

EDU-CON NEWSLETTER 22-01

November 2022

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Hello,

yesterday our second campaign started.

<https://www.niederlaendischer-hochschultag.de/>

We transformed this 32 year old fair with Online activities to an only Online-event with one year duration till next Online event will start.

Every day we will have basic Information about studying in Holland. Here is an overview about our speeches <https://www.niederlaendischer-hochschultag.de/online-vortraege/>

Your university, study programmes and so on are added.

We developed this second big campaign for safety reasons. Our marketing activities are on two large columns now.

See below our Social Media Report – 2022 - 4 Quartal. We do it now every three months.

It could be wise to invest rest budget from 2022 in 2023. Times are scary. I made a proposal to place Youtube-films.

With kind regards

Peter

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SOCIAL MEDIA FACTORY REPORT

2022 – Q 4

Good news:

We are the No. 1 source of information about studying in the Netherlands in all major online media.

A. YouTube



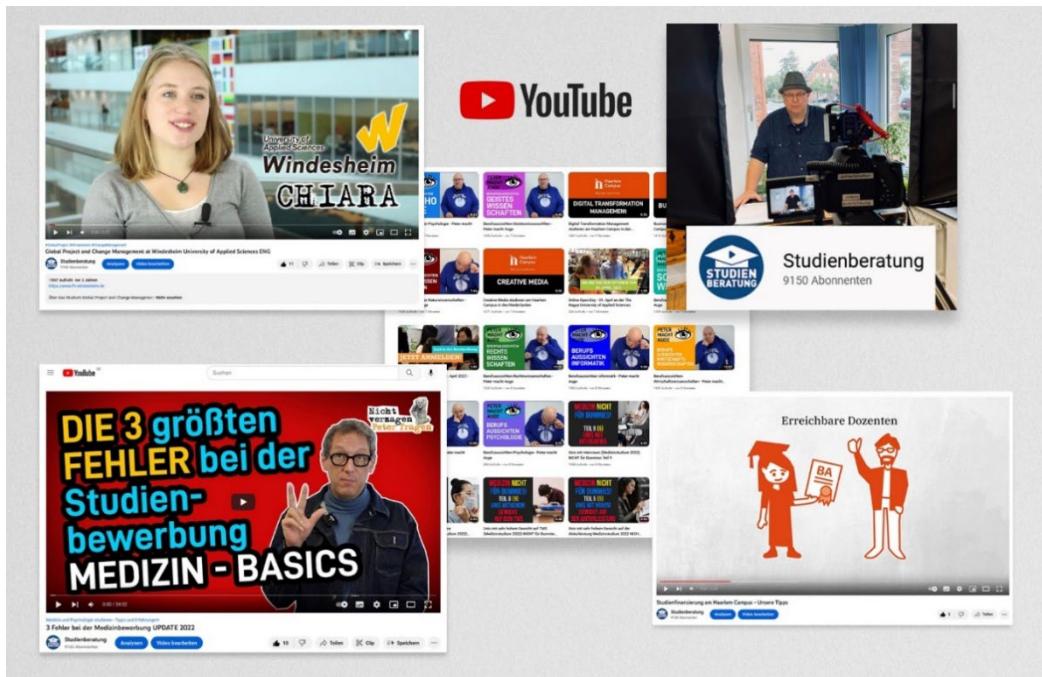
Studienberatung
9150 Abonnenten

With 9150 subscribers and around 4.8 million views, the YouTube channel is the YouTube channel for studying abroad.

<https://www.youtube.com/channel/UCkGk3sH5mAylRpkfN2Tu0AQ>

We have developed new types of videos based on user needs. We address their most frequently asked questions. This is a new type of videos that we are currently producing.

On the one hand, we use content on our platforms that we receive directly from our customers. And on the other hand with self-produced videos on general topics or on the courses of our customers. These include student interviews, informational and animated films, open house days, study tips and much more.



B. Websites

For all websites, the content is updated in the order of the most visited websites. We currently operate seventy websites. The main focus is of course www.studieren-in-holland.de.

We use the most frequently asked questions in Google search results as a guide. After twenty years, our websites are at number 1 for the corresponding search terms or other top positions such as e.g. B. www.studieren-iin-holland.de

For 20 years, today with eight sub-items, we have been in the Google search results with the keyword “study in Holland” at number 1 in the Google search.

Studieren in Holland | Studium und Universität in Niederlande /...

Studieren in Holland: ein Königreich für deinen Erfolg! Finde dein **Wunschstudium in über 1070 Bachelor- und 630 Masterstudiengängen**.. Aktuelles: Der niederländische... Attraktive...

Studiengebühren

Studiengebühren - Studieren in Holland | Studium und...

Last-Minute Studienstart

Last-Minute Studienstart - Studieren in Holland | Studium...

allgemeines

Studieren in Holland - Vergleichbares Studiensystem. Wer in...

hochschulen

E-Mail an info@studieren-in-holland.de . WhatsApp Chat +49...

studienqualität

Studienqualität in Holland . Holland: die 1. Wahl!...

Erfahrungen von Studenten

Erfahrungen von Studenten - Studieren in Holland | Studium...

Studienberatung

Studienberatung - Studieren in Holland | Studium und...

finanzierung

Fakt ist, dass etwas mehr als 20 Prozent aller Deutschen,...

C. Facebook-Pages

We regularly post general information every two weeks on our around eighty Facebook pages. In the meantime, there is enough space to publish postings for our customers' courses, open house days or similar. Studying in Holland has been stable for years, but with changing users, so that we always reach the users who are currently interested.

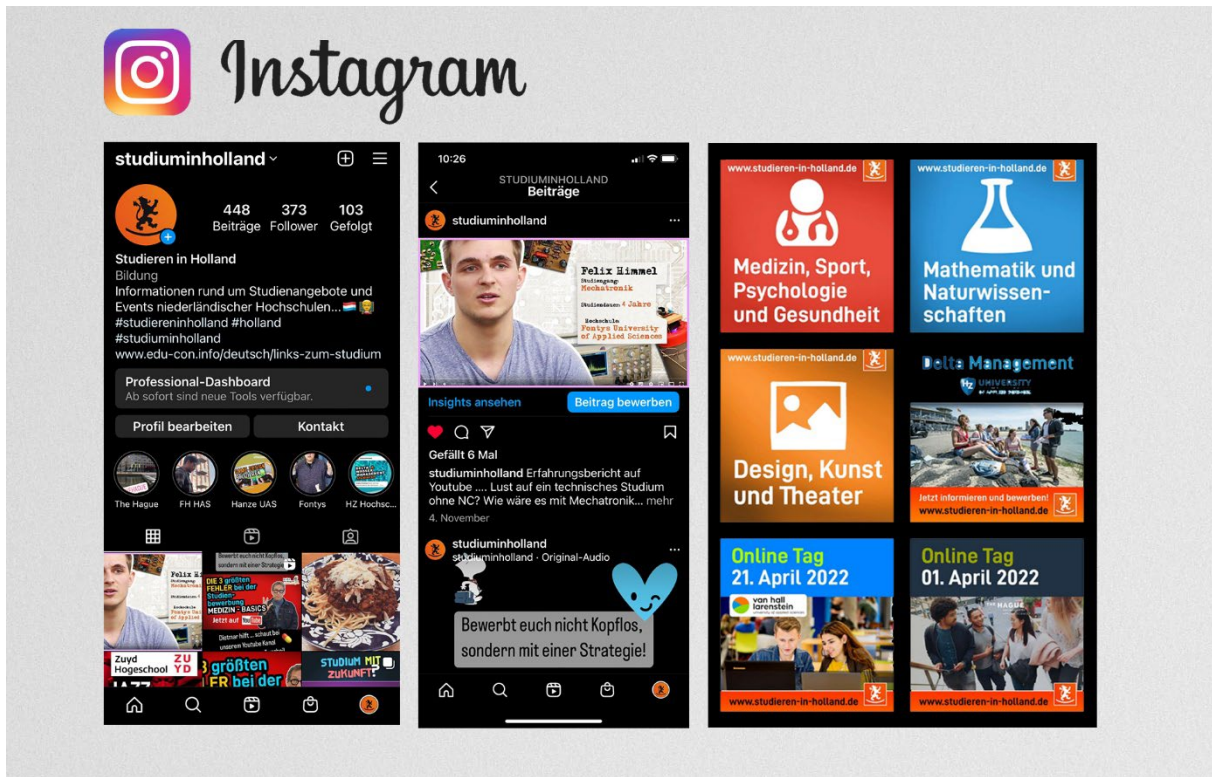


We also use all common posting formats that Facebook offers. Among other things, the story format.

We can use the pages for our customers on a subject-specific basis.

D. Instagram

We are continuously expanding our Instagram channels Studying in Holland, Medicine and Psychology. Here we feed the platforms with reels, stories and posts from our YouTube and university content every 1 to 2 days. Topics are courses of study, student interviews, open days, general news and information (accommodation, financing, etc.) about studying and the universities. As well as free image content.



E. WHAT'S NEXT?

On YouTube, the websites, Facebook and Instagram we are dealing with media that are currently changing very rapidly. We are constantly shifting our measures so that we can achieve the best possible reach for our content. We're busy with that all the time.

Happy Holidays everyone and a Happy New Year!

Marina, Michael, Sven, Peter

Rheine in November 2022

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