



Digital Marketing Packages *for Australian Schools*



Leverage AEAS audiences to increase your school's brand awareness

Recruiting international students is a competitive business.

Establishing your school's brand in a new source market can be tricky and expensive, especially if you don't understand the nuances of each market and audience. Success requires a long-term commitment of time and money to build brand recognition, develop agent relationships, and generate positive brand sentiment.

COVID-19 has again highlighted the need for Australian schools to adopt an agile and innovative approach to recruiting international students. As competitors in other destination countries increasingly turn to highly sophisticated digital marketing for student recruitment, Australian schools must act quickly to ensure they are not left behind.

In response to the challenges of post-COVID student recruitment, AEAS has developed a series of digital marketing packages enabling Australian schools to leverage our strong international brand recognition, while also harnessing our expertise in executing highly successful integrated marketing campaigns in key source markets.

Backed by 35 years of experience and insight, AEAS Digital Marketing Packages offer Australian schools an opportunity to grow their brand in existing markets, and establish a presence in emerging markets.

With 80% of CRICOS registered schools using AEAS services, we know what your customers look like, and where to find them.

What are the benefits of subscribing to an AEAS Digital Marketing Package?

- Leverage the strength of the AEAS brand in key source markets to enhance awareness of your school
- Utilise AEAS' digital marketing experience across multiple non-Western platforms
- Gain access to purchase-ready audiences across our websites, customer databases and advertising segments
- Reach over 25,000 subscribers and followers across all social channels
- Exclusive access at your level for one month
- Assistance with copywriting and translation included in price
- Secure prime advertising real estate in AEAS EDMs to our database of test registrants and event participants
- Receive a comprehensive campaign statistics report at the end of your package

Which packages are available?

Package type	GREY	BLUE	RED	RED+
Countries	1	2	3	4
Posts per country	4	4	4	4
Total posts	4	8	12	16
Other inclusions	-	-	25% discount Online Agent Workshop; 1 x Summary Listing on ASIS (12 months) <i>valued at \$1250</i>	1 x free Online Agent Workshop; 1 x Premium Listing on ASIS (12 months) <i>valued at \$3400</i>
Cost	\$990*	\$1980*	\$3960*	\$6160*

*prices are inclusive of GST

AEAS Digital Marketing packages are available for the following countries:



CAMBODIA



CHINA



HONG KONG



INDONESIA



JAPAN



MALAYSIA



SINGAPORE



SOUTH KOREA



TAIWAN



THAILAND



VIETNAM

What is the AEAS difference?

80% of CRICOS registered schools use AEAS

- a significant proportion of all students applying to Australia will interact with AEAS at some point
- we understand the needs of students, families and agents, and know how to reach them

Large and highly engaged audiences

- Over 14,000 followers on WeChat channels
- 10,000+ customers and agents in our databases
- Strong relationships with top agents in key markets

International Marketing expertise

- Deep understanding of the nuances of audiences in each key source market
- Fully international-focused marketing strategy
- Precise audience segmentation and tailored content creation
- Extensive experience engaging audiences across non-Western platforms



For further information, please contact

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