

"StudyLink Online Chat allowed me to meet students from across the globe - and answer their questions – without leaving my office."



Online Recruitment Events

StudyLink Education Recruitment Platform

StudyLink has developed a unique education recruitment platform that manages every step of the process - from initial enquiry through to enrolment. The result is a powerful end-to-end CRM system for the international education sector, combining your content, prospect, application, agent and e-marketing management.



By giving you greater control, and enabling more responsive and personalised communication with prospects, StudyLink helps you meet recruitment targets with better retention rates and student satisfaction.

With flexible modules, the ERP integrates with your existing website and software to improve the recruitment process for students, institutions, counsellors and agents. Each module can be acquired as you need it, with the option to expand to meet all your recruitment requirements whenever you want.

StudyLink is the world's leading online provider of information to prospective international students, who use the expanding network of StudyLink partner sites to find, enquire and apply for programmes at institutions around the world.

Online Recruitment Events

Use the latest discussion forum technology to quickly and easily convert prospects into enrolled students. This is social marketing as it should be: direct, simple and communicated the way your prospective students prefer.

Reach all your target markets

A live Q&A discussion forum allows you to reach your current markets and new non-agent regions from the comfort of your office. It is a low-cost solution that dramatically reduces your travel time and budget.

Online Chats can be targeted towards new prospects, current applicants, or students who need a pre-departure briefing. They can focus on specific courses or intake events – whatever your marketing strategy requires.

The convenience of cyber-meetings

Students today are time-poor and prefer to use instant messaging. Online chats reinforce your commitment to innovation and student support. Groups of around 20 prospects can participate in each session, allowing for a one-on-one experience for your prospects.

Our expertise ensures it all runs smoothly

StudyLink runs over 50 online chat events each year. A dedicated StudyLink moderator will handle the student and staff briefings, the chat itself, follow up reports and edited transcripts. We can handpick relevant students who are specifically interested in your courses or location, either from our extensive database or your own leads. We can also involve our student counsellors in the process, who will help participants with their application immediately after the Online Chat.

"With the online help of a StudyLink Counsellor we soon mastered the technique of responding to questions – quickly and concisely. Was it worth it? Yes! 75 minutes of work without leaving the office and we secured a student."
**John Terry, Deputy Director International
Newcastle University**

