



Enhance your international student recruitment with a range of specialist services from QS Enrollment Solutions (formerly Hobson Enrolment Solutions)

Digital marketing, student profiling and international strategy

Maximise your ROI from lead generation

Is your digital marketing generating quality leads that convert to enrolment?

QS' digital marketing and student profiling services provide data driven insights to maximise your international marketing and recruitment. By combining market research, competitor insights and students' channel preferences, QS enables you to target the right students, with the correct message, through the relevant channels.

Enquiry management and application services

Build and convert your pipeline of potential applicants

Are you offering prospective students the best possible service from initial contact through to application?

The expectations of prospective students are higher than ever, requiring highly personalised communications and a rapid response. QS' enquiry management services offer an optimal communication experience to help nurture your prospective students from enquiry to application. Using multi-lingual staff, across a range of time zones and a variety of channels, QS' Student Advisors are trained in soft-sell methodology to maximise applications and provide you with essential insights on barriers to conversion.

Lead scoring and marketing communications

Cut through the clutter to connect with more prospects

Do your marketing communications achieve industry-leading open and click-through rates?

Using the latest marketing automation software and insights from managing more than 1 million emails to students each year, QS creates highly targeted and timely marketing communication programmes to maximise your applications and enrolment. Using dynamic content, behavioural targeting and send-time optimisation, QS can offer marketing communications superior to your competitors, nurturing your prospective students at every stage in their decision-making process.

Offer management and conversion to enrolment

Achieve maximum yield from your pool of applicants

With students receiving multiple offers, how do you maximise the likelihood of them choosing your institution?

QS offers a pro-active and personalised approach to engage your offer holders, providing an exceptional level of customer service and support, helping your institution stand out from the crowd. Using soft-sell methodology helps maximise enrolment, as well as providing you with essential insights on barriers to conversion. QS also provides data analysis and a variety of reports to help you understand the relative effectiveness of your recruitment channels, as well as benchmarking data to understand your performance against the market.

Market research, data analysis and industry benchmarking

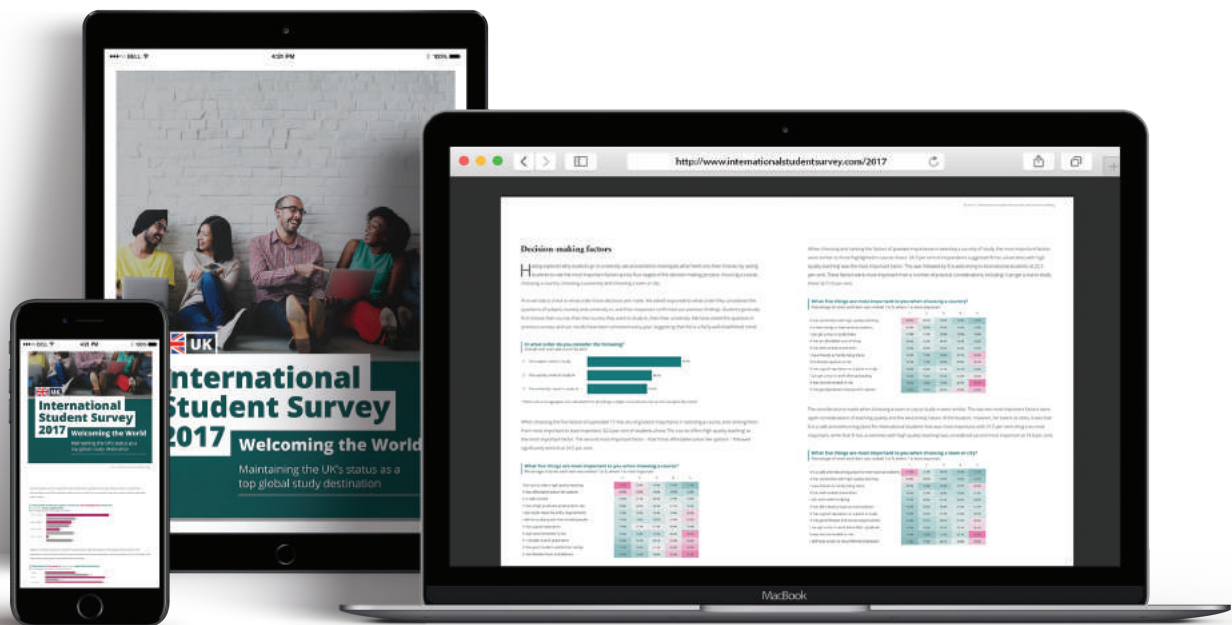
Add intelligence to your strategy to stay ahead of your competitors

Do you have the necessary insights to maximise your international recruitment?

QS uses years of insight and data to provide research, benchmarking and market intelligence services for universities and industry bodies, enhancing your understanding of student and industry trends. With the expectations of international students changing, and the decision-making processes of prospective students being more complex than ever, market research and sophisticated data analysis can help you define your strategy and maximise student recruitment.

The International Student Survey (formerly managed by Hobsons)

As well as a range of student recruitment services, QS also manages the International Student Survey (ISS). The ISS is the world's largest survey of pre-enrolled international and EU students, providing you with essential insights to inform your international recruitment strategy.



Download your free copy of the ISS report for insights from more than 62,000 students at:
www.internationalstudentsurvey.com/2017

If your institution would like to be considered for inclusion in the 2018 survey please visit:
www.internationalstudentsurvey.com/takepart

For more information on these and other services visit:
QS-enrolmentsolutions.com