.

MANAGEMENT OF INTERNATIONAL STUDENTS RECRUITMENT AGENCIES



Lithuania ▼
english

Reports Applications Marketing Content Finance Institutions Partners Settings

MRU International Marketing ▼

Trackers Advisors Kiosks Import leads Entry points Channels

In order to manage advisor applications efficiently, please insert your most common advisors partners below.

+ Add a new advisor

Advisor	Tracker	E-mail addresses		
AM Law World	2A2620150119	info@amlaw.lt	edit	X
Baltituras J.S.C. World	2A4420140521	dayekh@tut.by director@stroinverse.com zvitusiuke@gmail.com	edit	X
Castle Gateway International World	2A4520150619	info@castle-uk.org karim.west@yahoo.co.uk	edit	X
Epige Teknan World	2A3620150325	deividas.burdulis@gmail.com	edit	X
Mirza Seferovic World	2A5420150728	mirza.seferovic@rubineta.com	edit	X
SNEWS-Alsafar International World	2A1020141022	basith@snewsedulink.com jabir@alsafaronline.com	edit	X
UAB Fostimus World	2A2720150119	info@studentservices.lt	edit	X
Global Daily Products Limited Africa	2A20141016	ibe_gerald@yahoo.com	edit	X
UAB Ahmadas Afghanistan	2A262011220	auabahmadas@yahoo.com	edit	X
Orkhan Karimov Azerbaijan	2A2120141128	orkhan_k@yahoo.com	edit	X
Shabnam Gahramanova Azerbaijan	2A3920130522	shgahramanova@hotmail.com	edit	X
Stimul NN LCC Azerbaijan	2A5220140625	n.veyselli@stimul.az	edit	X
"BA INTERNATIONAL" LLC Azerbaijan	2A4920150702	n.veyselli@britishacademy.az office@britishacademy.az	edit	X
Kaiser Trans Tech / Kaiser Consultancy Cyprus	2A5120150702	caisrer@yahoo.com	edit	X

TRACKING CODES FOR EACH AGENT/AGENCY

[front page](#)

[Sign up to begin your application!](#)

Possibility to add multiple applications on the system

A special field to enter the agency code on the application form

Your given name(s) *

Your family name *

Please write your name exactly as shown in your passport.

Your e-mail *

Please double-check that your email is correct.

Your Skype name (optional)

Your mobile phone (optional)

Your citizenship *

☒ I have a promotional code

Please type the code here:

Not required. Here you can insert any promotional codes that you may have received.

Please keep in mind that you are only allowed to register one account in the application system. If you have lost your access, please use the applicant code reminder facility or contact the admissions office.

Moreover, you can only add up to 3 programmes to your application with no more than 4 programmes from one institution.

[Sign up and continue](#)

AGENTS LOGIN

A

Archil Kipshidze

Georgia



- 1 **Bachelor** Tourism Management and a Heritage (Autumn Intake 2015)
Management and administration (ISCED 345)
Faculty of Politics and Management

Accepted

View

4 Aug 2015 Exported file: [LETTER-OF-ACCEPTANCE_2015-08-04_archil-kipshidze.pdf](#)

4 Aug 2015 Exported file: [LETTER-OF-RECEIPT_2015-08-04_archil-kipshidze.pdf](#)

Show tasks ✓ 5 ▲ 2

C

Cyprian Udinakachukwu Ndive

Nigeria



- 1 **Bachelor** Business Informatics (Spring Intake 2015)
Business and Media School

Arrived

View

25 Nov 2014 Exported file: [LETTER-OF-RECEIPT_2014-11-25_cyprian-udinakachukwu-ndive.pdf](#)

25 Nov 2014 Exported file: [LETTER-OF-ACCEPTANCE_2014-11-25_cyprian-udinakachukwu-ndive.pdf](#)

Show tasks ✓ 7

E

Elene Dundua

Georgia



- 1 **Bachelor** Psychology (Autumn Intake 2015)
Faculty of Social Technologies

Accepted

View

14 Aug 2015 Exported file: [LETTER-OF-ACCEPTANCE_2015-08-14_elene-dundua.pdf](#)

14 Aug 2015 Exported file: [LETTER-OF-RECEIPT_2015-08-14_elene-dundua.pdf](#)

AGENTS PERFORMANCE ON REPORTS

Tracker	Applicants	Accepted	Cond. accepted	Failed	Enrolled	Invoiced amount	Invoices collected	Costs
1U41420111214, Agent: Languages and Tourism Centre Georgia LTD	21	11	1	0	0	32440.00	22920.00	0.00 EUR
1U7620110330, Agent: UAB Yakamoz	3	0	3	0	0	6420.00	3540.00	0.00 EUR
2A1020131023, Agent: Global Experience Travel and Tours LTD	23	11	5	0	0	22200.00	15461.00	0.00 EUR

Tracker	Name	Email	Phone	Citizenship	Wishlist	Notes	Application status	Courses	Invoiced amount
1U41420111214, Agent: Languages and Tourism Centre Georgia LTD	<u>Chantia Goshetiani</u>	goshetianichantia@yahoo.com	+995 555485873	NG			Submitted	Business Informatics: Arrived	
	<u>Nino Goshetiani</u>	goshetianinini@yahoo.com	+995 598874803	GE			Resubmitted	Financial Economics: Arrived	
	<u>Nika Lomidze</u>	lomidze.nikusha@yahoo.com	+995 598874803	GE			Resubmitted	Financial Economics: Arrived	
	<u>Georgi Mdzinarashvili</u>	gmda2012@agruni.edu.ge	+995 593444406	GE			Resubmitted	Financial Economics: Arrived	
	<u>Tamiko Izoria</u>	tamarizoria@yahoo.com	+995 557565992	GE			Submitted	Communication and Creative Technologies: Positive feedback	100.00
	<u>Manika Simakva</u>	simakvemanika@yahoo.com	+995 597604412	GE			Reopened	Communication and Creative Technologies: Positive feedback	100.00
	<u>Lia Gabidashvili</u>	lasha.gabidashvili@gmail.com	+995 593444403	GE			Resubmitted	Tourism Management and a Heritage: Conditionally accepted	2020.00
	<u>Rusudan Martirosyan</u>	rusudan.martirosyan@gmail.com	+995 557010604	GE			Resubmitted	European and International Business Law: Accepted	2980.00

BENEFITS OF ADVISORS MANAGEMENT SYSTEM ON DREAM APPLY

- Easy to track students send by agents and check their status;
- Possibility to evaluate agents performance (submitted applications vs admitted students);
- Agents always know what's going on with the applications they submitted;
- Possibility to add agency code manually in case agent or applicant forgot to do so;
- Quick check of arrived students send by agents and calculation of commissions earned.

COMMUNICATION WITH SELECTED GROUPS OF APPLICANTS



CONTACTING GROUPS OF APPLICANTS FILTERED OUT BY DIFFERENT PARAMETERS

2015 108 regions 1 programme Reload

E-mail to all 16

clear all

For 3 months long course

- ☒ 2015
 - ☐ Spring Intake Degree Programmes
 - ☒ Autumn Intake Degree Programmes
 - ☐ Courses Spring English Language Course
 - ☐ Courses Autumn

Submitted 16

Reopened 4

Resubmitted 22

Closed -

Admission statuses

Unreplied 7

Showing results 1 - 16 of 16

Georgia

2015 Submitted

Application fee collected Tuition fee collected

View Manage

manage flags

1 Bachelor Psychology (Autumn Intake 2015)
Faculty of Social Technologies

Accepted Export

14 Aug 2015 Exported file: LETTER-OF-ACCEPTANCE: acceptance

14 Aug 2015 Exported file: LETTER-OF-RECEIPT: receipt

Show tasks ✓ 6 ⚠ 1

POSSIBILITY TO SEE ALL THE MESSAGES SENT

Invoice no. 101939-895 23 Jul 2015

Hi!

Please find invoice 101939-895 attached to this email. It is also available at apply.mruni.eu for your convenience.

All banking instructions and the payment deadline are included in the attached document. If you have questions or problems, please do not hesitate to contact us.

[Invoice no. 101939-895.html](#)

ONLY 10 DAYS LEFT UNTIL THE APPLICATION DEADLINE! 22 Jul 2015

Hello!

We would like to remind you, that you registered to apply.mruni.eu – Mykolas Romeris University International Students On-line Application Platform, and started to fill an application.

The application deadline is August 1st! As there are only 10 days left to this date, we would like to ask you to check your application form once again, add missing information and documents and submit it by pressing "Submit" button.

Only applicants who have submitted all the required documents and paid application fee will be considered for acceptance to the University!

If you need more information on what documents needs to be uploaded, please check the full list here: www.mruni.eu/en/prospective_students/admission_procedure/.

If you have questions or need assistance – please do not hesitate to contact us by study@mruni.eu.

If you are still working on some of the required documents, and you will not be able to upload them until the application deadline, please inform us by study@mruni.eu, and we will be able to postpone the deadline for you!

Good luck with your application and we hope to see you at Mykolas Romeris University this Autumn!

Welcome 11 Jul 2015

Dear Tinatin,

We are glad that you have decided to apply for studies abroad! We wish you good luck in the process and hope that it will be the start of a new and exciting adventure for you.

Your applicant code is: (hidden)

The applicant code gives you access to your application(s) at this website. Please keep the code confidential. In case you suspect that your code is no longer secure, please contact us immediately to protect the privacy of your data.

Good luck in the application process!

GIVING SOME JOB TO OUR AGENTS

▼ Applicant statuses

Not applied yet

Blank 97

Prepare 11

Inactive 339

Completed 2

Submitted 242

Reopened 43

Resubmitted 171

Closed 1

	Status	First name(s)	Family name	Gender	Citizenship	Birth date	E-mail	Priority 1	Priority 2	Information channel	Information channel (other)	Misc: Agency, Ambassador or Alumni
20	Inactive	Benard	Alanga	M	CM Cameroon	1998-05-21	richmond1@gmail.com	[Bachelor] Financial Economics				
21	Blank	Franka	ouhoulou ouhamed		NO Norway	0000-00-00	ouhamedouhoulou@yahoo.com	[Bachelor] Business Informatics				
22	Inactive	Raminfar	Shayardians		IR Iran	1989-08-20	Raminfar@yahoo.com	[Bachelor] Business Informatics			i found this program in bachelorportal website	
23	Inactive	Elleah Kwaku	Kwansah	M	GH Ghana	1976-02-25	elleah1@gmail.com	[Bachelor] Business Informatics	[Bachelor] Financial Economics			
24	Inactive	ahmad ali	ahmed ali	M	AF Afghanistan	0000-00-00	ahmedali1@gmail.com	[Bachelor] Financial Economics				
25	Inactive	Alice	Shirazy	F	KZ Kazakhstan	1989-03-15	alice1111@gmail.com	[Bachelor] Business Informatics				
26	Inactive	Yahiaoui	Yahiaoui	M	DZ Algeria	1988-08-23	YahiaouiYahiaoui@gmail.com	[Bachelor] Financial Economics			i find your university by research in network	
27	Inactive	Mofo	Shahab		YE Yemen	0000-00-00	mofo1111@yahoo.com	[Bachelor] Social				

SETTING UP FLAGS

The screenshot shows a web application interface. At the top, there is a header with the text "MOHSIN KHALID SHAIKH Pakistan" and a contact information area with "13@yahoo.com" and "+92 031". Below the header, there is a navigation bar with "2015" and a green "Prepare" button. The main content area has a search bar with the text "x Approaching deadline" and a "manage flags" link. To the right of the search bar are "View" and "Manage" buttons. Below the search bar, there is a list of two items:

- 1 Master European and International Business Law (Autumn Intake 2015)
Faculty of Law
- 2 Bachelor Social Work (Autumn Intake 2015)
Faculty of Social Technologies

At the bottom of the list, there is a "Show tasks" button and a checkmark followed by the number 7.

Flags can be used for different purposes:

- To group applicants in order to send them a message;
- To inform colleagues on some actions (e.g. the applicant passed the entry test);
- To set a reminder (e.g. the applicant asked to be moved to another intake)

SENDING QUICK NOTIFICATIONS WHEN EDITING STUDY PROGRAMMES

« back **Edit programme**

Open the individual sections to make changes to the data

Both Online and Standby courses are publicly visible. If you want to delete this course, choose "Closed"

☐ Draft ☒ Online ☐ Standby ☐ Archived

Institution

Mykolas Romeris U

Department

Faculty of Politics and Management Vilnius

edit

Name

Undergraduate Bachelor Tourism Management and a Heritage

Full name of degree: Bachelor of Management

edit

Mode & duration

full-time 3,5 (210.0 ECTS)

edit

This change affected 59 applicants.

It is recommended that you write some additional comments about this change, which will be emailed to all of the affected applicants.

✓ Send

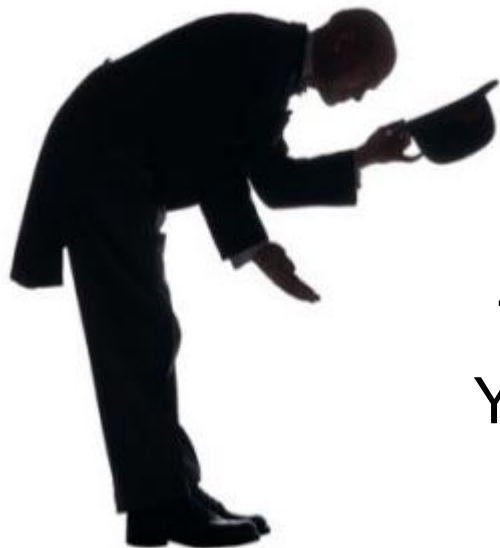
Skip notification

RECOMMENDATIONS

- Try to count where your students are coming from;
- Always measure performance of your advertising campaigns;
- Continually evaluate your agencies performance;
- Communicate with your applicants – don't let them forget you;
- Try to find and use tools which helps you to simplify your job!

QUESTIONS?؛





THANK YOU FOR
YOUR ATTENTION!

More information
marketing@mruni.eu

