



Innovative Marketing for International Students

Perspective of:

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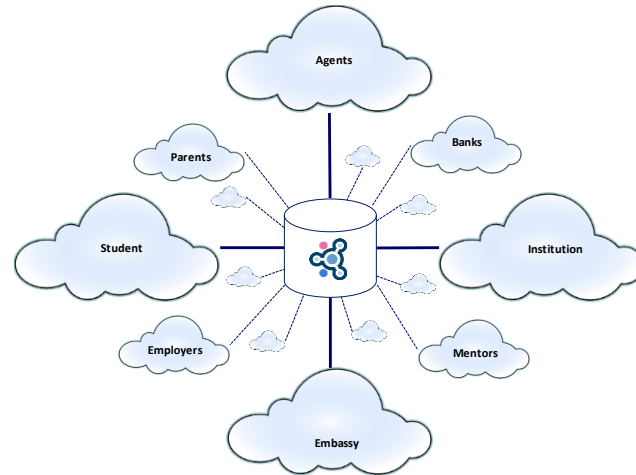
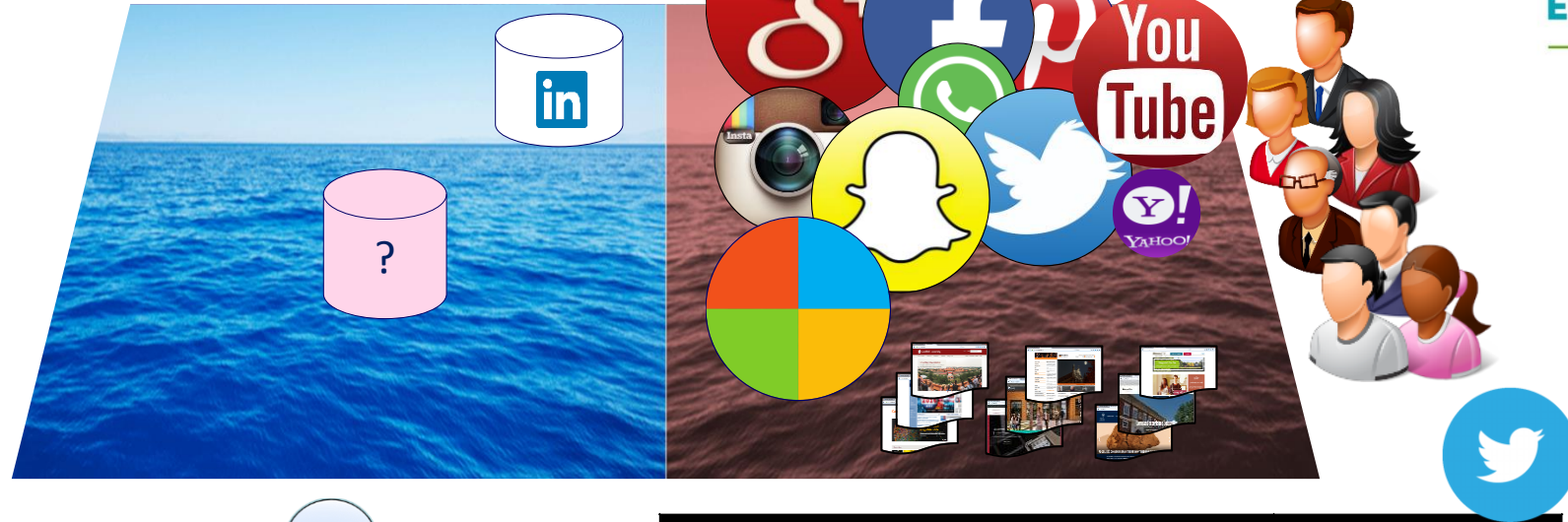
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Industry Media vs. Social Media

- Communities
- Universities
- Colleges
- Schools
- Academics
- Parents
- Agents
- Students
- Retail Banks
- Insurance
- Travel Mgmt
- Landlords
- Publishers
- Excursions
- Employers
- ...



Institution	Followers
Harvard University	667,000
Massachusetts Institute of Technology	557,000
Stanford University	454,000
University of Oxford	318,000
University of Cambridge	288,000
Princeton University	229,000
University of California, Berkeley	94,100
Imperial College of London	52,400
California Institute of Technology	34,900
University of Chicago	34,700
ETH Zurich - Swiss Federal Institute of Technology Zurich	12,700



900,000,000 students