KIVVIT WELCOMES YOU TO GBSN 2017
MEETING PROSPECTS WHERE THEY LIVE

GLOBAL INTERNET USERS HAVE SURPASSED 3 BILLION

📍 Facebook is the #1 social network in 119 out of 149 countries, including India.

📍 In China QZone still dominates the Asian landscape with 632 million users.

📍 Japan is the only country where Twitter is the leader.

📍 Twitter is struggling for leadership in 8 nations, especially in Europe.
FACEBOOK IS ALSO DOMINATING INDIA

SOURCE: ALEXA/SIMILARWEB
CONTENT HAS EXPLODED

GOOGLE SEARCHES PER DAY (GLOBAL)

5.5 BILLION DAILY SEARCHES

- 63K PER SECOND
- 3.5MM PER MINUTE
- 228MM PER HOUR
- 167B PER MONTH
- 2T PER YEAR

1999

2016
IF YOU DON’T HAVE A POWERFUL SOCIAL MEDIA PRESENCE, IT WILL COST YOU APPLICANTS.
WHY IS DIGITAL SO IMPORTANT?

FANS → AMBASSADORS
FOLLOWERS → APPLICANTS
PROSPECTS → STUDENTS
HOW DO WE USE IT FOR YOUR BUSINESS SCHOOL GOALS?

RECRUITMENT

INFLUENCE
There are so many booths at a business school fair. How do you make sure you stand out AFTER the prospects leave the building?
**CASE STUDY: LAW SCHOOL RECRUITING**

Kivvit planned and deployed “surround sound” social media and digital advertising campaigns promoting Masters degrees at Top-20 West Coast and Midwestern law schools.

We sought to meet candidates where they already spend their time online, from degree-specific message boards to social media.

**STIMULUS & AWARENESS**
- LinkedIn
- Facebook

**REMARKETING & ENGAGEMENT**
- Geographic Targeting
- Device ID Harvesting
- Display Remarketing

**CLOSING & ACTION**
- Search Engine Advertising

**CONVERSIONS**
- Email Marketing
KIVVIT’S CREATIVE APPROACH

Kivvit has developed over 250 ads promoting varied aspects of these degrees across all campaigns, tailoring creative to key messages for each group of prospective students.
TACTICS: HOW WE GET IN FRONT OF PROSPECTS

All of this is tailored to your audiences and interests.
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All of this is tailored to your audiences and interests.

70% of people would rather learn about a company through articles instead of traditional marketing.

Per dollar spent, content marketing generates approximately 3x as many leads as traditional marketing.
CHECK YOUR PHONES!
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