



INTERNATIONAL
SCHOLARSHIP &
TUITION SERVICES

PROGRAM PROMOTION SERVICES

Want more applicants?
Need more diversity?
Looking for more exposure
for your program?

ISTS Marketing is ready
to enhance your program
with our comprehensive
portfolio of marketing
services to help you
strategically achieve your
program objectives.

ISTS Marketing will
seamlessly integrate your
message, budget and
preferences to develop a
customized marketing plan
for your program.

PROMOTE YOUR PROGRAM

- Page 1** **Consultation**
Graphic Design
Copywriting
- Page 2** **Landing Pages**
E-mail/Social Media Campaigns
- Page 3** **Advertising**
Scholarship Listings
- Page 4** **Social Media**
- Page 5** **Press Releases**
Winner Interviews/Profiles



CONSULTATION



Strategize to meet your program goals with our knowledgeable and creative team of marketers.

We will help you review and analyze your current program objectives, promotional efforts and statistics to enhance your program results.

\$125 per hour



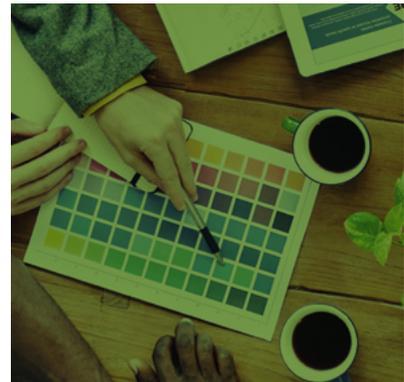
GRAPHIC DESIGN

Spruce up your next promotional campaign by having our internal design team create your printed collateral or digital materials with a customized look.

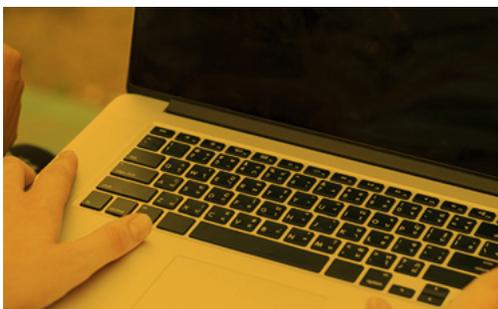
We can design custom logos, postcards, posters, web banners and more.

Printing and distribution services are available upon request for additional fees.

\$175 per hour



COPYWRITING



Captivate your target audience and deliver your message in a new and interesting way with fresh copy or a distinctive program name from our dynamic marketing minds.

\$125 per hour

LANDING PAGES



Centralize all information for your program on a branded landing page designed, hosted and maintained by ISTS. This custom webpage can provide a description of the program, including eligibility criteria and instructions to apply, as well as a direct link to the online application login page. It can also feature social media integration!

The URL for this landing page can be placed on printed materials and digital resources and the page can serve as a hub for important program updates throughout the year.

**Starting at \$2,500 for initial development
\$500 annual hosting fee**



OUTREACH

E-MAIL CAMPAIGNS

Communicate with current and potential applicants or past recipients with our targeted e-mail campaigns. Our internal database serves as an exclusive resource for generating e-mail distribution lists or we can incorporate any lists you provide. We also have access to a variety of other sources of eligible applicants.

Campaigns are customized to your specific program objectives and targeted audience.

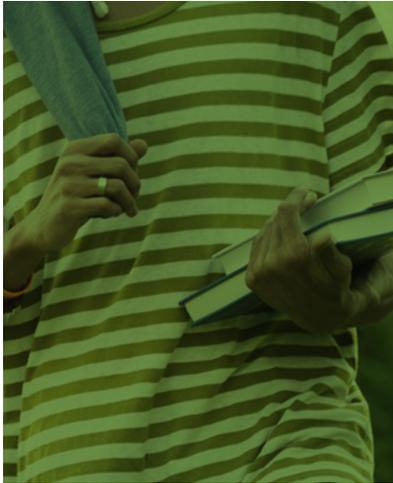
Starting at \$50 per 1,000 e-mails, minimum fee of \$250

SOCIAL MEDIA CAMPAIGNS

Let our team do the research and communication for you! Through our social media campaigns, we research various groups, associations, schools and clubs that relate to your program. Using a custom graphic, we then promote your program via third-party social media accounts, encouraging them to share information about your program to their members and students.

Starting at \$500

ADVERTISING



SCHOLARUP SPONSORSHIP



ScholarUp is your source for connecting with applicants. By sponsoring this free guide to scholarships and higher education, you can reach more than 20,000 subscribers from all over the world. The ScholarUp student community maximizes your exposure through a monthly e-newsletter, blog, Twitter feed and Facebook page.

Sponsorships start at \$500.

SOCIAL MEDIA SPONSORSHIP

Reach your candidate pool where they are: social media! Make sure your program is seen by the right students who meet the qualifications through targeted a social media sponsorship. From location to age group, interests, field of study and more, the audience can be customized to align with even the most targeted criteria. On average, social media sponsorships have a potential reach of more than 100,000 people.

Custom pricing based on budget and ad specifications

EXTERNAL PARTNERS

ISTS partners with reputable, student-focused organizations to coordinate a variety of placements including ads, sponsorships and featured listings. For budgets large and small, ISTS can help you reach college-bound students across the world.



SCHOLARSHIP LISTINGS

Discover new sources of applicants by listing your program on today's most popular and legitimate scholarship search websites.

\$100 per listing

SOCIAL MEDIA



DEVELOPMENT

Let ISTS set up a Twitter account or Facebook page for your program. Using Facebook or LinkedIn, we can also create an alumni group for your program. Alumni groups are a great way to stay connected to your past recipients after the award season has ended.

\$1,250

ENGAGEMENT

We maintain your social media outlets for you by sharing important updates about the program, such as launch and deadline reminders and award recipients, throughout the year. Alternatively, we can post details or announcements to any of the ScholarUp media, including a Facebook page and Twitter account.

\$50 per post

TOOLKIT

Need assistance with your social media promotion? We've got you covered. Our social media toolkit allows you to quickly and easily boost awareness about your program using your existing social platforms. We provide optimized messages, imagery and a hashtag - all you have to do is post!

Starting at \$750



PRESS RELEASES



Spread the word about your program! We can craft an informative press release to promote your program or announce important milestones and events.

\$750 per release



INTERVIEWS/PROFILES

WINNER PROFILES

Spotlight your winners with a professional and sharp online or print profile featuring a short biography and photo.

\$100 per profile

WINNER INTERVIEWS

Let your applicants tell their story through these revealing and insightful conversations.

\$125 per hour



For more information on ISTS promotional services,
please contact:

**Your ISTS Program Administrator or
Program Coordinator**

or

Carissa Willcoxon
Director of Marketing
cwillcoxon@applyISTS.com

