



# Online Marketing & Lead Generation Is it Right for You?

**Don Sears, *Director of Sales, Envisage International***

- Over 15 years experience in internet marketing and advertising
- Sales expertise in media, television, advertising and social media marketing
- Responsible for lead generation and advertising efforts
- Bachelors degree in Meteorology

**Dr. Lokesh Shivakumaraiah, *Manager of International Education,  
Mississippi State University  
VP of Marketing, Study Mississippi***

- Originally from Bangalore, India
- Ph.D. in Computer Engineering from Mississippi State University
- Over 6 years experience in International Education

# Envisage International

Our goal is to empower and encourage students to pursue an international education, and provide them with the tools they need to educate themselves and experience the world.

- Neptune Beach, Florida
- Started in 1998
- Owner of the largest international student facing network of sites
  - [InternationalStudent.com](http://InternationalStudent.com) (US, UK, Australia)
  - [InternationalStudentInsurance.com](http://InternationalStudentInsurance.com)
  - [ELSdirectory.com](http://ELSdirectory.com)
  - Over 7 million students interact with our sites each year
- Business Units
  - Insurance
  - Loans
  - Leads and advertising

# Mississippi State University & StudyMississippi

- Mississippi State University
  - Land Grant Institution: Est. 1878
  - Location: Starkville, MS
  - Enrollment: 20,400
    - 800 international students - 75 countries
  - Carnegie - Very High Research Institution
  - Ranked #12th in first 2012 BCS standings ☺
- StudyMississippi Consortium
  - 17 institutions, Est. 2011
  - Recruit Int'l Students & Promote Study Abroad
  - Pool resources to market MS Higher Education
  - Extensive Web-presence, Branding, Build Partnerships, etc





- Why Online Marketing
- What is Lead Generation
- Envisage International
  - How we use online marketing and lead gen to reach students
  - Best Practices – What works, what does not work
- Study Mississippi
  - How they use online marketing and lead gen to reach students
  - Best Practices – What works, what does not work
  - Benefits of the Consortium
- Q & A

# Definition

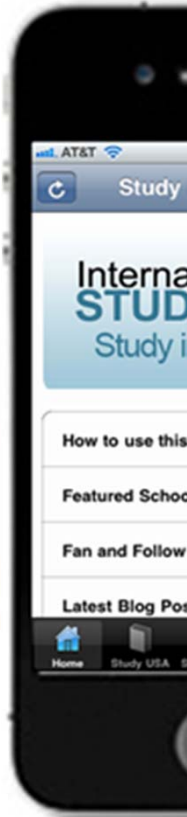
The marketing of products or services over the Internet.

Online marketing includes:

- Banner Advertising
- Search Engine Marketing (SEM)
- Search Engine Optimization (SEO)
- Email Marketing
- Mobile Advertising
- Social Media



# SEO



# Definition

- Lead generation is the generation of consumer interest or inquiry into products or services of a business
- What do you need to generate leads?
  - Traffic – People visiting your site
    - Search
    - Aggregators
  - Convert the Traffic to leads
    - Online marketing tools
    - Email database
    - Banner ads
    - Newsletter list
    - Content

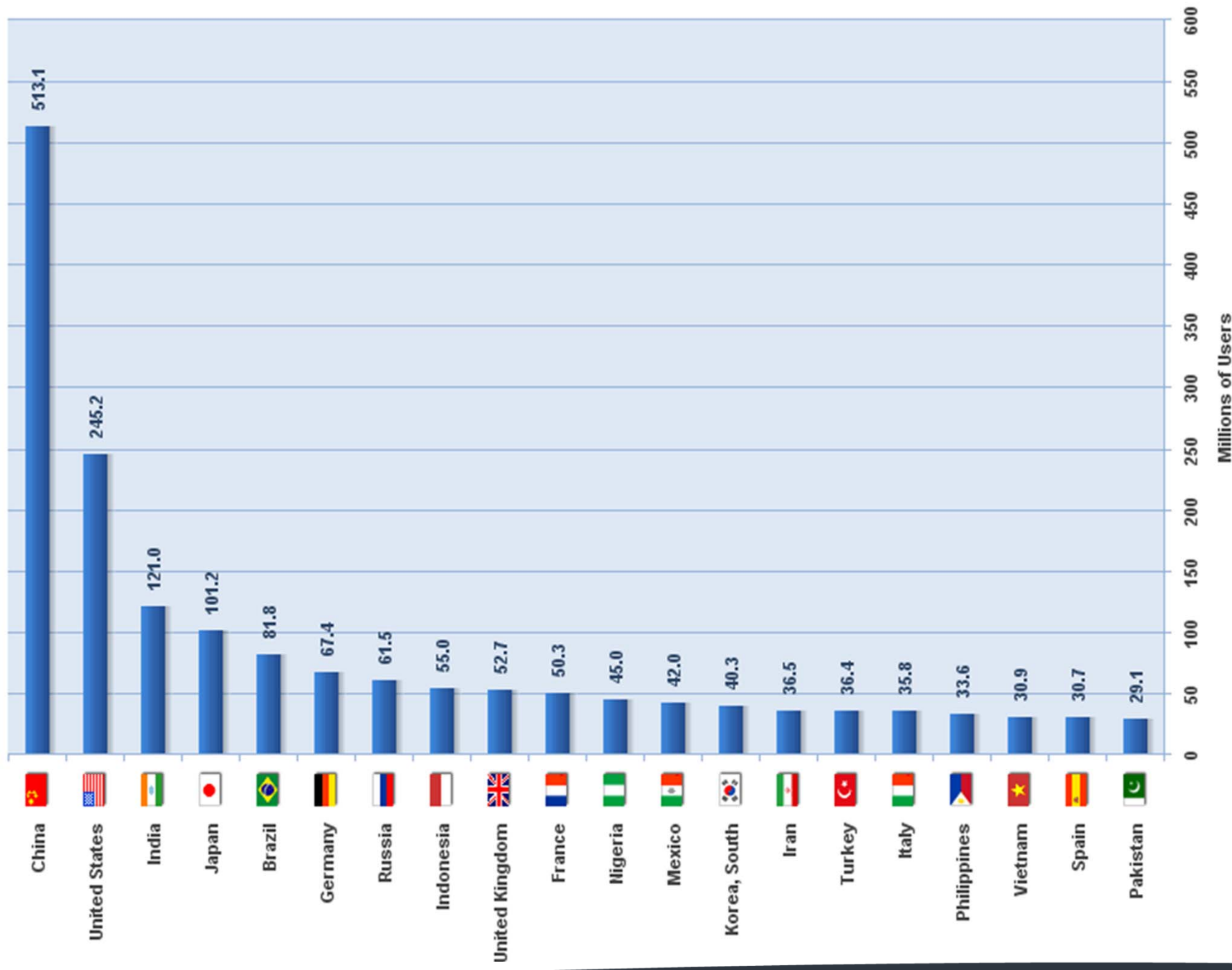




- Worldwide Internet Stats
  - 2.3 Billion – The number of global internet users
    - Over 1 Billion in Asia
    - 315 million entire population of the US
    - 2.7 Billion by 2015
- Penetration by Region
  - Asia
  - North America
  - Europe
  - Africa
  - Latin America & Caribbean

## TOP 20 INTERNET COUNTRIES - 2012 Q1

### With Highest Number of Users



- Facebook
  - 1 billion active users (155 Million in the US)
  - There are 2.7 billion likes/comments per day
  - 250 million photos uploaded per day
  - 2015 more FB users in India than US
  - Does not work in China (most active country on social media)
- Twitter
  - 465 million Twitter accounts
  - 11 new accounts every second
  - Users by country
    - US 107 million
    - Brazil 33 million
    - Japan – 30 million
    - UK – 23.3 million
    - Indonesia – 19.5 million

## Facebook Users by Country

1	United States	167,821,900
2	Brazil	59,595,140
3	India	59,448,040
4	Indonesia	49,736,700
5	Mexico	38,797,900
6	United Kingdom	33,031,920
7	Turkey	31,492,640
8	Philippines	29,852,680
9	France	25,297,480
10	Germany	24,813,320



## Take Aways

- Students are online – brought up with the internet
- Comfortable surfing & socializing there
- Looking for information & getting answers
- Internet not going anywhere
- Moving towards mobile (2015)



- Envisage International's Flagship Site
- True resource for students that want to study outside their home country.
- Free
  - Students
  - Your college or university
- Organic traffic
- Content driven




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Please select a featured school...

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## Study Film in Orlando, Florida

Posted on 11th May, 2012

Have you ever dreamed of a career in the film industry? If so, then check out Full Sail University, where you can study film in "Hollywood East", better known as Orlando, FL.

In Full Sail's Film program, you'll work side by side with a unique group of people who share your passion to make great films. You'll get hands-on experience working each position on-set on a variety of different assignments, enabling you to get a feel for the role that each crew member plays in an actual production.

Graduates of Full Sail have worked on movies such as the Hunger Games, The Dark Knight & Wall.E.

Visit [Full Sail's Featured School profile](#) to learn more about how you can start your career in the entertainment industry.



## Compare International Student Loans

Posted on 9th January 2012

Whether you are an international student studying in the USA, or a US student going abroad, there are loans that can help you afford your chosen program. Visit our loan center to use the [simple loan comparison tool](#) - in just a few seconds, you can see interest rates and other information from several lenders that would like to give you a loan. Click apply, and you can start the process with your chosen lender and see



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### Nido Student Living

Come and live with thousands of international students in one of our brand new and stylish student accommodation in central London!



### Message Board and Forums

Talk with other international and study abroad students from around the world and share advice between each other.



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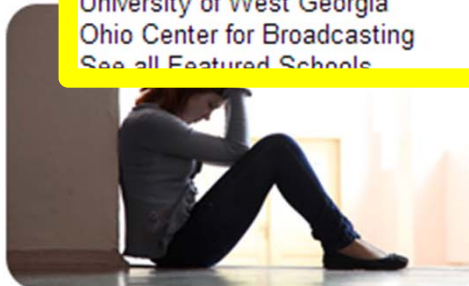
StudyMississippi Consortium  
John F. Kennedy University  
SUNY - Brockport  
Concord University  
Full Sail University  
National University  
University of West Georgia  
Ohio Center for Broadcasting  
See all Featured Schools

## Cosigner? Who can you turn to?

Posted on July 2nd 2012

To increase your chances of getting approved for an [international student loan](#) at the best available rate, all non-US citizens and many US citizens will need a creditworthy US co-signer — but who can you turn to? The most common sources are family and friends, but think outside the box and consider cousins, aunts or family friends?

All US loans require a creditworthy US cosigner who has lived in the US for the past two years. If you're ready to take control of your future, find a family member or friend that you trust.



## Full Sail is one of the Best Film Schools in the US

Posted on 25th September, 2012

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Orlando is home to several famous movie studios, such as Universal Studios and Disney's Hollywood Studios. This gives student's the opportunity to not only study



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Rose



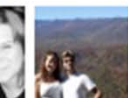
Emil



Zin Mar



Christopher



Jenny



Oluwaseunfu



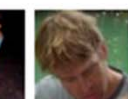
Brad



Peggy



Marie



Keith

Facebook social plugin



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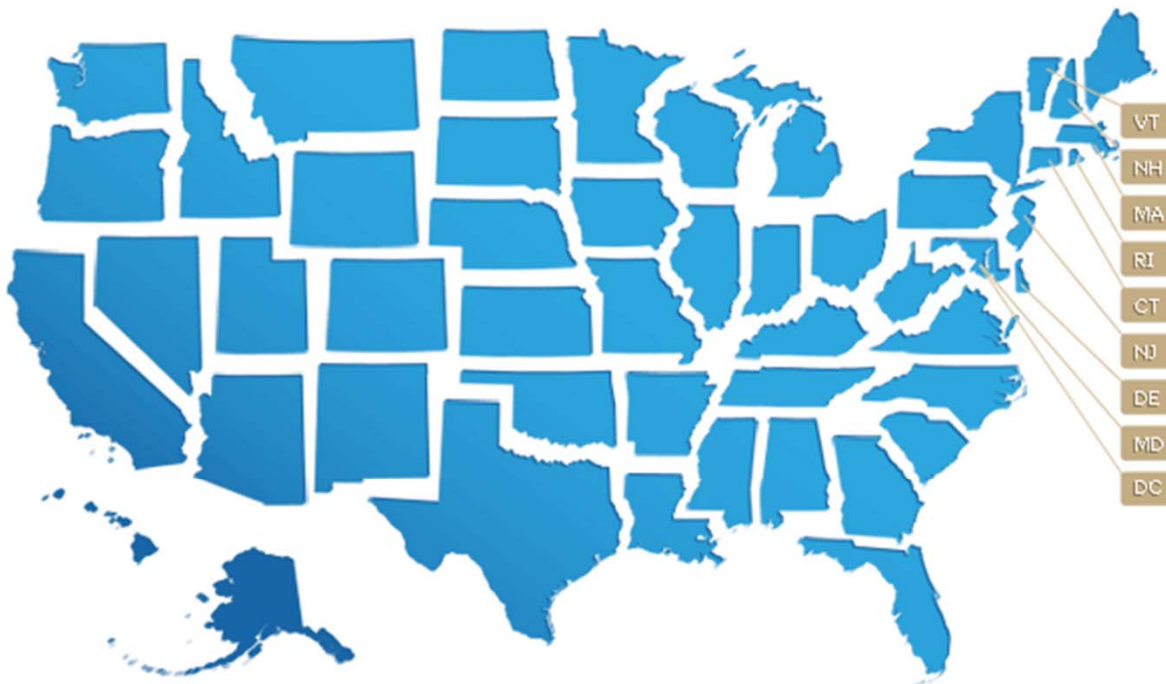
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Promote your school for free to international students by adding

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## StudyMississippi



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StudyMississippi is a consortium of accredited educational institutions in the U.S. State of Mississippi whose purpose is to connect international students and professionals with quality Mississippi education and training. Members include high schools, community colleges, public and private colleges and universities, and professional English language schools.



StudyMississippi institutions offer thousands of undergraduate and graduate degrees and are found in rural, suburban and urban settings. StudyMississippi is supported by the Mississippi Development Authority, U.S. Commercial Services, and the Mississippi World Trade Center.

[Schools](#)[Map](#)[Study in Mississippi](#)[Media](#)

relationships with faculty mentors.

**Alcorn State University** For more than 138 years, Alcorn State has educated leaders in the full range of professions agriculture, the arts, business, human services, education, law, politics, medicine, and nursing. An important reason for our graduates' success: At Alcorn, students form close, collaborative



program, Belhaven provides an atmosphere where students can find purpose and meaning in life. Academic preparation and Christian experience go hand in hand at Belhaven.

**Belhaven University** Belhaven University is a Christian liberal arts college dedicated to helping people manage life's complex issues and to preparing them for leadership positions in a rapidly changing society. In addition to a strong traditional liberal arts



**Blue Mountain College** Founded in 1873 as a Christian liberal arts college and affiliated since 1920 with the Mississippi Baptist Convention- Blue Mountain College assists students in developing intellectual integrity- academic excellence- social awareness- and Christian character.



**Delta State University** Delta State University is a public institution providing a comprehensive undergraduate and graduate curriculum to over 4,000 students representing all of the states and more than 20 countries. Dozens of degree programs on the undergraduate level provide educational opportunities in the Colleges of Arts and Sciences, Business, and Education and in the Robert E. Smith School of Nursing.

**Jackson State University** Since 1877, Jackson State University has been providing young men and women opportunities that will

## Request Info: StudyMississippi

Name *	Phone *
<input type="text"/>	<input type="text"/>
Email Address *	Birth Date *
<input type="text"/>	<input type="text"/>
Street Address *	Apartment/Suite
<input type="text"/>	<input type="text"/>
City *	State/Province *
<input type="text"/>	<input type="text"/>
Postal Code *	Country *
<input type="text"/>	Choose one: <input type="text"/>
Nationality *	Gender *
Choose one: <input type="text"/>	Choose one: <input type="text"/>
Highest Degree Attained *	Degree Sought *
Choose one: <input type="text"/>	Choose one: <input type="text"/>
Intended Study Field *	
Choose one: <input type="text"/>	
Plan to Begin Studies *	
<input type="text"/>	
Create an automatic account? <input checked="" type="checkbox"/>	
Check for easier future form submissions.	
Usage Agreement *	
<input checked="" type="checkbox"/> Yes! I agree that InternationalStudent.com may share my personal information with its college and university clients and partners. I also would like to receive the monthly newsletter and other occasional communications from InternationalStudent.com.	
Terms of Service *	
<input checked="" type="checkbox"/> I agree to the <a href="#">Terms of Use</a> and <a href="#">Privacy Statement</a> . Being a U.S. website, both documents provide information for our use and retention of your information in the U.S.	
<input type="button" value="Request Information"/>	



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## SUNY - Brockport

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If you want to study in a challenging academic environment with world-class faculty; be actively involved in academic, cultural, social and athletic programs; and apply what you have learned to challenges in the real world, then consider the State University of New York-Brockport.

We are a selective, state-supported, comprehensive university with 49 undergraduate majors and 7,166 undergraduate students. With our close, connected campus, caring and supportive relationships, and great learning options, SUNY-Brockport provides an education for life.

SUNY-Brockport is a nationally recognized institution, including:

- "Best in the Northeast" designation by The Princeton Review
- "Best Regional University (North)" by US News and World Report
- "100 Best Values in Public Colleges" for the fourth consecutive year by Kiplinger's Personal Finance

STATE UNIVERSITY  
OF NEW YORK



BROCKPORT

350 New Campus Dr  
Brockport, New York 14420-2919

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### Martin Georgiev

After graduation, Martin plans to start working as a developer and begin work on his Master's of Computer Science at the same time. He would like to have a career in software development and stay in the US and work in Silicon Valley.

*"Martin plans to start working as a developer and begin work on his Master's of Computer Science at the same time. He would like to have a career in software development and stay in the US and work in Silicon Valley."*

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## Request Info: SUNY - Brockport

Name \*  Phone \*

Email Address \*  Birth Date \*

Street Address \*  Apartment/Suite

City \*  State/Province \*

Postal Code \*  Country \*

Nationality \*  Gender \*

Highest Degree Attained \*  Degree Sought \*

Intended Study Field \*

Plan to Begin Studies \*

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## Study in Mississippi

Updated on Thursday 20 September 2012

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2

At the heart of the south lies a state where the sun always shines, the people are friendly, and picturesque sceneries never end. It's the great state of Mississippi. This state's all-American charm attracts students from all over the world. Over the past decade, thousands of international students have gone to study in Mississippi, fascinated by the state's interesting history, remarkable culture, and impressive academics.

Located in the "Bible Belt" of the country, the state allows international students in Mississippi to get a taste of the American southern lifestyle. With a population of nearly three million people, Mississippi is surrounded by the states of [Tennessee](#) (to the north), [Arkansas](#) (to the northwest), [Louisiana](#) (to the southwest), and [Alabama](#) (to the east); it is bordered by the famous Mississippi river, the country's largest river that runs from Minnesota down to the Mississippi Delta and ends in the Gulf of Mexico. The state is almost entirely composed of lowlands and has many rivers and lakes. More than half of the entire state is covered in forests, which explains why Mississippi's nickname is the Magnolia State. International students who study in Mississippi can enjoy the temperate, subtropical climate of this southern state.

The summers are long and hot, and winters short and mild, so along with great weather and plentiful bodies of water, Mississippi is a perfect place for fishing, swimming, boating, and all-around outdoor activities. Mississippi's scenic gulf beaches boast soft white sand and calm green waters. Locals and travelers alike can have a blast jet skiing, boating, parasailing, swimming, or simply enjoying the hot sun on the gorgeous Mississippi coast. International students in Mississippi can also take part in



Capital - Jackson

Largest city - Jackson

Population - 2,967,297

Timezone: Central Standard Time

[Study in Mississippi - Search Now!](#)

StudyMississippi

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### International Student Loans

Fund your education abroad with an international student or study abroad loan to



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## Degrees for Film Majors

Updated on Wednesday 27 June 2012

The study of film is a broad area. From camera equipment to directing, from writing scripts and screenplays to lighting the stage, there are many different jobs available to international students who want to pursue a degree in film. There are several differences in degrees for film majors that will prepare students for various positions in the film industry. Some film majors are more technical, others are more theoretical, and some deal with the world of news rather than fictional Hollywood movies.

Many colleges and universities that specialize in film understand this. [Full Sail University](#), for example, offers a Film Bachelor's Degree that is designed to give students the opportunity to explore the many different positions in film. International students will find themselves working on 16mm, 35mm and HD cameras. Then, they just might find themselves preparing budgets, holding cast calls, or creating a storyboard. How should that sound? Students will even gain experience perfecting sound effects, music, and dialogues. Students who have decided to study film have a wide variety of options to explore.

So what exactly are the differences in degrees for film majors?

### Film Production

One type of major is film production. In film production, an international student can learn about the technical equipment such as how to operate cameras, the basics of sound and lighting and editing software. They might also learn graphics and photo editing software, writing for film and production planning. Students in this major may also study

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**Full Sail University**  
Winter Park, Florida

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**FULL SAIL**  
UNIVERSITY

More than 30 years ago, Full Sail began as a dream to create a place where people could learn how to take their passion for entertainment and turn it into a career they loved. In Full Sail's Film program, you'll work side by side with a unique group of people who share your passion to make great films.

### Study Film in the USA Guide

- [Study Film Overview](#)
- [History of Film](#)
- [Where to Study Film](#)
- [Film Internships](#)
- [Degrees for Film Majors](#)
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## Where to Study Film

Updated on Wednesday 27 June 2012

Ready, set, action! Is studying film-making your passion? Do you enjoy shooting tear-jerking documentaries or is animation more your style? Do you like to play around with old Super 8 cameras or would you rather take on a comedic independent script? Film making is a diverse field with many different directions you can go. Many of the best film schools in the world are located in the United States. Having trouble deciding where to study film? Knowing your budget and direction can help you filter out the numerous options you have for choosing the right school to study film in the United States.

Where to study film in the United States is not an easy question to answer. There are hundreds of film and art schools, along with hundreds of majors at colleges and universities around the nation that are tied to film making. The major areas to study film are in Los Angeles, California and New York City, although they are not the only options. To help you decide where you want to study film, check out more information here.

When many people think of blockbuster movies, they think of the bright lights of Hollywood. Los Angeles (LA) is the land of bumper-to-bumper commutes on the 405, where everyone is an aspiring actor or has a script you just *need* to see. It might seem hard to an international student to find a way to stand out amongst the skinny models and talented writers. But you can. Many of the top-rated film schools in the United States are located in sunny California, and they can help you stand out indefinitely. But now the question is where to study film. The [University of Southern California's School of Cinematic Arts](#) is a top contender. Their programs include critical studies, animation and digital arts, interactive media, film and

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**Full Sail University**  
Winter Park, Florida

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**FULL SAIL**  
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# Email Marketing

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## FILM INDUSTRY

degrees offered in the Film Industry

SUMMER  
2012



Pursue a degree in the film industry and work in Hollywood

A career in film can be a very exciting and rewarding career path. There are many different types of degrees that international students can pursue for those that want to launch a career in the Film industry. Degrees include Film Production, Creative Writing, Animation, and more. Some schools often include Media Studies or Mass Communication and Journalism in the major of those that are leaning more towards the journalism or broadcast types of careers.

Full Sail University is consistently rated one of the top film schools in the US. Take a look at the different degrees they have to offer as well as some of the successful graduates that now have successful careers in the film industry.

Now!

## Where to Study Film?

One very important thing to consider when considering studying film is location, location, location.



### Where to Study Film

It is important to consider where you can be in the industry and where there are opportunities outside of the classroom such as internships.

Los Angeles is a great choice, with Hollywood all of the big name studios and film companies there as well as some of the best film schools in the US, like the American Film Institute and California Institute of Arts.

New York City has a major television network and Broadway for many opportunities as well as the New York Film Academy and New York University Tisch School of the Arts.

Orlando, nicknamed "Hollywood East", has Disney Studios as well as Universal Studios and is one of the best and most tech film schools in the industry. Full Sail

### Are you considering a a career in film?

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Emil



Zin Mar



Christopher



Jenny



Oluwaseunfu



Brad



Peggy



Marie



Keith

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## 2012 Travel Video Contest

Posted on September 1st 2012

The [2012 Travel Video Contest](#) has now launched, and open to budding film makers from all around the world. This year our grand prize is \$4,000, giving you an excellent opportunity to fund your study/ travel abroad. As in previous years, the format is the same - in no more than 5 minutes, tell us why you want to study or travel abroad. You can make the video as creative as you want, you might even want to look at [previous years winners](#) for inspiration.

[Find out more](#) about the competition and start shooting your footage - the deadline is October 31st 2012!



## Have you Considered Studying in Mississippi?

Posted on 20th September, 2012

Have you ever thought about studying in Mississippi? If so, then check out the StudyMississippi Consortium. The consortium is made up of thirteen different colleges and universities, all of them located in Mississippi.

StudyMississippi institutions offer thousands of undergraduate and graduate degrees and are found in rural, suburban and urban settings. Schools like Mississippi State, Alcorn State, University of Southern Mississippi and others are sure to offer the degree you are interested in earning.

Visit [StudyMississippi's School profile](#) to learn more about the benefits to studying in Mississippi.



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## International Student News

Issue 164 - October 2012  
An InternationalStudent.com Publication

[Homepage](#)[Contact Us](#)[Student Blogs](#)

Welcome to the 164th issue of the International Student News!

As most of you are settling into your new life at school, or returning for a new semester - it's time to get your video cameras out for the 2012 Travel Video Contest! It's back again, and with a \$4,000 grand prize - it's an event you do not want to miss! The deadline is 31 October so you still have enough time.

We are also excited to tell you about the new student flight search below, which offers the cheapest student flights available anywhere.

Ross Mason  
Editor, InternationalStudent.com



In this issue:

- 2012 Video Contest
- StudyMississippi
- Airfare Tool Updated
- Student News
- From the Mailbag
- Fun Site of the Month
- Study Centers
- Final Word

 [Forward to a Friend](#)

### > [2012 Travel Video Contest](#)

The [2012 travel video contest](#) is well under way, and already there has been immense interest from students all around the world, eager to get their videos in production and ready for our deadline. The grand prize this year is \$4,000 - so get your cameras rolling!

The format is simple - in 5 minutes or less, tell us about your planned study abroad trip, or if you are already studying abroad, about any trip at all that you would like to take.

You can be as imaginative and creative as you want to be in your video, but make sure you check out all of the rules and guidelines for your video and its submission. You might even want to take a look at previous years' winners and entrants, to see how good you have to be to win.

The deadline is October 31st, and for full information and rules please see [our contest website](#).



### > [StudyMississippi](#)



# Social Media

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We aim to provide the very best resources for international students anywhere in the world, whether for insurance, loans or finding a school!

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Featured School Friday - Part of the StudyMississippi Consortium - Jackson State University, Mississippi - Since 1877, Jackson State University has been providing young men and women

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 **Great British Mag**  
📍 Not sure about how to get the hottest tickets to a gig you...  
7 hours ago

# Social Media



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*International Student is dedicated to helping international students from all around the world with information, advice and help in studying around the world*

International · <http://www.internationalstudent.com>



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Featured School Friday - Part of the StudyMississippi Consortium - Jackson State University, Mississippi - Since 1877, Jackson State Univer...

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Cheap Student Airfare deals - [bit.ly/PCE2KD](http://bit.ly/PCE2KD)

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Study Abroad Advice Center - [bit.ly/vazjjj](http://bit.ly/vazjjj)

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Insurance Blog Post: Insurance for International Students from Mexico [bit.ly/SWqzFo](http://bit.ly/SWqzFo)

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International Student Weekly is out! [bit.ly/dBFy4y](http://bit.ly/dBFy4y) ▶ Top stories today via @NSCS

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11 Oct

Rise in student concern about safety while studying abroad - [bit.ly/Tjq0j8](http://bit.ly/Tjq0j8)

Expand

# Lead Management

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- [Student News](#)
- [International Communications](#)
- [Essay Writing Center](#)



## Leads

[College and University Search](#)**View Lead** ×**School:** StudyMississippi**School Administrator:** Not assigned**From:****Student:**

Nechaev Jaroslav

**Email:**[nechaevjaroslav@mail.ru](mailto:nechaevjaroslav@mail.ru)**Phone:**

89039046982

**Age:**

17

**Address:**Bluhera 32/1  
802  
Novosibirsk, Novosibirsk  
7282  
Russia**Plans to begin studies:**

1 May 2012

**Highest Degree Attained:**

High School/Secondary School

**Intended Study Field:** Engineering**Degree Sought:** Graduate/Postgraduate

### Student

McIlwain, James

Jaroslav, Nechaev

Bima Alfino, Resa

Kwizera, Kevin

rahman, Lufat

Todonga, Augustine

Yanchenko, Daria

talaat, keros

KHALAF ALLA, MUHAYED

Çolak, Esra



### My Account

[Dashboard](#)[Leads](#)[My Schools](#)[Logout](#)

Ok

# Best Practices

- Timely follow up is a must!
  - Follow up with student ASAP
  - How soon are leads delivered?
- Need an ongoing communications plan
  - Weekly touch points
  - Newsletters
- Know your limitations & available resources
- Manage expectations of others
- Give it time
- Know your goals – leads vs. exposure

# International Recruiting Challenges

- Mississippi is a fly-over state
- Domestic Vs International Student Recruitment
  - Campus Visits/On-campus events: Not Feasible
  - Printed Marketing materials: Expensive & Not Reliable
- Online Marketing & Recruiting
  - Better ROI
  - Ensures timely delivery of information
  - Deliver information in an eye catching format





# E-Marketing and Recruiting

- Strategic Partnership with U.S. Higher Ed Online Marketing Firms
  - Maximum reach & Branding
  - Identify partners & recruiting regions
  - Actively work with them & support their efforts
  - Envisage International, LearnHub, Zinch, Hot Courses
- Engage your Prospects & Partners
  - Social Media Campaign – Facebook, Twitter, etc
  - Webinars, Chats & E-College Fairs
    - CollegeWeekLive
  - SMS Text Messages
  - Newsletters
  - Overseas Media Release
  - Overseas in-home receptions & Education Fairs



# StudyMississippi Partnership with LearnHub



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### About StudyMississippi

WHO WE ARE? StudyMississippi is a consortium of accredited educational institutions in the U.S. State of Mississippi whose purpose is to connect international students and professionals with quality Mississippi education and training. Members include high schools, community colleges, public and private colleges and universities, and professiona...

[More About StudyMississippi](#) ▶

### Featured StudyMississippi Institutions



#### [Alcorn State University](#)

For more than 138 years, Alcorn State has educated leaders in the full range of professions agriculture, the arts, business, human services, education, law, politics, medicine,...



#### [Meridian Community College](#)

Founded in 1937 as the "13th and 14th grades" at Meridian High School, Meridian Community College is the only one of Mississippi's 15 public community colleges to originate thr...



#### [Delta State University](#)

As a regional Carnegie Master's L university located in Cleveland, Mississippi, Delta State University serves as an educational and cultural center for the Mississippi Delta, e...

## Apply to US Universities & Colleges

Start pursuing your educational dream of studying abroad by having the USA's top universities and colleges come to you! Fill out your information accurately in this form to learn more about the top USA colleges and universities!

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### StudyMississippi Leaders



# StudyMississippi - Zinch



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## 密西西比州学校联盟

### Alcorn State University 艾尔康州立大学

138年以来, 艾尔康州立大学向社会输送了一批批领导人物, 他们活跃在各个行业, 包括农业、艺术、商业、计算机科学、人类科学、教育、政界、法律/医学/护理预备等。在这里, 教职工人员都很乐于助人, 与学生形成亲密的合作互助关系。



### Belhaven University 贝尔黑文大学

贝尔黑文大学是一所基督教文理院校。致力于帮助人们解决生活中的复杂难题, 并为学生做好准备使他们能在当前快速发展变化的世界中实现领导地位。这是一个师生互助合作的基督教团体, 强调个人的重要性。贝尔黑文大学不仅提供顶级的传统文理教育, 还帮助学生发现自我目标, 探索生命意义。在这里, 学术素养与基督信仰携手并进、共同发展。



### Blue Mountain College 蓝山学院

蓝山学院建校于1873年, 是一个以安全管理和秉承信仰为导向的学校。这里对学生心灵和思想充满挑战, 从而使他们充分发掘并发挥出自己的潜力。在不断发展变化的世界中, 蓝山学院依旧坚持着自己的信仰。作为密西西比浸会大会中一所独特的院校, 它的地位非常特殊。在这里, 学生可以体现自我价值, 在承担一种或多种职责时表现出自己的潜质和能力。



### Delta State University 三角洲州立大学

三角洲州立大学是密西西比三角洲的教育和文化中心。学校主要服务北三角洲各郡, 因此校区集中于克卡斯代尔和格林威尔。三角洲州立大学注重优秀的教学、服务和研究, 为创造一个学者集中的环境。



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## Study in Mississippi

Updated on Thursday 20 September 2012

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2

At the heart of the south lies a state where the sun always shines, the people are friendly, and picturesque sceneries never end. It's the great state of Mississippi. This state's all-American charm attracts students from all over the world. Over the past decade, thousands of international students have gone to study in Mississippi, fascinated by the state's interesting history, remarkable culture, and impressive academics.

Located in the "Bible Belt" of the country, the state allows international students in Mississippi to get a taste of the American southern lifestyle. With a population of nearly three million people, Mississippi is surrounded by the states of [Tennessee](#) (to the north), [Arkansas](#) (to the northwest), [Louisiana](#) (to the southwest), and [Alabama](#) (to the east); it is bordered by the famous Mississippi river, the country's largest river that runs from Minnesota down to the Mississippi Delta and ends in the Gulf of Mexico. The state is almost entirely composed of lowlands and has many rivers and lakes. More than half of the entire state is covered in forests, which explains why Mississippi's nickname is the Magnolia State. International students who study in Mississippi can enjoy the temperate, subtropical climate of this southern state.

The summers are long and hot, and winters short and mild, so along with great weather and plentiful bodies of water, Mississippi is a perfect place for fishing, swimming, boating, and all-around outdoor activities. Mississippi's scenic gulf beaches boast soft white sand and calm green waters. Locals and travelers alike can have a blast jet skiing, boating, parasailing, swimming, or simply enjoying the hot sun on the gorgeous Mississippi coast. International students in Mississippi can also take part in



Capital - Jackson

Largest city - Jackson

Population - 2,967,297

Timezone: Central Standard Time

[Study in Mississippi - Search Now!](#)

StudyMississippi

Get Info




### Study in the USA Guide

- [Choosing the USA](#)
- [USA State Guides](#)
- [Application Process](#)
- [Financial Aid for the USA](#)
- [Preparation for your stay](#)
- [The USA "Way of Life"](#)
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### Study in the USA School Search

For international students that want to study in the USA, please search our database of schools today:

Please select your state.... 



### International Student Loans

Fund your education abroad with an international student or study abroad loan to

# Engaging Prospects & Partners



## My Photos - ISA's First Ever In-Home Reception in India: Mumbai, Jan 2, 2010

Photo 1 of 5 [Back to Album](#) · [My Photos](#)

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✎ Sunil Shah and Srikanth Vutha our current undergraduate student did an outstanding job talking to prospective undergraduate students and their parents.

In this photo: [Sunil Shah \(photos I remove tag\)](#), [Srikanth Vutha \(photos I remove tag\)](#)



**Lokesh Shivakumaraiah** Chitra, Nibeer and you will be heading similar thing in Kolkata in May if you are going to India.

January 3 at 3:08am · [Like](#)



**Chitra Malhotra** I'll be more than glad to do it...It'll be an honor! :)

January 3 at 3:15am · [Like](#)



**Nibeer Dewan** I would love to help!

January 3 at 3:54am · [Like](#)

From your album:

ISA's First Ever In-Home Reception in India: Mumbai, Jan 2, 2010



# Engaging Alumni & International Student Organizations in Online Recruiting Eff

👍 Arun Ramakrishnan likes this.



**Pranaav Jadhav** is this the current team or the past out one?  
February 1 at 1:09am · [Like](#)



**Junaid Zaheer** uh good old days. I can recognise quite a few f  
from thsi picture:)  
February 1 at 7:41am · [Like](#)



**Lokesh Shivakumaraiah** Pranaav, this is our first MSU cricket  
team. They all have graduated.  
February 1 at 9:53am · [Like](#)



**Nabeel Ahmed** guys this is amazing so good to see ya'all  
here...great memories...wuld do anythin to play again on the dr  
field!  
February 1 at 9:40pm · [Like](#)



**Arjun Anand** How come the guys who cheered the team aren't  
;) )  
February 6 at 9:18am · [Like](#)



**Lokesh Shivakumaraiah** Arjun, you can find some of those  
pictures too in the album.  
February 6 at 9:26am · [Like](#)



**Amey Tawde** Dodda is the best cricketer among these guys IM  
June 8 at 2:16pm · [Like](#)



MSU Cricket Team Picture - 2003. SITTING (left to right) Dandu Kiran (Allrounder with great temperament), Kaustubh Kulkarni (alias Goyu: Middle order batsman), Venkat (alias Dolak: Middle order batsman), Lokesh (President 2002-04), Leathen (Tear away fast bowler know for his accuracy), Satyendra Kallur (Capain.....Batsman with big shots, fast bowler with good control.....his presence make opositions to lose couple of heart beats), Jagadish Subramnian (Treasurer, excellent leader). STANDING (left-right) Jayaram (Best and Destructive opening batsman....MSU's pride! MSU's Sehwaag), Gaurav (Secretary and Stable opening batsman), Nabeel Ahmed (opener with steel temperament, never used to throw away his wicket no matter hot tough the situation is.), Krishnendu Chandra (2nd Captain of MSUCC, middle order batsman

From your album:  
MSU Cricket Club



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


# Engaging International Student Organizations in Online Recruiting Efforts


**facebook**  

**ISA:2005-06 Anugoonj - Deepotsav**  
By Lokesh Shivakumaraiah · [View Photos](#) Tag!




**GurjotSingh** Thanks for posting.....good ole days :)  
February 1 at 10:13am · [Like](#)

**Vinay Thotakura** wowv thanks for the nostalgic ride lokesh...i sure njoied looking at those pics :)  
February 1 at 3:04pm · [Like](#)

**Perneet Preeti Sood** ditto with the two post above.....miss those days!! btw do you know anyone who has the full fashion show that we put on and the dances we did that day. i have part of it but not the whole thing  
February 1 at 3:44pm · [Like](#)


**Perneet Preeti Sood** a full video of the fashion show\*  
February 1 at 3:44pm · [Like](#)


**Govind Sandeep** nice...seems u guys had a gala time.....  
February 1 at 4:32pm · [Like](#)

**Tushar Durve** Lokesh...Glad to see your leadership in these activities... As an alumni of MSU please let me know if I can help in any way.  
On a separate note... How are you doin?

**Swapnil Shirsath** Thanks Bro, you made my day.. Miss you all like hell..!  
February 1 at 11:04pm · [Like](#)

**Ambica Pilli** thanks lokesh for all the pics..loved looking at them...))nostalgic!!!...  
February 2 at 7:31pm · [Like](#)

**Shailesh Oswal** Thanks for the pics Lokesh! Reminded me of my days in MS :) ...How r u doing?  
February 3 at 12:52pm · [Like](#)

**Perneet Preeti Sood** lokesh i don have the video...i was wondering if you knew someone who had it...let me know if you find it!  
February 3 at 4:30pm · [Like](#)

**Tulsika Patel** Great upload!!! Thanks Lokesh!  
February 3 at 6:50pm · [Like](#)

# How to Market your School Online

- Hire Envisage International!
  - Or Hot Courses, LearnHub, Zinch, Hobson's...
  - Before you do, know your online strategy
- Develop a web presence
- Do it yourself
  - Run your own ads
  - Blog – Content piece
- Social Media Strategy
  - Engage students
  - Have separate Facebook and Twitter accounts for international

# It's Q&A Time!!

Donnie Sears  
Twitter @donniesears  
[donniesears@envisageinternational.com](mailto:donniesears@envisageinternational.com)  
4-247-1387

Lokesh Shivakumaraiah  
Twitter @intlrecruiting  
[lokesh@international.msstate.edu](mailto:lokesh@international.msstate.edu)