

# How effective are marketing methods in international higher education?

## 3 MOST EFFECTIVE



Web pages targeted at international students



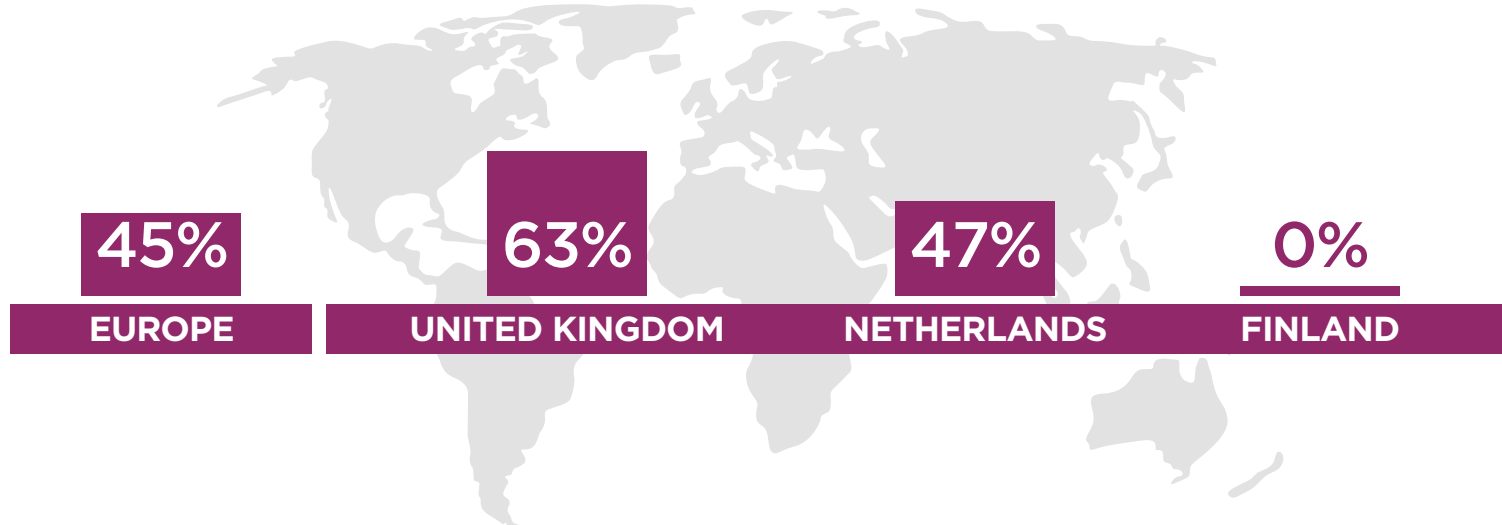
Staff traveling to international markets

## TOP 3 COUNTRY BREAKDOWN

Web pages targeted at international students



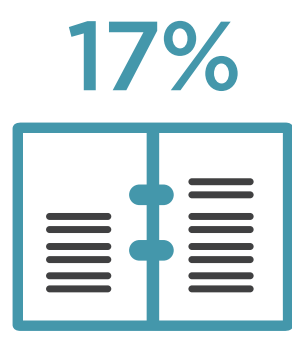
Agents in international markets



Staff traveling to international markets



## 3 LEAST EFFECTIVE



Paper copy study guide



Online portals by national agency



Domestic students fairs

This infographic is based on the first volume of the EAIE's e-publication series *Profiling the professional*, which maps out the role of international marketing and recruitment professionals at European higher education institutions. The findings are based on the answers furnished by 230 respondents from 24 European countries. In addition to marketing methods, the publication covers international marketing and recruitment within the institutional structure, strategy and targets, individual and institutional challenges, as well as future developments. Are you interested in learning more? Download the e-publication (free for EAIE members).