TAKE YOUR STUDENT RECRUITMENT PROCESS TO THE NEXT LEVEL

TAKE RESPONSIBILITY FOR YOUR LEADS

DISCOVER HOW EFFECTIVE RECRUITMENT CAN BE

www.studentrecruitmentsystem.com
EMG Student Recruitment System (SRS) is a web-based, user friendly recruitment system which is custom-built for the education industry.

The function of SRS is to support conversion from the first contact from a potential student to an actual admission. By using the system in day-to-day communication, you’ll increase lead conversion rates and gain a clear overview of the institute’s marketing activities.

We want to help you make student recruitment efficient and effective by offering an affordable solution to managing prospective students and inquiries.

With more than 16 years of experience in the industry, we understand how crucial it is for you to connect with prospective applicants. Our product facilitates simple, quick, and structured communication. Additionally, you are provided feedback and data concerning marketing initiatives.
WHAT IS SRS?
Educations Media Group – EMG is the market leader in education marketing, operating the world’s largest search engines for education and training. We work with 4,000 education providers in 40 countries, to help over 2 million students find their ideal program every month.

Our global head office in central Stockholm is far from the living room where it all began in 2001. With local offices in Copenhagen, Helsinki, Mannheim and Oslo, we continue to grow with plans to open offices in London, New York, Singapore and Australia in the near future. EMG is partly owned by Novax, the investment company of Axel Johnson.

During the fall of 2012 EMG took another step towards its vision to help everyone in the world find their future education by collaborating with universities to develop our specialized CRM-system for the education industry: Student Recruitment System.

The service was launched in January 2013 and today is used by clients from all segments of the education industry. SRS helps schools to be effective in all their processes within student recruitment, and provides an overview on how different marketing channels deliver value.
Communicate in a fast, relevant, and professional manner with prospective students.

SRS collects incoming data from all marketing channels that school uses and merges these into one inbox. From the inbox users can filter data to save time and use our email template to ensure unified and professional communication between the school and the student.
IMPROVE DECISION MAKING

Make smart business decisions for your school based on updated and segmented data from your recruitment activities.

SRS merges all student recruitment into one system, enabling you to view aggregated performance data and a pipeline of potential students. SRS also provides an overall view on recruitment activities and their results.
HIGHER RETURN ON INVESTMENT

Know the ROI of each marketing channel and optimize the effectiveness of your marketing.

Within SRS, you are able to follow a lead from initial contact until student conversion. This process provides you with highly relevant statistics so that you may monitor your marketing channels and internal workflow.
Gather all information requests from different marketing channels in one flow with SRS.

Follow-up and respond to incoming inquiries with the convenience of our templates, saving all detailed information. Add reminders for candidates that you want to take action with. SRS is designed to enable communication with prospects in a structured and uniform way, regardless of what marketing channel they originated from.
GET IN TOUCH WITH SRS

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