



# **Raising Awareness of Higher Education Options for Foreigners in Australia**

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A Case Study

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Lesson Learned

CreatorDB has worked with Australian Education institutions to promote the possibility to study in Australia for South-East Asian and Japanese youth.

Along with more traditional mediums of advertising many Australian education institutes employ influencer marketing to approach potential students and introduce them to their offering.

Influencer marketing allowed these institutions to present themselves in a new light, not only highlighting the course offering but also the experience of studying abroad itself.

## Industry

Education

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## Product

Alternative to college courses

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## Campaign Focus

South-East Asia & Japan

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## Target Persona

18-24, interested in education and self-improvement.  
From a high socio-economic background

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The logo for CreatorDB features a stylized icon on the left composed of several dark blue circles and two orange circles, followed by the text "CreatorDB" in a bold, dark blue sans-serif font.

# CreatorDB

CreatorDB is an influencer marketing platform that combines big data collection, AI data analysis, and human agents to deliver world-class influencer marketing campaigns.



Since its inception in 2019, CreatorDB's team has worked with content creators from 23 countries for international clients across APAC, EU, and the US, obtaining more than 2 Billion views on its campaigns.

CreatorDB employs proprietary software to collect over a hundred data points daily. Analysis and calculation are performed to obtain accurate metrics and complete situational awareness.



With a truly international spirit CreatorDB account management team is comprised of over 30 members that cover ten native languages and can provide end-to-end campaign management anywhere in the world.

CreatorDB has delivered next-level marketing campaigns for each client from the union of advanced data analysis and localized and personalized approaches to each situation.

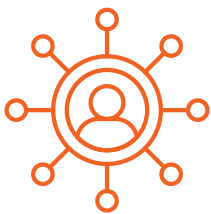
# The Campaign



**Biannual limited campaign,  
before the enrollment periods**

**10 - 15 Content Creators**

**Content Categories:  
Healthcare, Education, Self-  
Improvement, Living Abroad**



**Multi-channel:  
Instagram, TikTok, YouTube, and  
Facebook**

**KPIs:  
Views & Clicks**



# Campaign Design:

Since the beginning, the major concern was to identify and activate content creators that would have easily connected with the education programs offered.

After the first iteration of the campaign two things become clear:

- Short video content was the best-performing type of content
- No platform had a clear advantage over the others

Taking into consideration these findings, from the second iteration the campaign started to focus on multichannel collaborations in order to cover as many social media as possible.

In order to keep videos as the main media of the campaign creators that strongly use TikTok or Instagram Reels.

# The Last 18 Months in Numbers:



**34 Content Creators**  
**44 Videos**  
**16 Posts**  
**1 Story**

## Targeting

**6 Geographies**  
**6 Languages**



## Obtained

**3.642.210 Views**



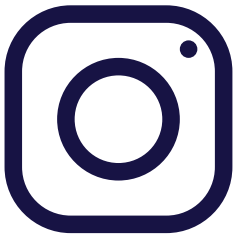
**15.523 Clicks**

**Campaign Reach**  
**17.296.843**





# The content



## Average Instagram Reel:

- 11.470 Views
- 115 Clicks

## Average TikTok Video:

- 224.144 Views
- 349 Clicks



## Average YouTube Video:

- 41.220 Views
- 754 Clicks

## Average Facebook Post:

- 94.647 Views
- 862 Clicks



**Cost per Mille:**

**\$ 8,2**

**Cost per Click:**

**\$ 1,9**

# Results:

By identifying Views and Clicks as KPIs the ultimate goal of the campaign is brand awareness.

Generating 3.5+ million views and over 15k clicks the campaign surpassed the results of digital ads when cost is taken into consideration.

A series of webinars in which the creator could directly answer questions about studying abroad. These seminars were capped at 100 participants and frequently fully booked showing a great level of interest from the audience.

We can estimate the value of the campaign by taking into consideration the estimated lifetime value of a student (\$50k USD) and the estimated conversion rate from the client website visits (1 every 3.500 visits) the campaign is expected to have generated over \$200k USD in expected value.

## **Expected Campaign Value**

**\$ 200.000 USD**

# Lesson learned:

While not many educational institutions use influencer marketing to promote their offerings through our experience we found that they can deeply benefit by establishing strategic partnerships with relevant content creators.

Not only do influencers allow targeting audiences highly connected with institutions' offerings but they also allow framing the whole experience of studying abroad in a much more holistic way.

Compared to traditional ads, influencer sponsorships allow for more context and a larger focus on social aspects that can go a long way to persuade.

In our experience, the "perfect" integration comes from a creator who has a connection with the school offering but is also able to show the more adventurous side of studying abroad.



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