



# MEDIAKIT 2018

## MBATUBE.com



# Welcome to MBATUBE.com

The MBA Video Search Portal

*"Video adds the  
punch to your  
marketing efforts  
that text just can't"*



Rick Rudolph  
Founder  
**MBATUBE.com**

People love videos, which is why they are a vital marketing channel for all industries, especially education. Videos offer you, educational institutions and service providers an easy and dynamic way to share information, increase outreach to a diverse global target audience, increase click-throughs and traffic, generate qualified leads, forecast recruitment results, and achieve the best return on investment possible.

In addition to offering users an interactive medium to explore educational programs, MBATUBE.com gives you an effective means to really enhance lead generation and conversion. We engage users and provide real-time analytics on your videos.

MBATUBE.com is the first and only official video portal for MBA education, and is therefore a critical component of your marketing strategy and tools.

## Join other participating schools



# Stats and Demographics

**1M+**

video views in 2017\*



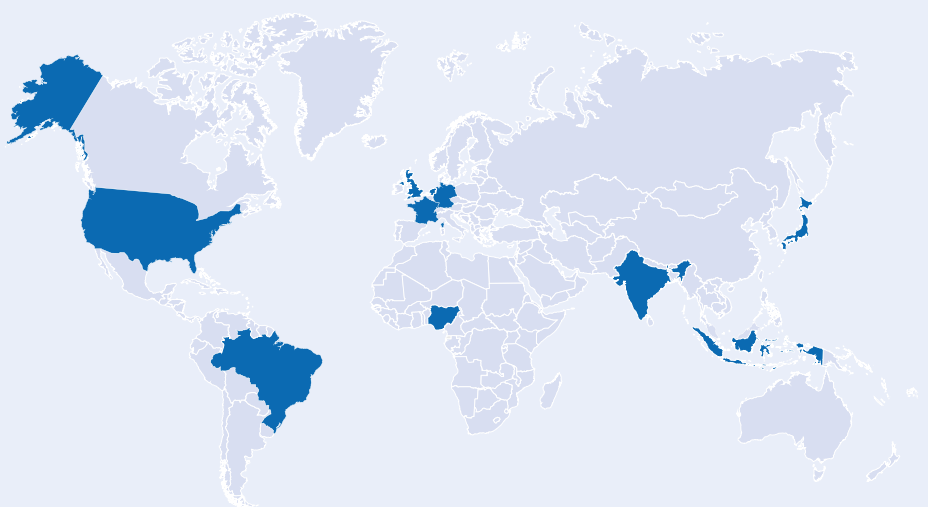
**30K+**

average unique visitors  
per month



**8 MINS**

average stick ratio



## TOP 10 COUNTRIES

1	India	18%
2	United States	10%
3	United Kingdom	10%
4	The Netherlands	8%
5	Germany	8%
6	Indonesia	5%
7	France	2%
8	Nigeria	2%
9	Brazil	2%
10	Japan	2%

**205K+**

Facebook followers\*

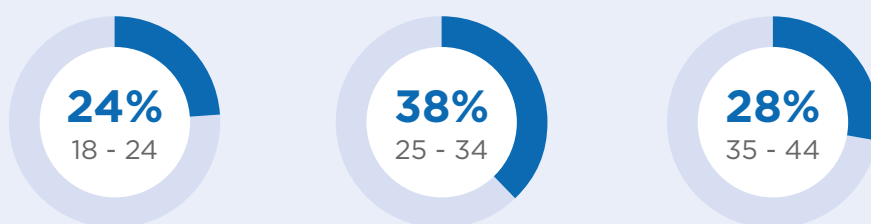


**15K+**

Twitter followers\*



## AVERAGE AGE



**84%**

of video viewers are  
more likely to engage with  
your school\*\*



**300%**

click-through increase rate  
when video is included in  
an e-mail\*\*



**80%**

of all the internet  
traffic will be video  
by the year 2019\*\*



\* MBATUBE & MasterTube

\*\* Forrester Research

*"MBATUBE.com allow us connect with candidates and showcase Questrom to those who aren't able to visit us in person."*



Meredith Curtin Siegel,  
Assistant Dean of  
Graduate Admissions.  
**Boston University Questrom  
School of Business**

# About MBATUBE.com

What are the **free** benefits?



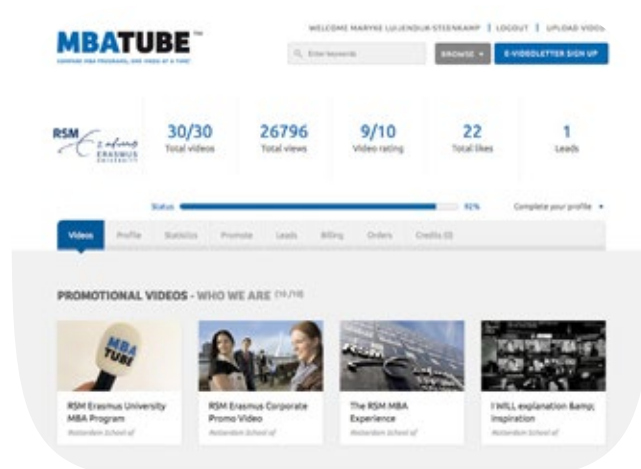
To enjoy the **FREE** benefits of MBATUBE.com, create your school profile today!  
Copy your existing videos currently featuring on YouTube and/or Vimeo to your MBATUBE.com school profile and enjoy the global coverage of your MBA programs.

## FREE benefits:

- 30 video uploads to showcase your institution
- Place your videos in front of the right target audience
- Real-time statistics on the performance of each video
- Engage with your viewers
- Manage your own content
- Enlarge your digital footprint



PROFILE PAGE EXAMPLE



DASHBOARD EXAMPLE



# About MBATUBE.com

What are the **paid** benefits?

*"MBATUBE.com provides a valuable resource for candidates and schools. Candidates are able to watch videos from many of their top MBA schools and see what life on campus is really like without having to search the internet for videos. The quality of the videos that MBATUBE.com produced for us is excellent! The students enjoy making them and we're able to present the best attributes of ESMT Berlin to candidates while bringing them into the classroom virtually."*



Rick Doyle,  
Head of Marketing  
Degree Programs.  
**ESMT Berlin**



## What we offer:

### Boost your video views

Choose which video(s) to promote and where. Get more targeted video views by placing your video on the homepage of MBATUBE.com OR place your video at the top of selected searches to attract more video views from a particular country, specialization or other advanced criteria.

### Increase click-throughs and traffic

Add your logo to MBATUBE.com's homepage logo carousel to generate traffic to your profile or own website. Buy a banner to feature your institution or program. Pay per 50K, 100K or 150K impressions. Banners differ in price and size.

### Generate more leads

Upgrade to a 'Premium Profile' and capture the information of your viewers via a personalized LEAD FORM. Premium School Profiles allow unlimited lead generation for 12 months.

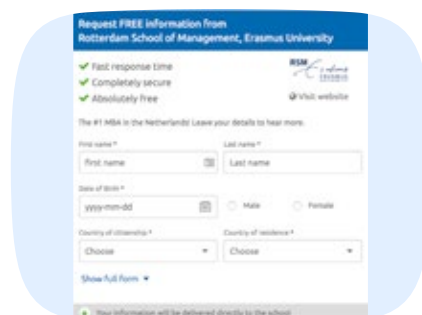
### Create new video content

Invite us to your campus to create a promotion video for your MBATUBE.com profile OR let us help you produce a unique and cost effective school branded video to share with your online community.

# Ratecard

## Premium Profile

Upgrade your school profile to capture the information of your video viewers in a customized lead form. Offer more information, a CV assessment, brochure download or other service in exchange for your viewer's information.



€ 75 monthly  
subscription

Save 15% on 12 month  
subscriptions

- Lead form on school profile page and every video landing page
- Generate unlimited leads
- Receive notifications on leads and comments received
- React to comments on your videos from within your dashboard
- Insert your school website to generate traffic

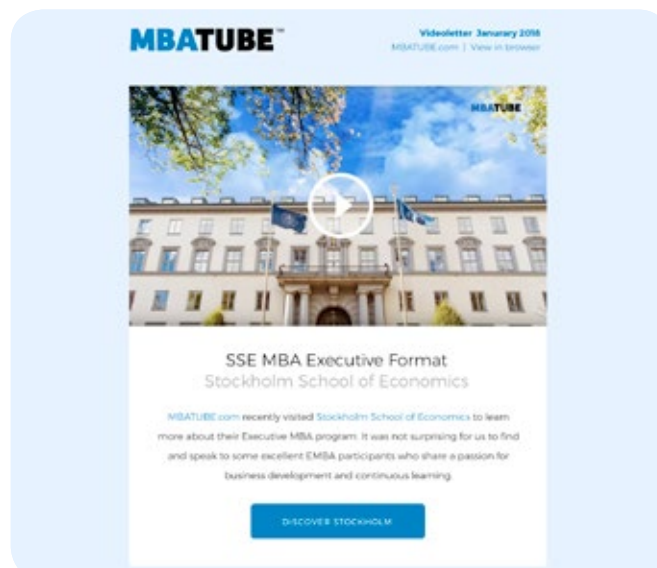
*"Our project with MBATUBE.com was a huge success thanks to their creative approach, attention to detail and professionalism. We look forward to working with them again on future video projects."*



Brandon Kirby,  
Director Marketing  
& Recruitment.  
**Rotterdam School of  
Management, Erasmus  
University**

## Videoletter entry

Include a video in one of our e-videoletters sent to thousands of prospective students each month. *Selected video must feature on your MBATUBE.com school profile.*



**Main entry  
(above the line)**  
€1500

**Sub entry  
(below the line)**  
€1000

## VIDEOLETTER EXAMPLE



*"Setting up our profile was easy because the portal is completely intuitive and nimble. We chose to further engage with MBATube based on our strong partnership, and we're looking forward to seeing those efforts drive more inquiries and applications throughout the year."*

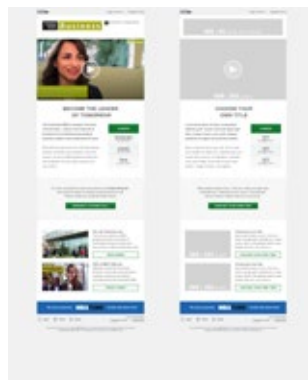


Catherine Calamé,  
Director of Marketing,  
Degree Programs.  
**Columbia Business  
School**

## Direct e-mail campaigns

Provide your own HTML mailing OR use a MBATUBE.com template to direct your message to a selected geo-target audience. All direct mailings must contain a video featured on your MBATUBE.com profile.

### TEMPLATES



**1 x eDM per 1000  
geo-targeted leads**  
€2000

**2 x eDMs per 1000  
geo-targeted leads**  
€1800 per campaign

**3 or more eDMs per  
1000 geo-targeted  
leads**  
€1600 per campaign

## Sponsored banners

Include a banner on our homepage or on select search result pages.

Choose between 50K, 100K or 150K impressions.

### Small (220x220 px)

- €350 (50K)
- €665 (100K)
- €1000 (150K)

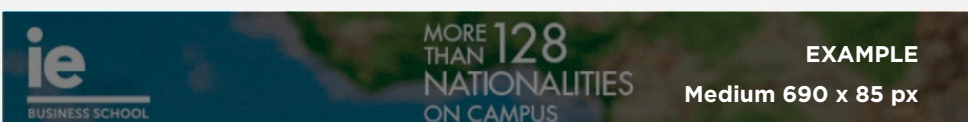
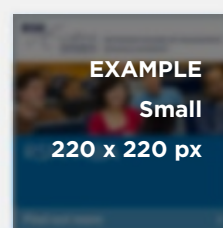
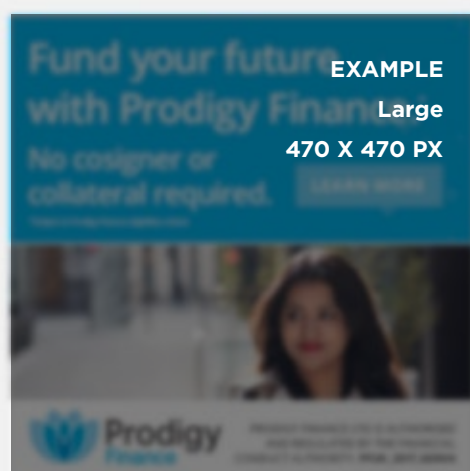
### Medium (690x85 px)

- €415 (50K)
- €835 (100K)
- €1250 (150K)

### Large (470x470 px)

- €500 (50K)
- €1000 (100K)
- €1500 (150K)

### SPONSORED





# Packages

## 12 Month\* Promotion Packages

### Premium Profile

Includes tailored **lead form** to capture the information of your viewers

### Video Promotion

Promote your latest & greatest video on our **Homepage** video grid

### Logo Carousel

Display your logo on our Homepage logo carousel linked to your own website

### Social Media Promotion

We'll share your videos with our followers at least once a month

### eDM to 1000 geo-targeted leads

Send a geo-targeted campaign using one of our email templates

	Basic	Advanced	Pro	Premium
<b>Premium Profile</b>	✓	✓	✓	✓
<b>Video Promotion</b>	✓	✓	✓	✓
<b>Logo Carousel</b>	-	✓	✓	✓
<b>Social Media Promotion</b>	-	-	✓	✓
<b>eDM to 1000 geo-targeted leads</b>	-	1x	2x	3x
	€ 2500	€ 4000	€ 5500	€ 7000

\*12 month period starts on invoice date. eDM campaign dates tbd.





*"Recently, I was approached by a colleague from another MBA program at an industry conference in regards to MBATUBE.com's affordability. My answer was simply, 'You can't afford NOT to hire MBATUBE.com'. Their total value proposition brings more to the table than just a video camera."*



Paula Caplan,  
Director Admissions.  
**Sofaer Global MBA,  
Tel Aviv University**

## Video production

Every business school has a unique and powerful story to tell, and MBATUBE.com would love to help you tell yours! Let us help you create a corporate video that you can be proud of and will be loved by your target audience OR invite us to your campus to interview staff and students for an MBATUBE.com branded promotion video.

- 3 – 5 minute video
- 1 day filming
- 1 location (campus)
- 3 correction rounds
- max 6 interviews

**MBATUBE.com  
branded video**  
€1500

**Corporate / School  
branded video**  
€3000

\*Videos will not be published before final approval

\*MBATUBE.com branded videos will be featured in a monthly videoletter free of charge

\*Schools will have full ownership of videos and will receive the original file

\*Special requests possible

\*€1000 travel stipend for schools located outside EU

## We are collaborating with Kira Talent

For Kira Talent clients, MBATUBE.com offers complete videography services:

- Welcome video
- Closing video
- Up to 50 competency-based questions

**[www.kiratalent.com](http://www.kiratalent.com)**

**EMEA**  
€5000

**ASIA**  
€7500



# MBATUBE™

COMPARE MBA PROGRAMS, ONE VIDEO AT A TIME!

## **More information**

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[www.mbatube.com](http://www.mbatube.com)