

International Student Hangout Case Study



McNeese State University is a small state university located in Lake Charles, Louisiana. As part of their international recruitment strategy, McNeese State signed up for a Featured School profile on InternationalStudent.com which includes being listed prominently in the USA School Search on the website. This significantly increases the school's visibility on the site and allows interested students to submit their contact information directly to McNeese State for follow up.

McNeese State's Featured School profile is seeing a steady flow of traffic, including 720 page views in January 2015, the month prior to the Hangout. Thirty-two students also completed the inquiry form on the profile, requesting that someone contact them directly from McNeese.

Goal: Increased exposure and face-to-face communication for a specific time period

To boost their fall 2015 enrollment efforts, our partners at McNeese State needed an additional way to increase the visibility of their Featured School profile while being able to reach students on a face-to-face, personal level for a surge in inquiries from international student prospects.

Solution: International Student Hangout

Google Hangouts, an optional add-on to any of our media packages, offer a valuable opportunity to reach, attract, and communicate with prospective students in a live virtual environment. Marketed to students throughout our International Student Network, Hangouts are free for students to attend, have the ability to reach a global audience, and can significantly increase page views and student inquiries in a short amount of time, but also have long term benefits.

Google Hangouts help turn prospective students into inquiries by:

- Personifying your school with face-to-face interaction
- Giving information specific to your target audience
- Allowing you to answer students questions on the spot
- Collecting contact info of participants for further communication
- Providing a recorded video on YouTube to attract future prospects





Hangout Details

Pre-Marketing

All marketing for the Hangout event was done by Envisage International, beginning three days prior to the event, Invitations to the event were distributed via email marketing, newsletter mentions, social media posts, blog posts, and more.

Day of the Event

Reminders were sent via email to all participants and were posted throughout the International Student Network. As scheduled, representatives at McNeese State University gave a 20 minute presentation and spent 40 minutes answering students' questions and advising students to complete the inquiry form on their Featured School profile if they wanted to receive more information about applying to the university.

Post-Marketing

Thank you emails and social media messages were sent to all participants. All inquiries were sent to the McNeese representatives in real time for follow-up. The live Hangout was automatically recorded and posted to YouTube. The Hangout video was also added to the video directory on InternationalStudent.com, the school's website, and the McNeese State University Featured Profile for further viewing. All participants were added to a McNeese State Hangout Circle for future marketing.

Hangout Results

- 375+ People Attended the Event
- 84 Inquiries in February representing a 171% Increase from previous month
- 2330 Profile Page views representing a 224% increase from previous month
- 200+ YouTube views since the event

