

IDP CONNECT CORE MEMBERSHIP

2020



EXPERTS BY YOUR SIDE

We offer you the opportunity to be at the forefront of our rapidly expanding global community and to accelerate your growth in key recruitment markets.

Drawing on 100 million visits per year across our global network of student-facing websites, we work closely with you to ensure that your institution's content reaches key source markets in the most effective way to boost enrolment.

Our end-to-end model is designed to support students from their initial research all the way through to enrolment, harnessing the power of digital content marketing to guide students to the right institution.

With 130 offices in more than 30 countries, we help students enrol at institutions across the globe and serve as your trusted representative on the ground.



100 million+ visits*



130 offices



30+ countries

*per annum

1 in 5 IDP UK enrolments come from leads generated on our digital platforms

**Our placed students are our ambassadors:
For every 1 student who used IDP services
last year, we had 1.1 referrals**



WHAT OUR CORE MEMBERS SAY...

"Sheffield invested in the IDP Connect Core Membership to assist with key recruitment objectives and achieve sustainable growth through diversity in our student body. The combined approach of linking their localised websites with their global office network has increased both our direct and agent-assisted enrolments in key markets. We look for partners who enable us to shape recruitment outcomes-working with IDP Connect has greatly contributed towards our goals."

Louise McCarthy

Assistant Director, International Recruitment
University of Sheffield

Last year we helped over 13,500 international students enrol at UK universities*

1 in 7 Indian students commencing study in the UK were placed by IDP**

*2019-2020

**HESA vs. IDP enrols (HESA 2018-2019 vs. IDP enrols same year)

IDENTIFY OPPORTUNITIES THROUGH DATA & INSIGHTS

Our model accelerates your international recruitment at every stage of the recruitment funnel

To ensure your institution's objectives are on track and recruitment targets are met, our core members are given exclusive access to:

- Sector dashboards with access to external data (e.g. HESA, Open Doors)
- Core member webinars focused on on-the-ground market shifts
- Regular review meetings to better understand recruitment and digital performance metrics





WHAT OUR CORE MEMBERS SAY...

"The Core Membership has assisted us in accelerating our growth in key recruitment markets and is now clearly an essential part of our IDP partnership and our overall strategy. As a global recruitment partner, the membership has increased our awareness across a range of key international markets whilst also delivering demonstrable return on investment."

Joe Rossiter

Associate Director, International Recruitment & Partnerships
Leeds Beckett University

ATTRACT INTEREST AND BUILD DEMAND

Offering you access to the biggest network of researching prospective students in the world, we display your high-quality local language content across our platforms to drive interest to your institution from the moment a prospective student starts researching online.

Your institution's video-led Content Hub is showcased across our network of global websites, as well as on the new IDP Study Abroad App, which guides and supports students throughout their research journey. As a Core Member, your unique content is placed at key touch points on the app, thereby increasing awareness of your institution and giving you a significant advantage over competitors.

In addition, you will have priority access to our new Ask IDP video Q&A platform, which enables institutions to share short video answers in response to frequently asked student questions, offering a personalised 'human' touchpoint and boosting conversion rates.

We'll help build optimal interest in your institution and match you with highly qualified prospective students. Our approach ensures that search experiences guide and support students to find suitable institutions that match their needs, thereby accelerating your enrolment outcomes.



RE-ENGAGE TO GENERATE APPLICATIONS & DRIVE ENROLMENT

Our core members benefit from additional automated emails to engage students further down the funnel. Follow-up emails are sent to prospective students who have enquired, students who have applied to your university and any student who has received, but not accepted their offer after 48 hours.

These automated emails use high-quality core member content, hosted on IDP.com sites, to remind prospective students of the benefits of studying at your institution and assisting with conversion.

As prospective students move along the funnel, our in-country counsellors are on the ground representing you to ensure optimised placement of highly qualified students at your institution. With 130 offices and over 900 counsellors worldwide, we place students in the UK from over 30 countries.



WHAT OUR CORE MEMBERS SAY...

"The IDP Connect team has supported us with the data and insight available through our Core Membership to identify opportunities and has worked to develop a campaign that fits with our objectives. The translated content IDP Connect develops to influence prospective students has also been important in generating interest from markets where our on-the-ground impact is limited. The fact that IDP Connect can track the effectiveness of this activity right through to enrolment provides clear detail on return, while also giving us data on how to improve conversion in future intakes."

Una Condron

Associate Director, UCD Global
University College Dublin



WORK WITH US

Every step of the journey plays a vital role in helping students make the right education choices.

Our complete suite of student-centric services ensures your institution is able to make strategic decisions based on real-time data, deliver digital marketing solutions to a global audience of actively researching students and rely on expert counsellors to convert interest into enrolments.



Call us:

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Email us:

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Across the web

idp-connect.com