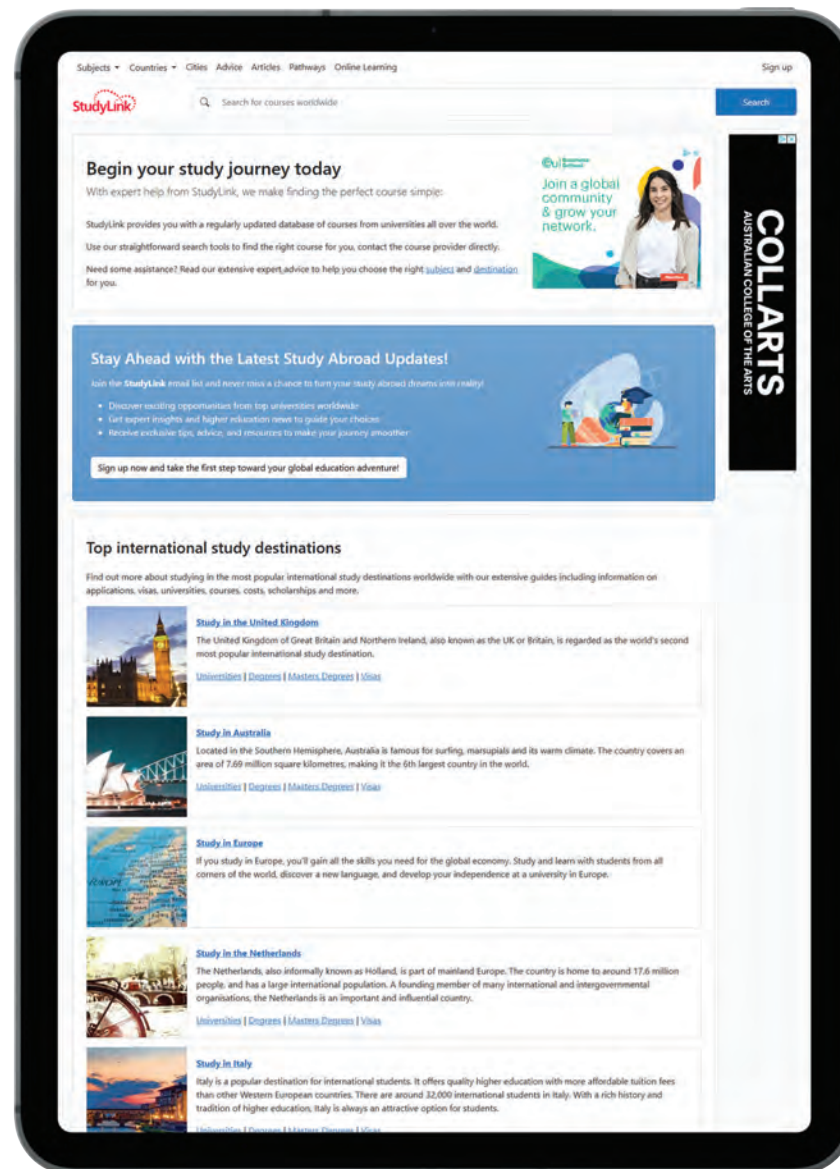




# DIGITAL EDUCATION MARKETING STUDENT RECRUITMENT



# 2025/26 MEDIA KIT





## DIGITAL EDUCATION MARKETING

Digital Education Marketing is an established education marketing company working with universities and colleges across the globe to enable students to continue their learning at the best possible education providers.

Since 2011 we have combined innovative products, expertise and exceptional customer service to support the higher education industry and are proud to have worked with hundreds of institutions worldwide.

### WHAT WE DO

Using DEM's digital solutions you can reach prospective students in an effective, timely way, whether by maintaining a constant online presence with an annual institution profile and banners or with short term promotion through emails and search sponsorship.



### STUDYLINK.COM

Course search and advice site for prospective international students looking at overseas study across foundation/ pathways, undergraduate, postgraduate and MBA.

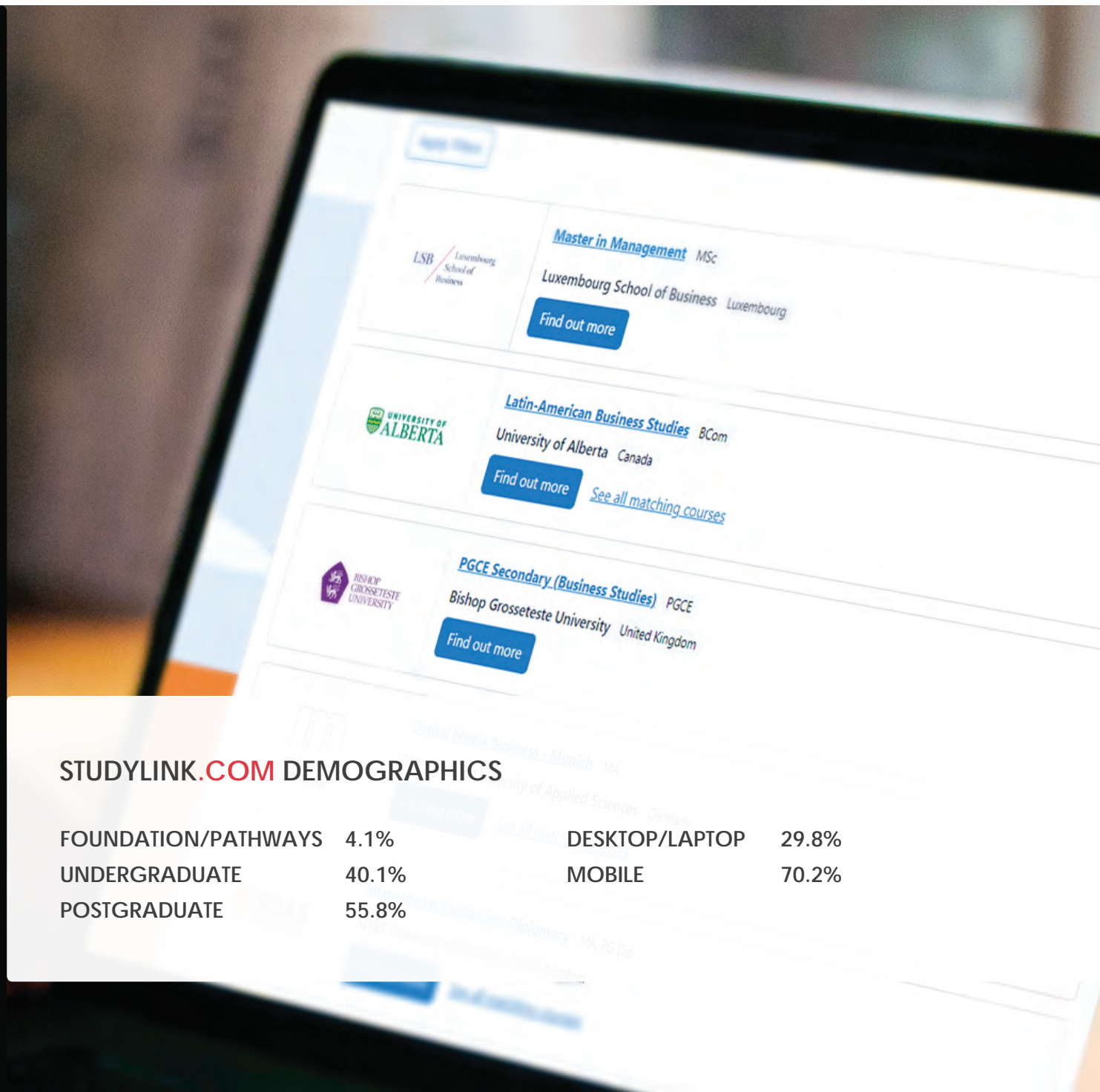
[www.studylink.com](http://www.studylink.com)



# STUDYLINK.COM

StudyLink.com is a website for prospective international students looking for courses worldwide

- Profile Advertising
- Banner Advertising
- Course Sponsorship
- Shared Email Newsletters
- Targeted Email Campaigns
- Social Promotion Campaigns



## STUDYLINK.COM DEMOGRAPHICS

FOUNDATION/PATHWAYS	4.1%	DESKTOP/LAPTOP	29.8%
UNDERGRADUATE	40.1%	MOBILE	70.2%
POSTGRADUATE	55.8%		

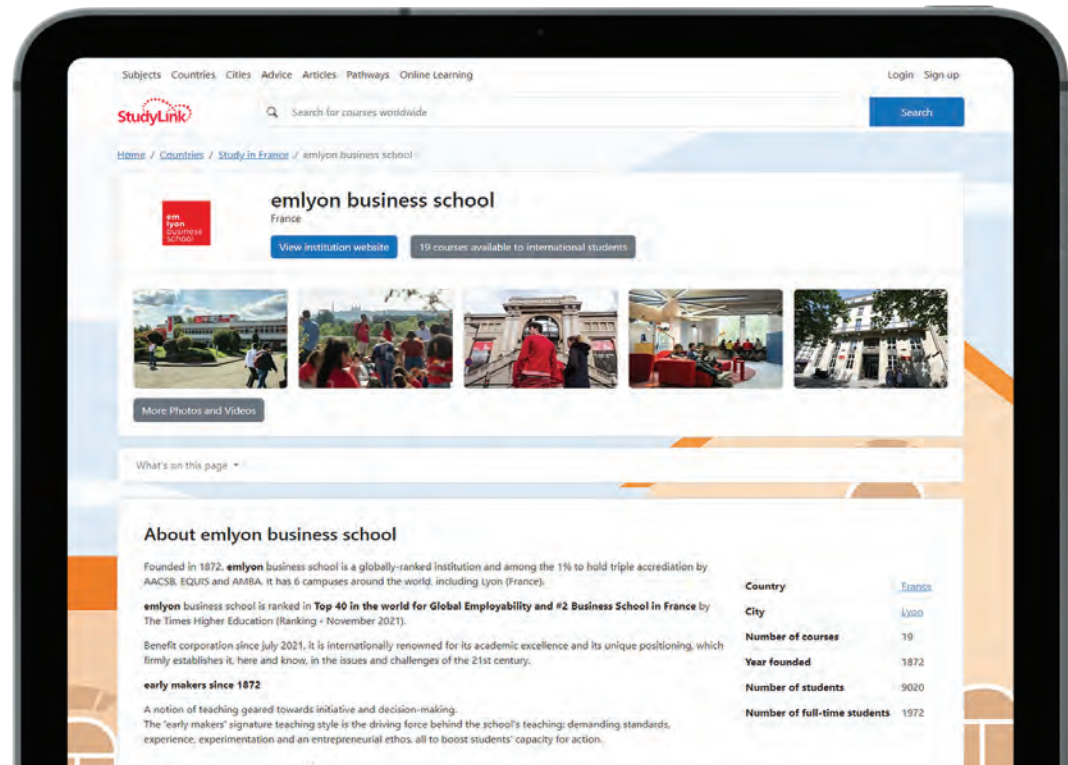




## STUDYLINK.COM PROFILE ADVERTISING

A profile on StudyLink.com gives your institution exposure on a website receiving **1 million** visits per year from an international student audience. Our flexible profiles are tailored to drive referral traffic or enquiries to your website.

Your profile on StudyLink.com is found easily by interested students using the course search tool, available on pages throughout StudyLink.com.



### PROVIDER PROFILES

Utilise rich media like embedded YouTube videos and photo slideshows to showcase your institution to international students.

Information is laid out in logical tabbed sections.

Student testimonials can provide a first hand account of the best features of your institution.

### DETAILED COURSE LISTINGS

Your StudyLink.com profile allows you to provide comprehensive details to prospective students.

Showcase every course with detailed descriptions of course content such as topics covered and modules taken.

Clear call-to-action buttons show on every page taking the student directly to your website's course page.



## STUDYLINK.COM BANNER ADVERTISING

Supplement your profile presence with effective banner advertising to achieve an even bigger response from our audience.

We combine a variety of industry standard sized ad positions into our StudyLink.com banner package - with conversion rates all above industry average.

For additional presence we offer text based adverts to reinforce your campaign messages and drive traffic.

All banner advertising links directly to your institution domain.

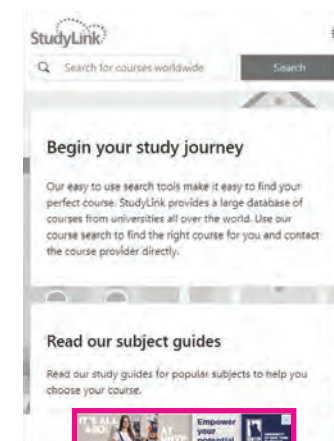
## STUDYLINK.COM BANNER PACKAGE



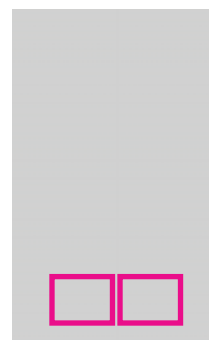
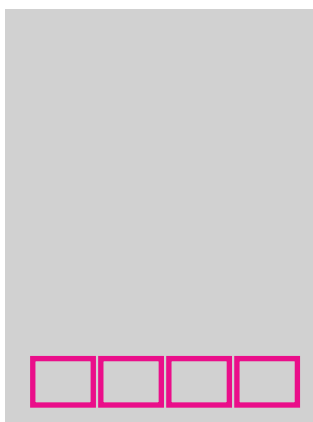
**SKYSCRAPER BANNER**  
120 x 600 pixels



**MPU BANNER**  
300 x 250 pixels



**MOBILE BANNER**  
320 x 50 pixels



## STUDYLINK.COM TEXT ADVERTS

Text adverts include a clickable title and footer link and up to two lines of text.

2, 3 or 4 text adverts may appear on page at any one time, depending upon viewport size.

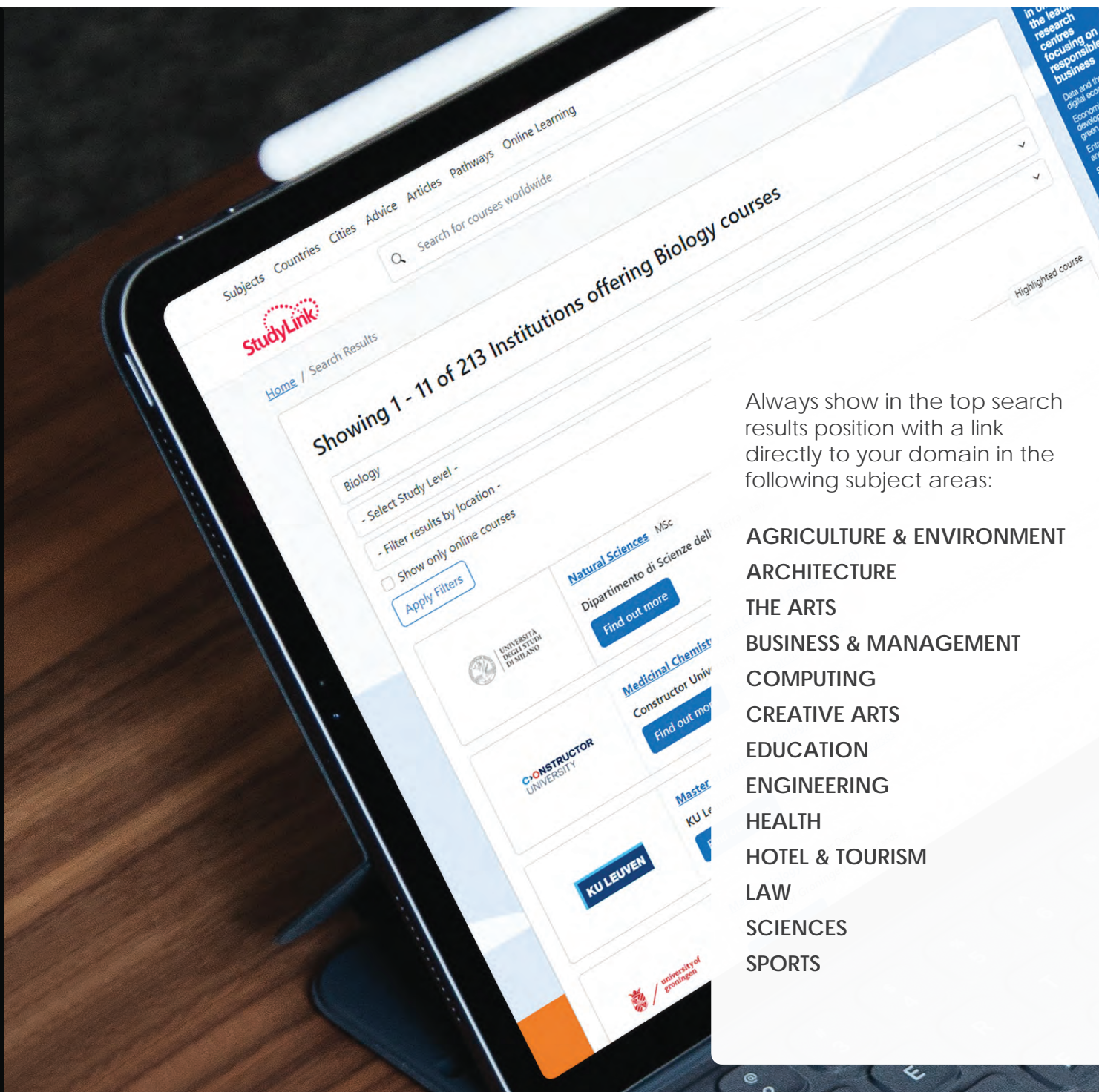


## STUDYLINK.COM SPONSORED SEARCH RESULTS

StudyLink.com Sponsored Search Results are the perfect option for highlighting a course of your choice to a highly targeted audience.

Available to book in monthly blocks or 2 weeks for business/management, Sponsored Search Results allow you to nominate a course which will show in the top search result position for a specific subject area.

This targeted setup ensures that the course you pick will be relevant to the audience that sees it, whilst the top search result position ensures a boosted response rate.



Always show in the top search results position with a link directly to your domain in the following subject areas:

**AGRICULTURE & ENVIRONMENT**  
**ARCHITECTURE**  
**THE ARTS**  
**BUSINESS & MANAGEMENT**  
**COMPUTING**  
**CREATIVE ARTS**  
**EDUCATION**  
**ENGINEERING**  
**HEALTH**  
**HOTEL & TOURISM**  
**LAW**  
**SCIENCES**  
**SPORTS**





## STUDYLINK.COM STUDYLINK NEWS

StudyLink News is our monthly email to 25,000 registered users, informing them of the latest international study opportunities and providing timely advice articles.

Showcasing your institution in this email is easy. Choose a webpage you would like to promote and prepare a snippet of teaser text to spark interest in the page. Accompany this with a related image and we do the rest for you.

Complement your text with an image or photo.



### Find your inner pastry artist with Institut Lyfe

If you are passionate about pastry, bread making, chocolate or confectionery, Institut Lyfe, located in the heart of Lyon, France, has the ideal Bachelors course for you.

[Read more](#)



### Growth and connection beyond the classroom

At Vilnius University studying isn't just about hitting the books - it's about discovery, friendship and personal evolution

[Read more](#)

Use an engaging headline title and tease the content of your linked webpage



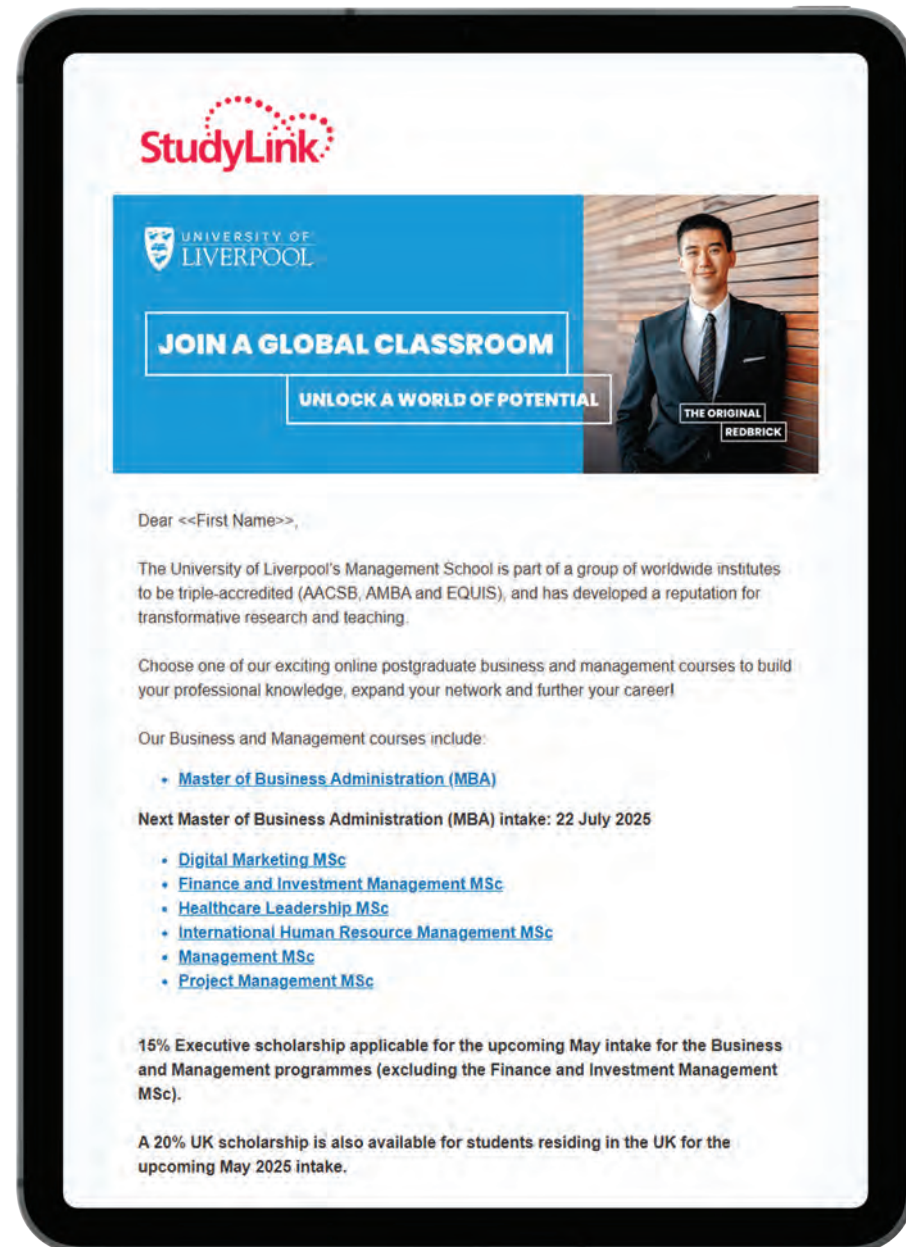
## STUDYLINK.COM TARGETED EMAIL CAMPAIGNS

Our targeted email campaigns allow you to target students by subject area and location and reach them with a specific message.

Each campaign is built for you using our tried and tested templates that work across multiple mail clients.

### HIGHLIGHT YOUR ASSETS

Our targeted emails are a great opportunity to tell potential students about the resources and benefits that make your institution stand out.





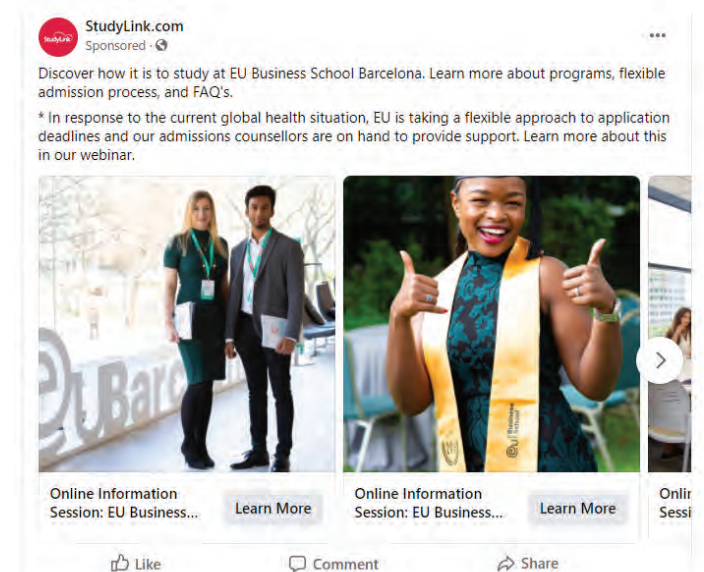
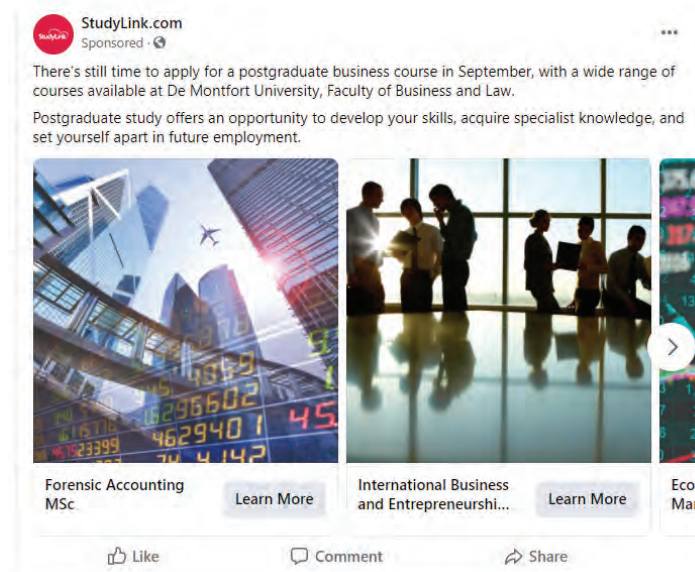
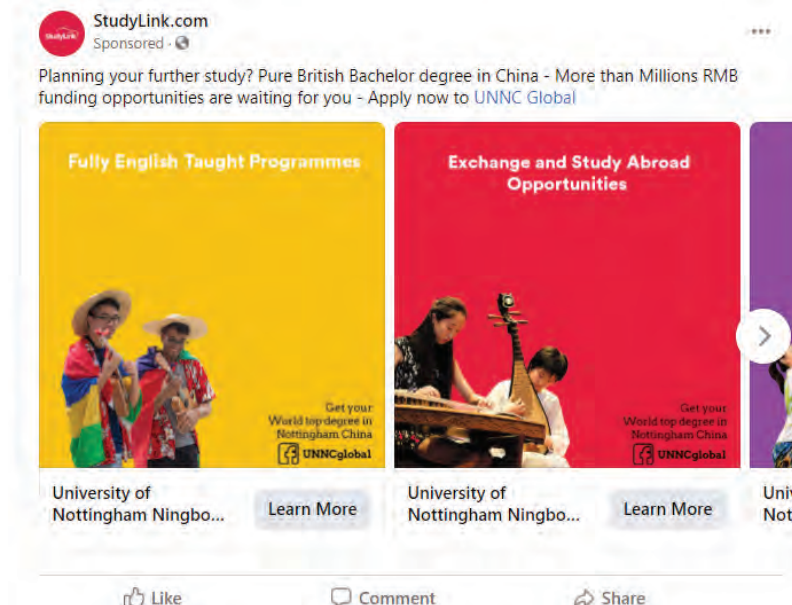


## STUDYLINK.COM SOCIAL PROMOTION

StudyLink enjoys a large and active user base on its Facebook page, which is liked by over 100,000 people.

We offer you the chance to reach this community of potential students with our Social Promotion Campaigns.

Our team are able to prepare bespoke advert posts for you which are promoted to StudyLink's social media base, perfect for growing and reinforcing your brand or reaching specific target markets.



# OUR CLIENTS

DEM have the pleasure of working with some of the best higher education providers from around the world, with clients from over 30 countries worldwide.

We provide proven recruitment marketing services to institutions, creating lasting working relationships around the globe.

## SOME OF OUR CLIENTS INCLUDE



# WHAT OUR CLIENTS THINK

WE AIM TO MAKE WORKING WITH US  
A PLEASURABLE AND STRAIGHTFORWARD EXPERIENCE



"We started working with StudyLink about a year ago and so far we are very happy with the results. We found the company works in a very efficient and straightforward manner which provides a strong motivation to carry on. StudyLink adds great value to our ambition to present the university to our audience."

**Rutger Brood, Digital Marketing Coordinator,  
University of Groningen**



"We have been collaborating with DEM on the StudyLink.com portal for 6 years now and we keep coming back for the consistent results they deliver."

Our profile performance has been growing year over year, granting us more visibility and helping us achieve our enrollment targets.

**Alberto Lazzari, University of Padua**

"Working with Simon and the DEM team has been a delight and resulted in excellent marketing campaigns for Abertay University, generating valuable and insightful data for us on a continual basis. The DEM team is patient and flexible around our hectic schedules and it has been a pleasure to work with DEM for the past few years."

**Fin Hackwood, International Officer, Abertay University**



"Simon and the team at StudyLink are fantastic. Very supportive, always on hand and very knowledgeable. We are really happy with the service, it raises our international profile and helped us achieve our goals."

**Yeng Carter-Ho, Head of international  
Marketing and Communications, Swansea University**





## WHAT TO EXPECT FROM DEM

We like to think that you will find working with us a little bit special. This is how we approach every campaign.

- **No Automatic Renewals**

We do not implement automatic or rolling renewals. We feel that through regular contact with you through the duration of your advertising, we are able to deliver the results that you require to justify continued activity on the site.

- **Dedicated Account Managers**

We offer you outstanding support for your advertising packages with a dedicated and experienced account manager for your campaigns with DEM.

- **Helpful Content Team**

Our content team are always available to assist with your booking, whether its helping with creating advert copy or creating html emails for you.

## FREE DATA COLLECTION

We go out of our way to make managing your campaign with us straightforward, and every booking with us includes our **Free Data Entry Service**.

DEM collect your course data free of charge as part of your campaign, making your experience as straightforward as possible.

Our easy to use Editor puts you in command of this content whenever you want to access it. Updates to your profile and course listings go live within 24 hours.

## TRANSPARENCY

To ensure that you are able to accurately measure all traffic generated by your advertising packages, we automatically apply unique tracking UTM codes to all URLs directed to your web presence. This allows you to cross check all traffic we report in your web analytics service.

Already have your own tracking codes? No problem - we are happy to implement your own tracking methods.

## COMPETITIVE PRICING

Our advertising pricing is industry-competitive and with prices scaling depending on the number of courses being promoted we are able to offer affordable campaigns to both small and large institutions.

## AUTOMATED REPORTING

Emailed reports are automatically generated monthly to let you now how your advertising is performing, or log in to our online Editor at any time for a detailed look at how your campaign is doing.

# ANSWERING YOUR QUESTIONS

WE ADDRESS THE MOST COMMON QUERIES  
TO GET YOU UP TO SPEED WITH DEM

## Q HOW WILL THE COURSE SEARCH WORK FOR ME?

**A** Our search algorithm has been designed to provide the most relevant results for every search, whilst randomising all courses of equal relevance, every day. This gives you an equal chance of appearing top of search results on any day.

## Q HOW DO I ADD MY INSTITUTION'S COURSES?

**A** We collect your course listings for you for every profile campaign with DEM. You can also use the DEM Editor to add to, amend and remove your course listings. Course details can be edited individually or updated in one go using our Editor's spreadsheet loader.

## Q WHY SHOULD I CHOOSE TO WORK WITH DEM?

**A** We have established ourselves as a trusted name within the education marketing industry. StudyLink was established in 1991 and has enjoyed partnerships with the ACU, Yahoo, the UK Guardian and the Metro.

## Q HOW MUCH WORK IS REQUIRED TO GET MY CONTENT ONLINE?

**A** We make it as easy as possible for you to add and manage your advertising content. Courses and profile content are collected and prepared by DEM for you to approve. Use our online Editor to manage your profile content and course listings. We create html emails for you in-house, using our tried and tested email templates.

## Q HOW WILL I KNOW THAT ADVERTISING WITH DEM IS WORKING?

**A** We provide regular reports on the performance of your advertising as well as the performance of the site as a whole. Statistics are collated from reliable sources such as Google Analytics, Google Data Studio and Google Ad Manager.

## Q WHAT IS THE RELATIONSHIP BETWEEN DEM AND STUDYLINK?

**A** Digital Education Marketing Ltd has the exclusive right to sell and manage the StudyLink directories worldwide on behalf of Learning Information Systems Ltd.



## CONTACT US NOW

WE ARE ALWAYS AVAILABLE TO DISCUSS BESPOKE  
ADVERTISING CAMPAIGNS TO SUIT YOUR NEEDS.

SPEAK TO AN ACCOUNT MANAGER NOW FOR MORE  
INFORMATION.

**t:** +44 (0)1332 742 715

**e:** [contact@demltd.com](mailto:contact@demltd.com)

**w:** [www.demltd.com/contact/](http://www.demltd.com/contact/)