

ENROLL IN MBA BRANDING BOOTCAMP







BOOST MARKETING BEYOND THE EVENTS

THE MBA TOUR

ON
SOCIAL
MEDIA 



WHY ENROLL?

-  We are currently the only company offering this type of online access to your specific demographic.
-  This program has been running since 2011: Use our in-house experts to help you reach your target audience!
-  Through this program, you will have the ability to engage with our 500,000+ unique website visitors.
-  Gain online visibility to 700,000+ current pre-MBA contacts globally.
-  Solve the marketing problem that 51% of marketers face: Lack of time and bandwidth to create content. Let us do the work for you!
-  Content created can be used for your own social feeds and marketing efforts. We share ownership of content.

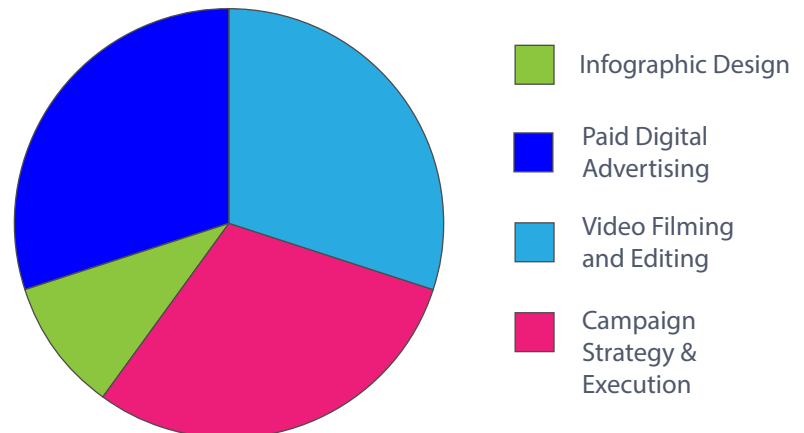
The MBA Tour has built a trusting relationship with our followers.

"I am a career changer and pursuing an MBA was never on my radar. However following the recommendations that the MBA Tour provided through their emails, YouTube videos, and webinars my nervousness quickly dissolved at the fair and I felt confident talking to admission reps and owning my experience."

- Event attendee, The MBA Tour Los Angeles

COST BREAKDOWN

The majority of funds go right back into marketing efforts on your



Interested? Register for our MBA Branding Bootcamp!

USD 6,000*
*USD 6,500 after May 18, 2018
Compare cost to traditional print or web banner ads.

For more information, contact our Marketing Manager: smillner@thembatour.com; +1 (978) 451-4200 ext. 102

WHAT'S IN THE PROGRAM?



STRATEGY KICK-OFF

Join us for a call to discuss your recruiting goals for 2018-19. Walk through your expectations and get questions answered. Through a brainstorm session with our social media experts, we will devise a strategy to optimize your recruiting efforts with The MBA Tour.

"The MBA Tour's MBA Branding Bootcamp has helped us to drive more traffic to our program during recruitment events and has allowed us to connect with prospective candidates virtually."

- 5 year returning business school client

CONTENT CREATION



MONTH SPOTLIGHT

- Your school will be given a one-month feature across The MBA Tour's social media channels and website

- Focus on the unique aspects of your program, course offerings, and campus culture



VIDEOS

- 2 video features

- Differentiate your program and highlight your school's advantages

- Get 'face time' with candidates before meeting them at events



FEATURED CONTENT

- 4 features on blog + social channels

- "Breaking Rank" Series: New in 2018

- Alumni and student profiles

- All features boosted by paid advertising



INFOGRAPHIC

- A visual representation highlighting your program's strengths

- Capture the attention of candidates with a buzzworthy graphic shared on our media channels



INSTAGRAM SPOTLIGHT

- New in 2018!

- Week-long takeover of The MBA Tour's Instagram account showcasing your program

- A "live" look at on-campus events, classes, and student stories

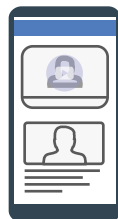
PAID DIGITAL ADVERTISING

EVENT BOOST CAMPAIGNS



Before The MBA Tour, reach at least 50% of registrants

- We target your video content created through the package to event registrants through paid digital advertising, email updates, and website features.
- Guaranteed reach of at least 50% of event registrants.
- Differentiate your program before arriving onsite at events and be an information source for candidates.



PICK UP TO 10
EVENT & iBOOST
CAMPAIGNS
COMBINED

iBOOST CAMPAIGNS

Give it a boost! Enhance your school-sponsored initiatives.



Let us help you reach your target audience globally.

Have a school-sponsored initiative outside of The MBA Tour events? Our social media experts will help you promote your webinars, info sessions or school specific activities.

- Guaranteed reach of at least 20,000 - 25,000 impressions from pre-MBA contacts in your target demographic.
- 6.35% average click-through-rate for client advertisements
- Compare this to 0.73% average for the education sector, and 0.90% for travel and hospitality industry

DETAILED REPORTING & ANALYTICS

- Complete transparency on each initiative completed through the program
- Every campaign will be boosted by paid digital advertising, guaranteeing results and enhanced analytics
- Reports sent after each Tour or sooner upon request

