

TAKE YOUR STUDENT
RECRUITMENT PROCESS TO
THE NEXT LEVEL

TAKE RESPONSIBILITY FOR
YOUR LEADS

DISCOVER HOW EFFECTIVE
RECRUITMENT CAN BE

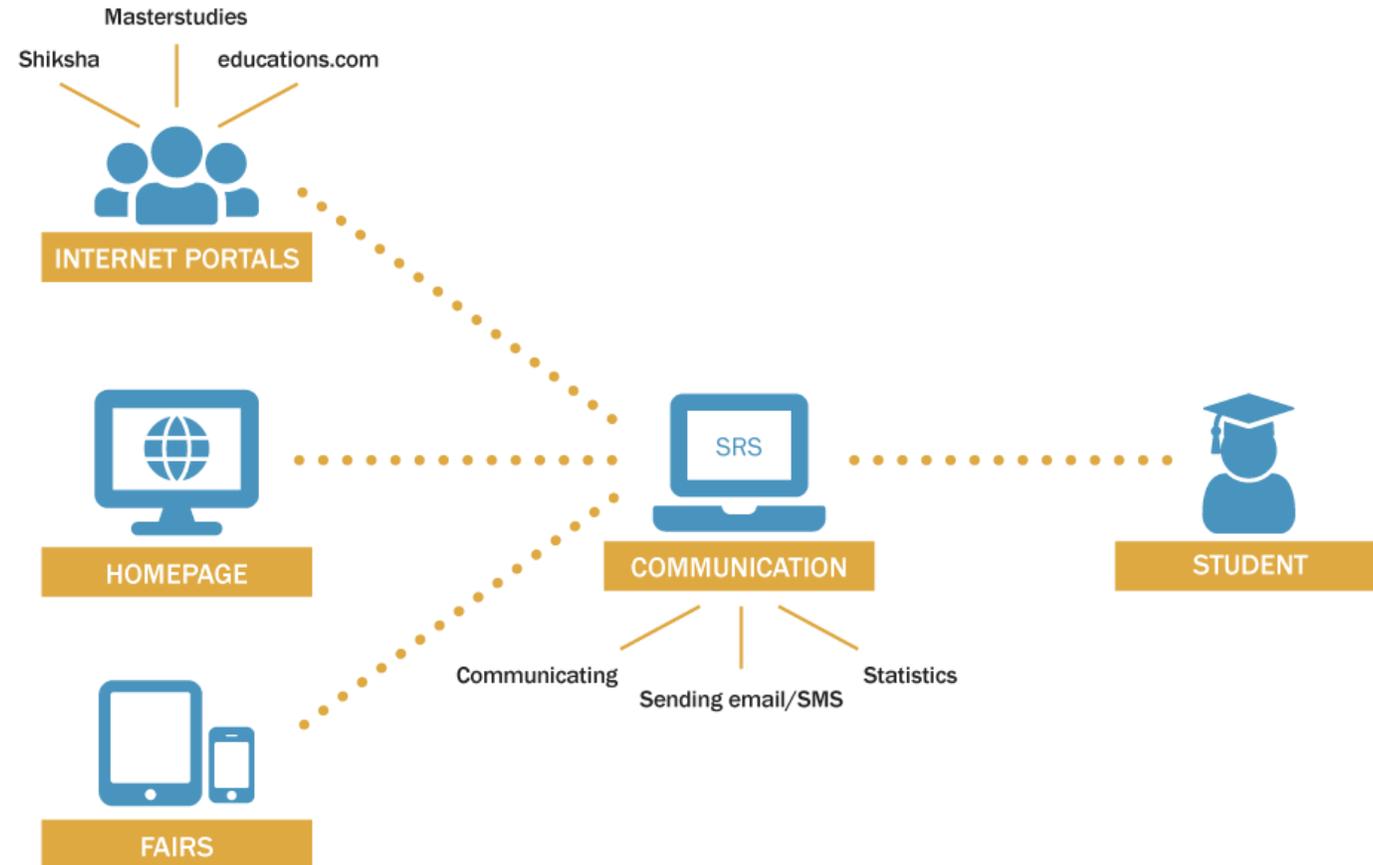
www.studentrecruitmentsystem.com

The logo for Student Recruitment System (SRM) is a stylized, handwritten-style blue monogram of the letters 'SRM'.

STUDENT RECRUITMENT SYSTEM



WHAT IS SRS?



EDUCATIONS MEDIA GROUP: THE COMPANY BEHIND SRS

Educations Media Group – EMG is the market leader in education marketing, operating the world's largest search engines for education and training. We work with 4,000 education providers in 40 countries, to help over 2 million students find their ideal program every month.

Our global head office in central Stockholm is far from the living room where it all began in 2001. With local offices in Copenhagen, Helsinki, Mannheim and Oslo, we continue to grow with plans to open offices in London, New York, Singapore and Australia in the near future. EMG is partly owned by Novax, the investment company of Axel Johnson.

During the fall of 2012 EMG took another step towards its vision to help everyone in the world find their future education by collaborating with universities to develop our specialized CRM-system for the education industry: *Student Recruitment System*.

The service was launched in January 2013 and today is used by clients from all segments of the education industry. SRS helps schools to be effective in all their processes within student recruitment, and provides an overview on how different marketing channels deliver value.

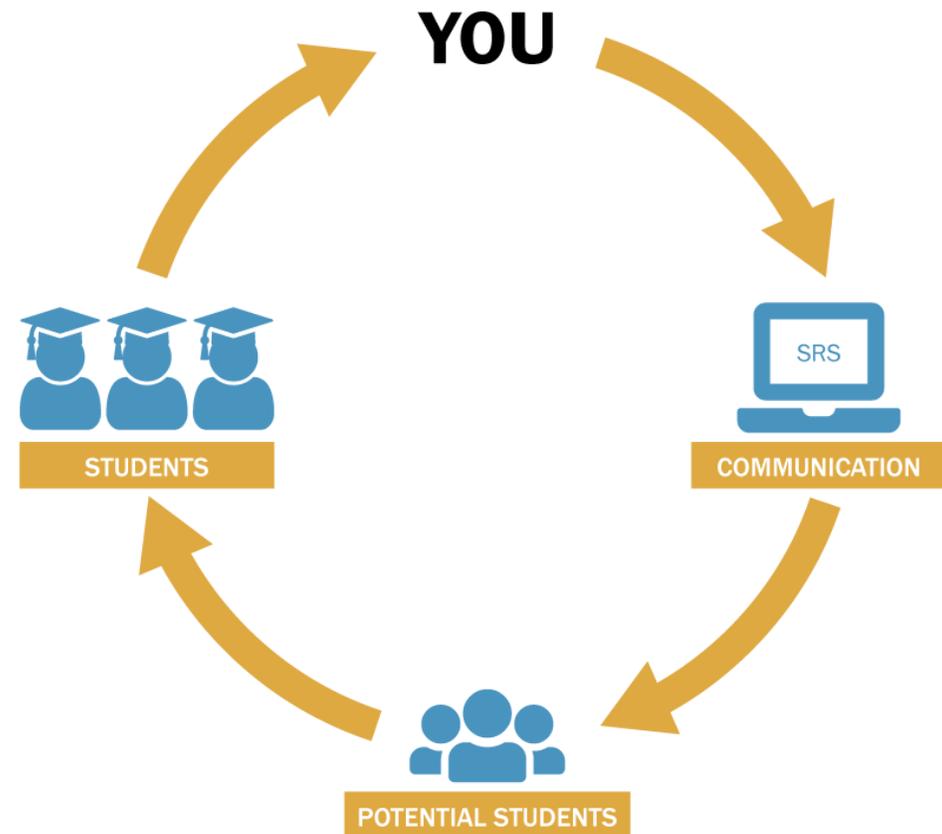


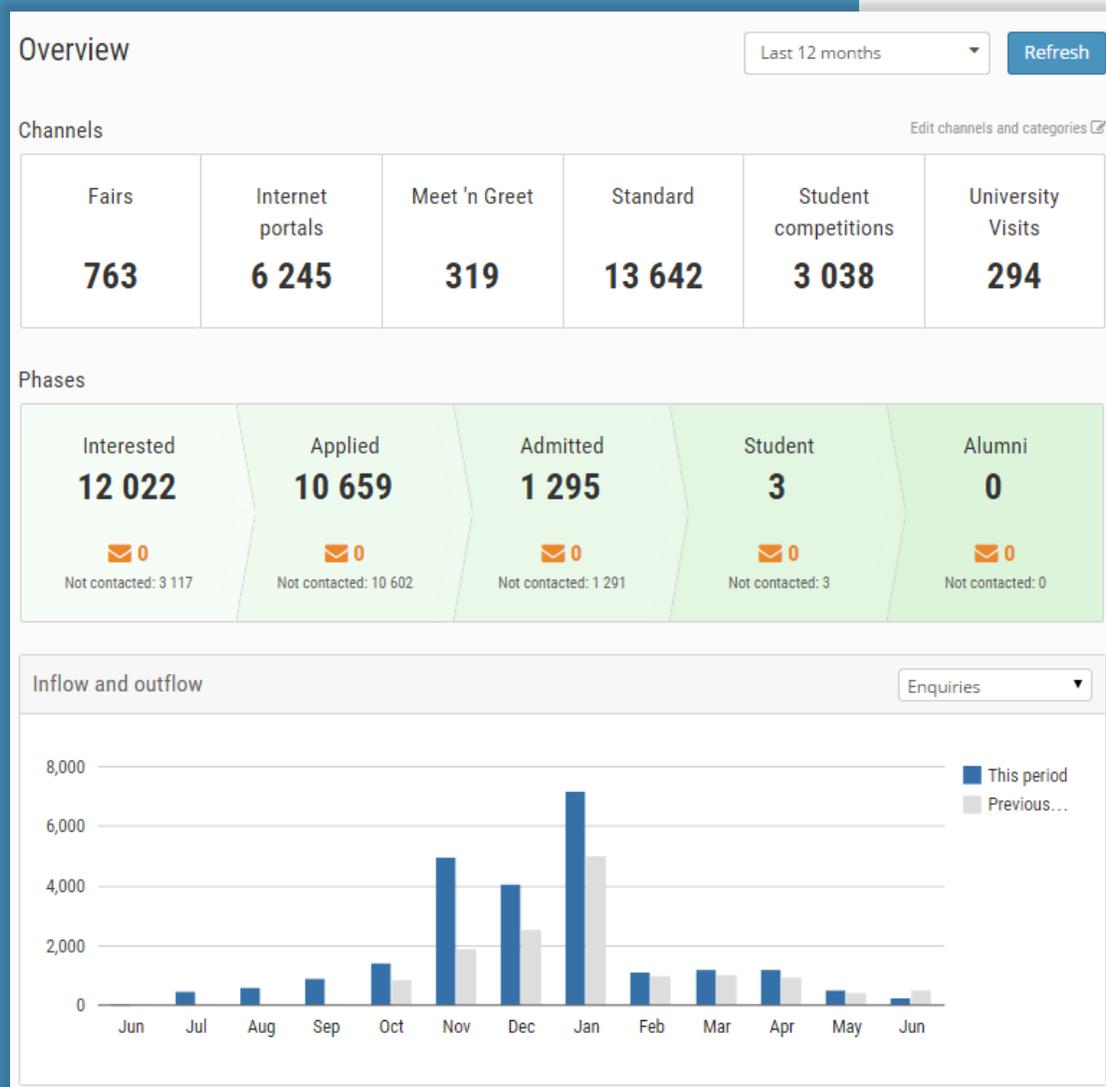
COMMUNICATE EFFECTIVELY

1

Communicate in a fast, relevant, and professional manner with prospective students.

SRS collects incoming data from all marketing channels that school uses and merges these into one inbox. From the inbox users can filter data to save time and use our email template to ensure unified and professional communication between the school and the student.





2 IMPROVE DECISION MAKING

Make smart business decisions for your school based on updated and segmented data from your recruitment activities.

SRS merges all student recruitment into one system, enabling you to view aggregated performance data and a pipeline of potential students. SRS also provides an overall view on recruitment activities and their results.

HIGHER RETURN ON INVESTMENT

3

Know the ROI of each marketing channel and optimize the effectiveness of your marketing.

Within SRS, you are able to follow a lead from initial contact until student conversion. This process provides you with highly relevant statistics so that you may monitor your marketing channels and internal workflow.

Channel Performance

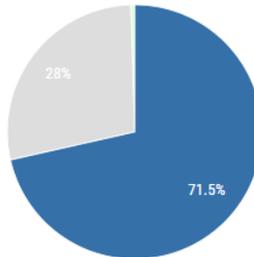
Last 6 months Compare Last year

Channels Summary

Metric	Value	Comparison	+/-
Most popular channel	Portal 1	Portal 1	
Most common dropreason	Unknown	Unknown	
Stealth ratio	0.365%	0%	0.365%

Channel Enquiries

Categorized



Category	Percentage
Internet portals	71.5%
Källor	28%
Other	0.5%

Channel Applications

Categorized

Channel	Value	Comparison	+/-
Internet portals	1	0	1

Messages Save filter

Channels ▼ Phase ▼ Education ▼

Message ▼ Candidate ▼ Enquiry ▼ Integrations ▼

Inbox Message actions ▼

Search resulted in 10042 messages Date ▼

<p>✉ Saranya L MSc. in Business Intelligence, 2016-01-30</p> <p>-- Automated message -- Skicka mig information Education: MSc. in Business Intelligence Start period: 7 to 12 months Funding: Self funding</p>	<p>2015-06-30 <input type="checkbox"/></p> <p>Studeraärkul.se Startdate</p>
<p>✉ Niusha Tadrissi Master in Tourism Destination Development (1 year), Finans, 2016-07-30</p> <p>-- Automated message -- Skicka mig information Education: Master in Tourism Destination Development (1 year) Start period: 13 to 24 months Funding: Business or Government funding</p>	<p>2015-06-30 <input type="checkbox"/></p> <p>Studeraärkul.se Startdate</p> <p>↶ 2015-06-30</p>
<p>✉ Bedoui Thamer MSc. in Business Intelligence, 2016-01-30</p> <p>-- Automated message -- Skicka mig information Education: MSc. in Business Intelligence Home town: Beja Tunisia Start period: 7 to 12 months Funding: Self funding</p>	<p>2015-06-30 <input type="checkbox"/></p> <p>Studeraärkul.se Startdate</p>
<p>✉ Rahmat Mahmud 2016-07-29</p> <p>-- Automated message -- Skicka mig information Education: Master Program in Business Studies - Focus on Strategic HRM, Marketing or Accounting (M.Sc.) Start period: 13 to 24 months Funding: Business or...</p>	<p>2015-06-29 <input type="checkbox"/></p> <p>Studeraärkul.se Startdate</p>
<p>✉ Aman Khanna 2016-01-29</p> <p>-- Automated message -- Skicka mig information Education: Master Program in Business Studies - Focus on Strategic HRM, Marketing or Accounting (M.Sc.) Start period: 7 to 12 months Funding: Business or...</p>	<p>2015-06-29 <input type="checkbox"/></p> <p>Studeraärkul.se Startdate</p>
<p>✉ Shahzad Ahmed Bachelor of Science in International Tourism Management, 2015-06-29</p> <p>-- Automated message -- Skicka mig information Education: Bachelor of Science in International Tourism Management Home town: karachi Start period: 0 to 6 months Funding: Self funding</p>	<p>2015-06-29 <input type="checkbox"/></p> <p>Studeraärkul.se Startdate</p> <p>↶ 2015-06-29</p>

4 STRUCTURE YOUR WORK

Gather all information requests from different marketing channels in one flow with SRS.

Follow-up and respond to incoming inquiries with the convenience of our templates, saving all detailed information. Add reminders for candidates that you want to take action with. SRS is designed to enable communication with prospects in a structured and uniform way, regardless of what marketing channel they originated from.

GET IN TOUCH WITH SRS

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