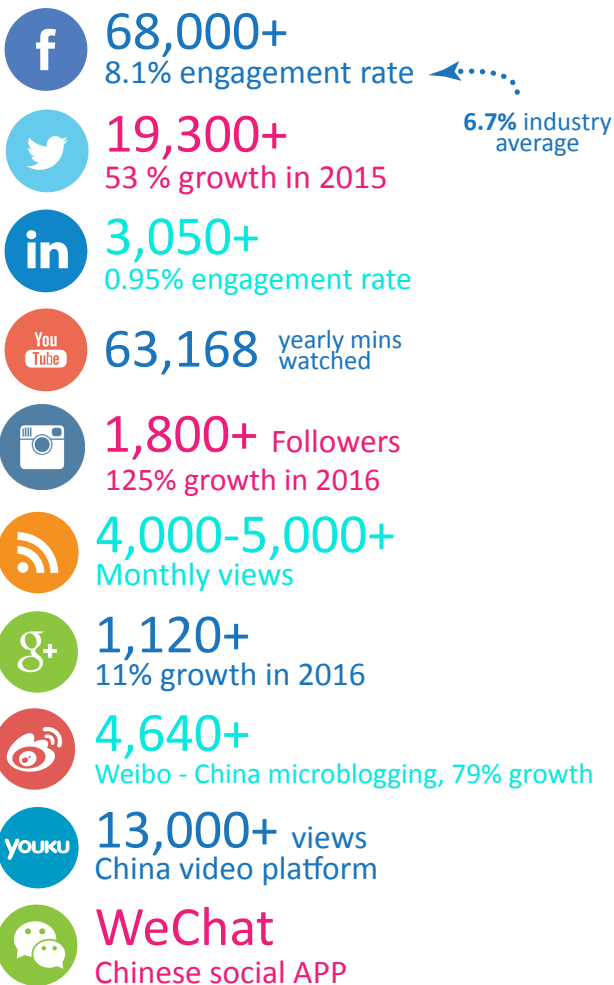


ENROLL IN MBA BRANDING BOOTCAMP

BOOST MARKETING BEYOND THE EVENTS

THE MBA TOUR

ON
SOCIAL
MEDIA 



Interested? Register for our MBA Branding Bootcamp!

USD 5,000

Compare cost to
traditional print or
web banner ads.

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

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.

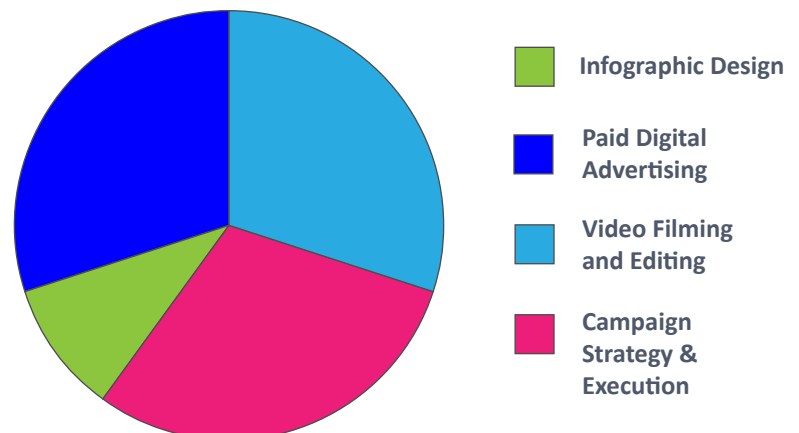
The MBA Tour has built a trusting relationship with our followers.

"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 behalf!



WHAT'S IN THE PROGRAM?



STRATEGY KICK-OFF

Join us for a call to discuss your recruiting goals for 2017-18. 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



VIDEOS

- 4 video features
- Differentiate your program
- Get 'face time' with candidates before meeting them at events
- "Round Table" panel-style video series filmed onsite at events



ALUMNI & STUDENT FEATURED CONTENT

- 4 features on blog + social channels
- "A Day in the Life" student video series
- #AfterMyMBA inclusion
- CEO Series: New in 2017
- All features boosted by paid advertising



INFOGRAPHIC

- A visual representation highlighting your program's strengths.
- Capture the attention of candidates with a buzz worthy graphic shared on our media channels to highlight your event participation.



TWITTER CHATS

- Engage with over **90k** users on Twitter with #TheMBATourChat
- Average of **3.2 million** impressions per 1-hour chat
- Digital admissions panel

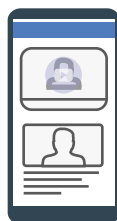
PAID DIGITAL ADVERTISING

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 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

