

KIVVIT WELCOMES YOU TO GBSN 2017

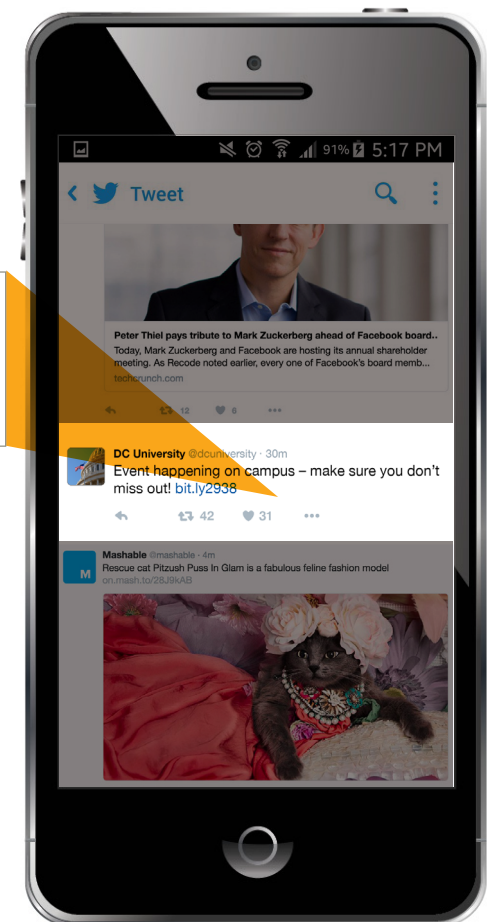
KIVVIT.COM | CHICAGO | MIAMI | NEW JERSEY | NEW YORK | WASHINGTON, D.C.

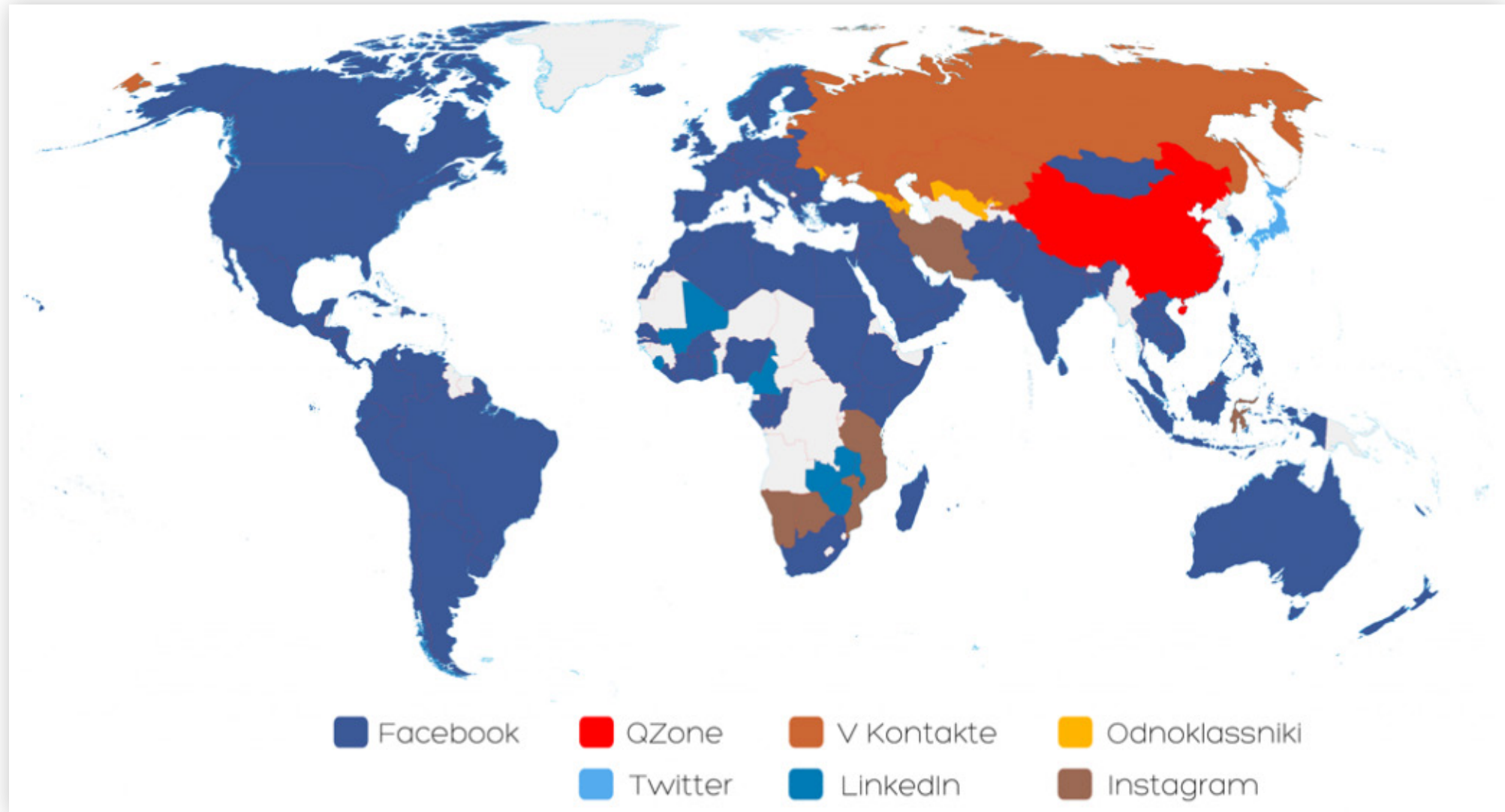
kivvit

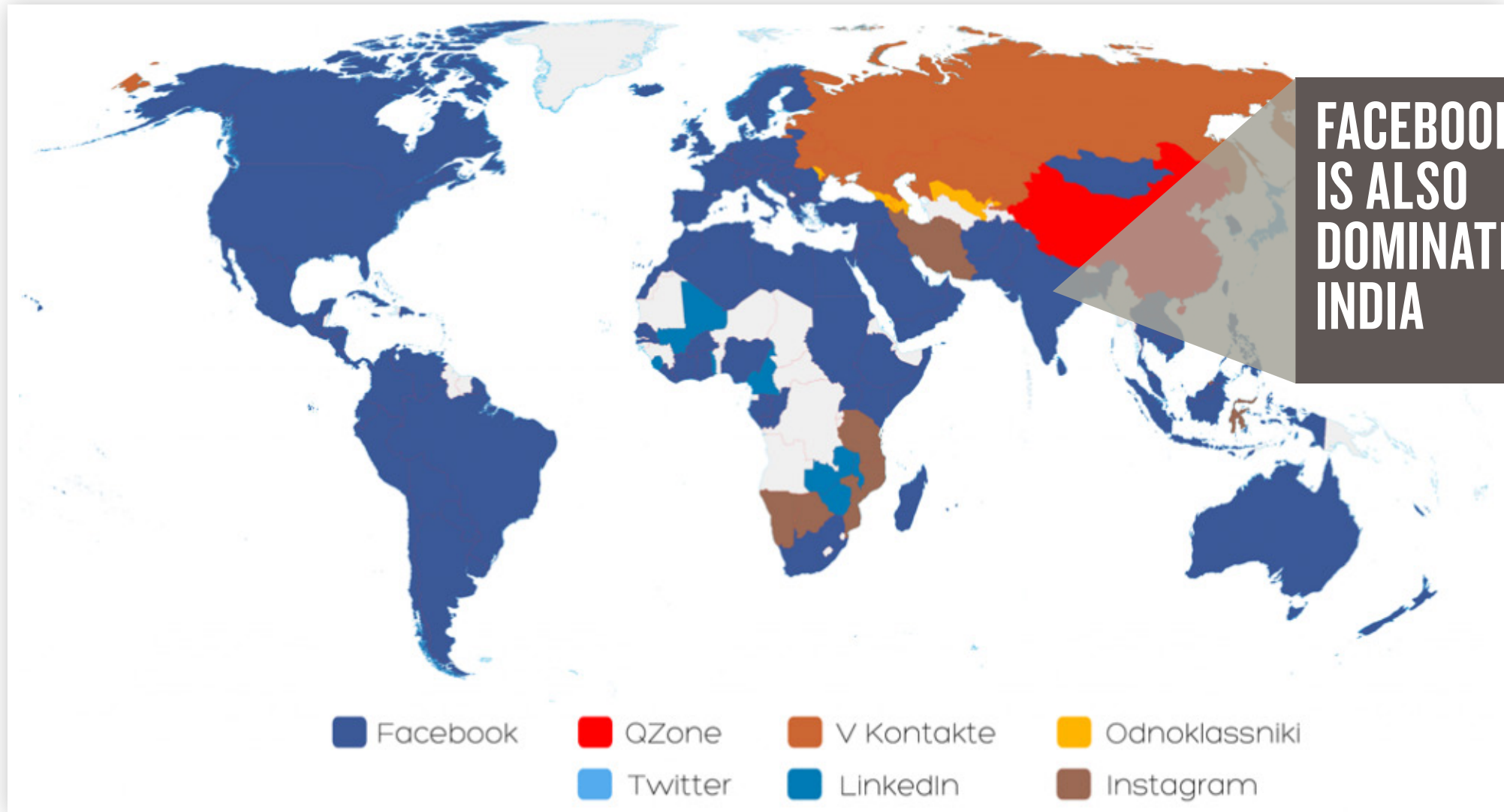
MEETING PROSPECTS WHERE THEY LIVE

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.

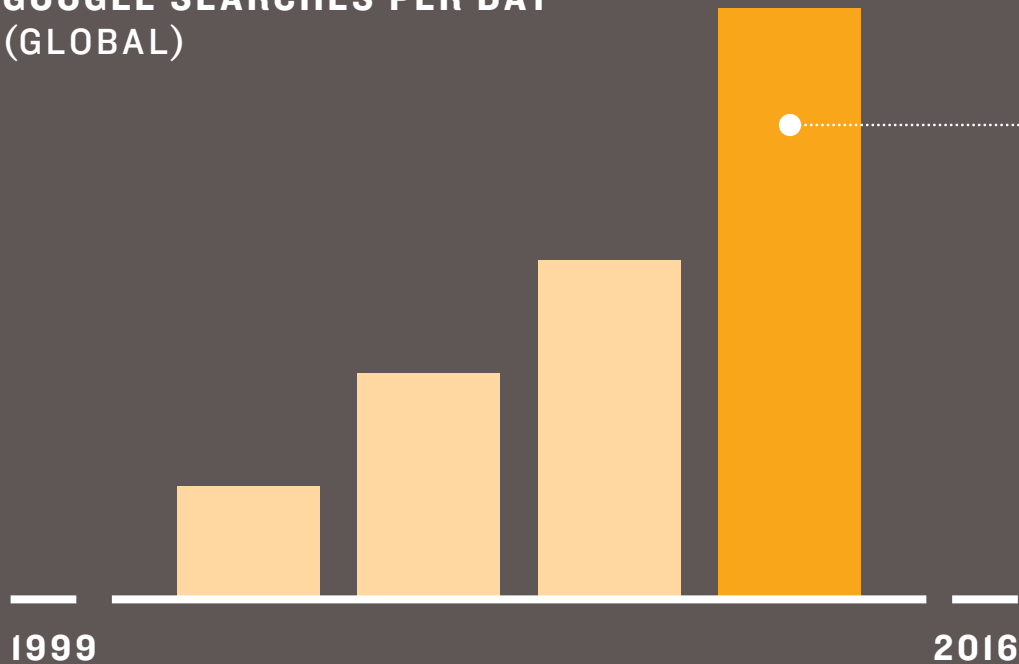






CONTENT HAS EXPLODED

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

**IF YOU DON'T HAVE A POWERFUL
SOCIAL MEDIA PRESENCE, IT WILL
COST YOU APPLICANTS.**

WHY IS DIGITAL SO IMPORTANT?

FANS



to



AMBASSADORS

FOLLOWERS



to



APPLICANTS

PROSPECTS



to



STUDENTS

HOW DO WE USE IT FOR YOUR BUSINESS SCHOOL GOALS?



RECRUITMENT



INFLUENCE

CASE STUDY: BUSINESS SCHOOL FAIR

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.



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.



DIGITAL
ADVERTISING



GEO-FENCING



TWITTER



FACEBOOK



LINKEDIN



IP RE-TARGETING



CONTENT
MARKETING

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IP RE-TARGETING



CONTENT
MARKETING

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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