

Local language campaigns for student recruitment

5 Reasons you should be running them

In the ever-evolving landscape of international student recruitment, the importance of effective communication cannot be overstated. Enter local language campaigns, a game-changer in capturing the hearts and minds of prospective students from around the globe.



So why would you want to run one?

Well, it's where communication becomes a connection.

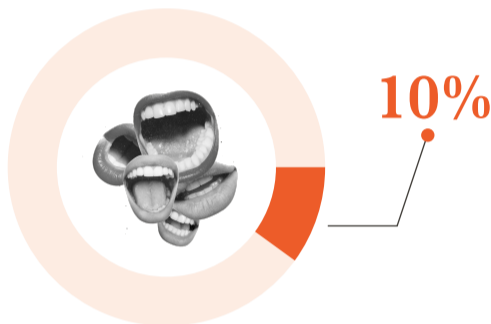
Reason #1

Global impact. Local connection.

Did you know that running local language campaigns can bridge cultural gaps and create a deeper connection with your international audience? Speaking their language shows you understand their needs, preferences, and aspirations.

Local language campaigns aren't just for paid ads, but lead nurturing too.

Did you know that you could **increase your CTR by 10%**, just by speaking their language?



Reason #2

Really differentiate yourself.

With local language campaigns, you cut through the noise and differentiate yourself from competitors. Be the institution that speaks directly to students in their native tongue, capturing their attention and igniting their curiosity.

Personalization isn't just about using someone's name. Sure, **89% of potential students** respond well to seeing their name in an email - but you can take it a step further by speaking in their native tongue.



Reason #3

Supercharged campaign results.

At the end of the day, the ultimate goal of your recruitment efforts is to convert prospective students into enrolled students. Local language campaigns have the power to significantly boost your conversion rates. When students are presented with information in their native language, it removes potential barriers and provides a seamless path to enrollment. It's the secret to instilling confidence in your education brand.

68%



It's not surprising, but according to Unbabel's Survey (2021), **68% of online customers** prefer to interact with brands in their local language. Imagine what that could mean for international student recruitment.



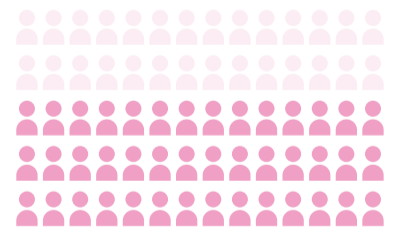
Reason #4

Enhanced cultural relevance.

Every culture has its own unique nuances, preferences, and values. Running a multilingual campaign shows that you have an understanding and appreciation for the cultural context of your target audience. From localized idioms to culturally relevant references, your messaging becomes more relatable and tailored to their specific needs and interests. This cultural relevance creates a sense of belonging and increases the effectiveness of your recruitment efforts.

In a 5-month local language campaign, we effectively leveraged this for an international client. The conversion rate of local language landing pages increased from 1.37% to 4.84% **(a 2.5x increase!)** Additional changes during the optimization stage increased conversions by 14x.

2.5x Increase



Reason #5

Communication becomes a connection.

Language is a powerful tool for effective communication. When you speak the same language as your prospective students, you eliminate the chances of misinterpretation or misunderstanding. Local language campaigns ensure that your message is delivered accurately and effectively, allowing you to convey your institution's unique value proposition, academic offerings, and student support in a way that resonates deeply with your audience.



By simply translating an email nurture sequence into a prospect's local language, you could increase your open rate by over 9%!

Embrace the language diversity, captivate hearts and minds, and watch your student recruitment efforts soar to new heights. Get ready to revolutionize your recruitment strategy and become a global leader in attracting international students. It's time to take the leap and make local languages your secret weapon for success!