

# Education / Universities

## INTERACTIVE CONTENT

### STRATEGY WITH CALCULATORS & QUIZZES



TOP OF THE FUNNEL

#### KNOWLEDGE & OCCASION QUIZZES

- How much do you know about the US education system?
- Take this quiz and test your knowledge of Physics.
- How does your vocabulary rank relative to your peer group?
- Are you eligible for a scholarship?



INCREASE **SOCIAL**  
ENGAGEMENT

#### LINKS TO LIVE INDUSTRY EXAMPLES

- [Calculate the real NET cost of a college degree](#)
- [Global education awareness test](#)
- [Find out your ideal major!](#)
- [Student budget calculator](#)
- [Cost of sending your child to a university](#)



GROW **AWARENESS**



SPARK  
**CONVERSATIONS**

MIDDLE OF THE FUNNEL

#### PRODUCT RECOMMENDATIONS

- What should you major in?
- Classroom education or online education - which is a better fit for you?
- Find the best institutions for your skill-set.

STAY **TOP OF MIND**

#### COST CALCULATORS

- How much can you save by studying at \_\_\_\_?
- Do you know how much it will cost to educate your child?
- How much would it cost to live off campus?



BRAND **AUTHORITY**



CLIENT **EDUCATION**

BOTTOM OF THE FUNNEL

#### SAVINGS & ROI CALCULATORS

- How much money do you save by staying at our fully equipped campus?
- What is your ROI of studying at ABC?
- How much will you save by living on campus?



CREATING **LOYALTY**



**INFLUENCE** DECISIONS

#### COMPETITOR FOCUSED

- Which MBA program - ABC or XYZ?
- \_\_\_ vs \_\_\_: which is a better fit for you?
- Which masters program should you join?



GROWING **MQL**