

# 20

**A valuable video resource  
for candidates and schools**

**Search** for video, school or program...



**MBATUBE™**

**Accelerate your career,  
choose the right MBA**

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

**MASTERTUBE™**

**Become a master,  
choose the right program**

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

Videos have penetrated every aspect of our lives and your students are watching more videos than ever before... Are you sharing enough? Are your videos distinctive and appealing? Are you seeking effective video marketing solutions for your insitution? Can we help?

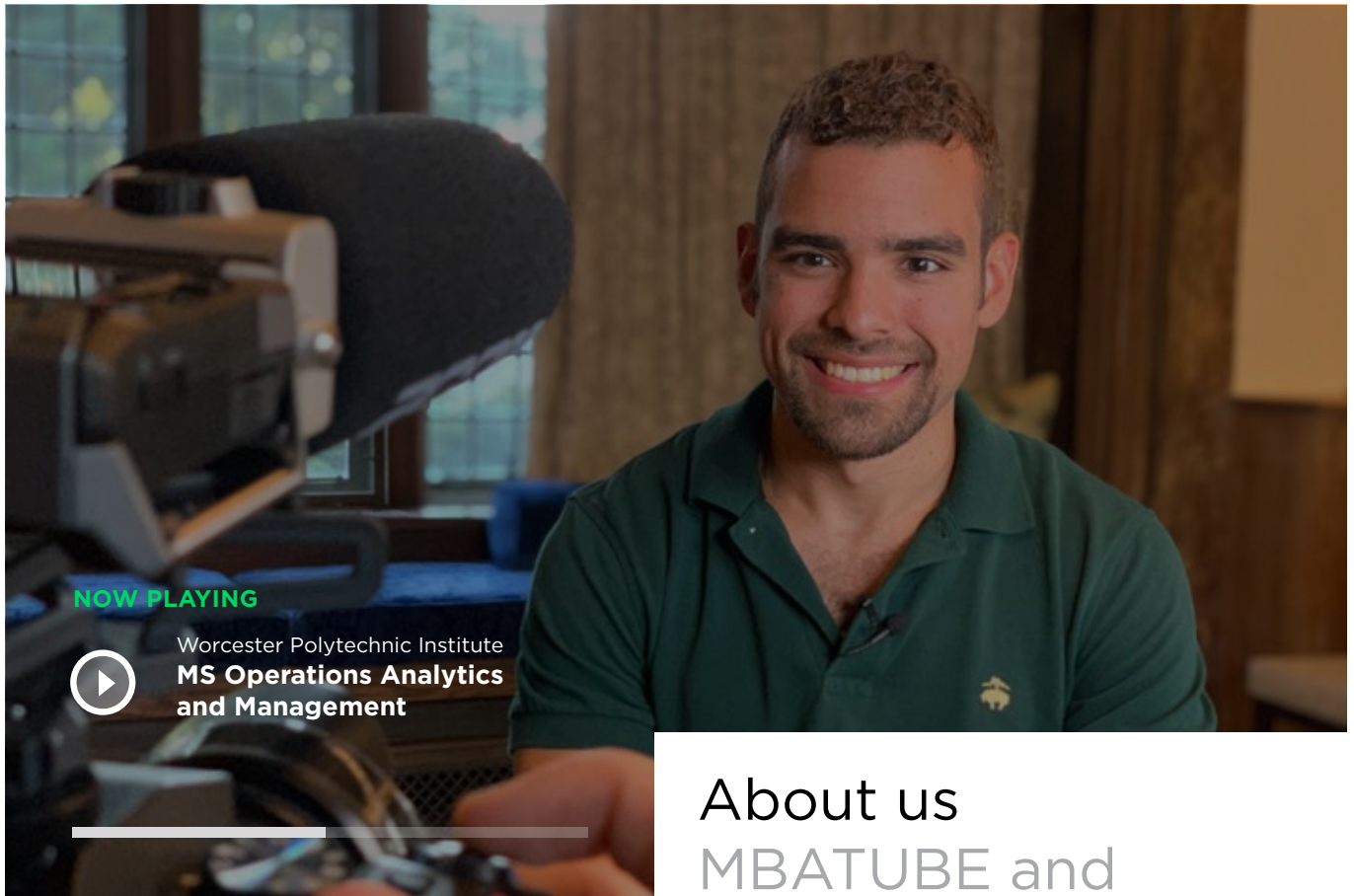


**“Video adds the punch  
to your marketing efforts  
that text just can’t”**

Rick Rudolph,  
Founder & Managing Director

See you soon on:

**MBATUBE™**  
**MASTERTUBE™**



NOW PLAYING



Worcester Polytechnic Institute  
**MS Operations Analytics  
and Management**

## About us MBATUBE and MASTERTUBE

**“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!”**



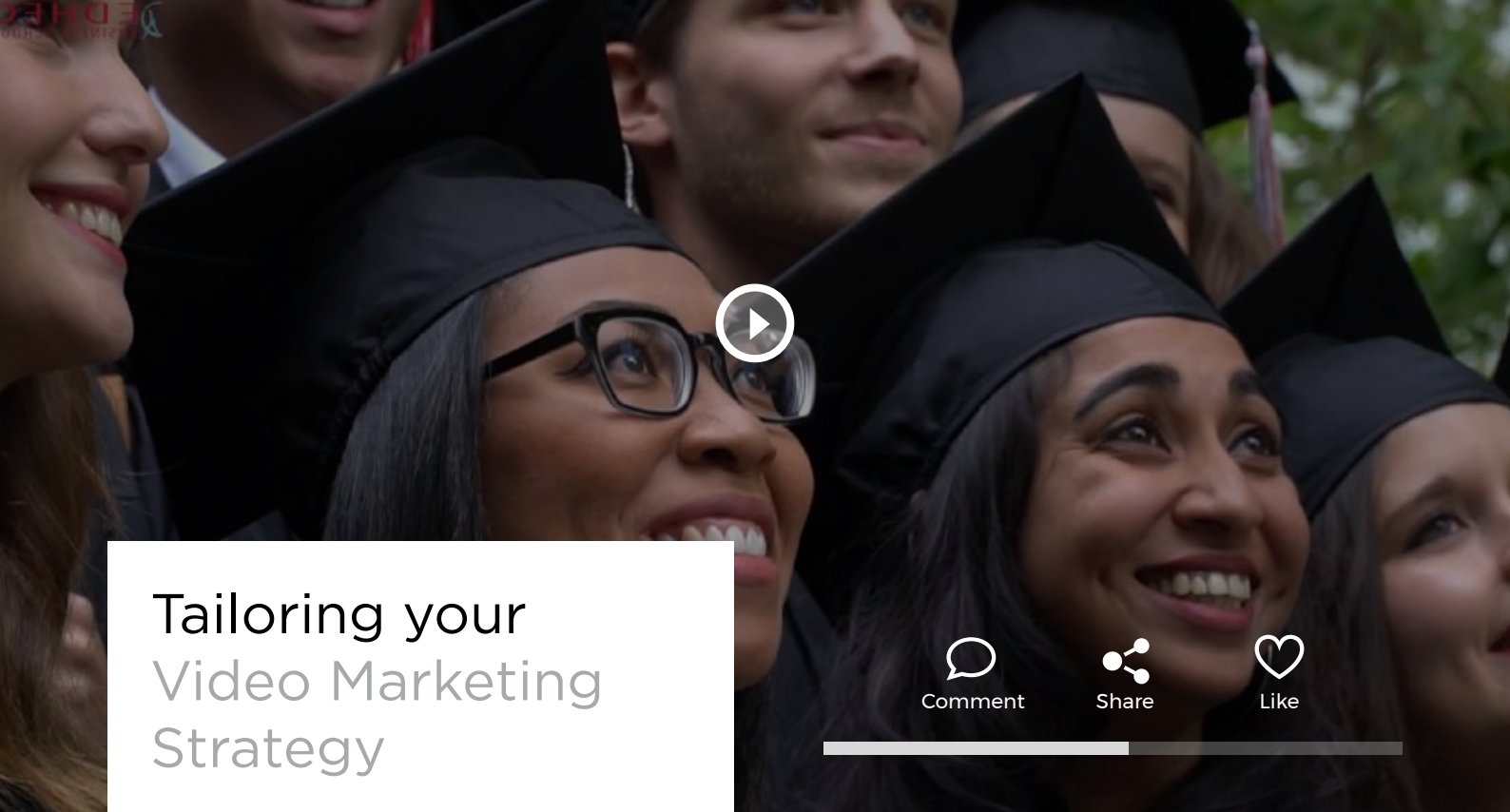
Rick Doyle,  
Head of Marketing Degree Programs  
**ESMT Berlin**

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 prospective students an interactive medium to explore top MBA programs and Master programs, **MBATUBE®** and **MASTERTUBE®** allows institutions to host, produce, manage and distribute video content effectively to enhance lead generation and conversion.

**MBATUBE®** and **MASTERTUBE®** are the first and only official video portals for MBA education and postgraduate education, and are therefore a critical component of your marketing strategy and tools.





## Tailoring your Video Marketing Strategy

  
Comment

  
Share

  
Like

**Seeking more brand awareness? Enlarging your digital footprint? Generating more targeted leads? Improving your admissions yield? Whatever your goals are, our video services will help you meet them!**

Our video services include Video Hosting, Video Production and Video Marketing.



### 1. Video Hosting

Upload up to 30 of your latest and greatest videos to your video dashboard. Also select the videos you wish to share on your school profile pages on partner websites (e.g. QS TopMBA, The MBA Tour, Access MBA, Clear Admit, Metro MBA). Get more targeted video views by placing your video on our homepage OR place your video at the top of selected searches to attract more video views from a particular country, specialization or other advanced criteria. **Page 7**



### 2. Video Production

Invite us to your campus to create a promotion video for your MT profiles OR let us help you produce a unique and cost-effective school branded video to share with your online community. Our dedicated and experienced video production team have produced hundreds of videos, helping institutions to tell their unique stories better. **Page 6**



### 3. Video Marketing

Boost video views, gain more brand awareness & increase traffic! Upgrade to a 'Premium Profile' and capture the information of your viewers. Allow your video viewers to download your brochure or schedule a personal video call. Place your videos in your candidates' inboxes via our targeted mailing campaigns or let us help you create your impactful video advertisements. **Page 7**

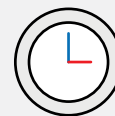
# Stats and demographics



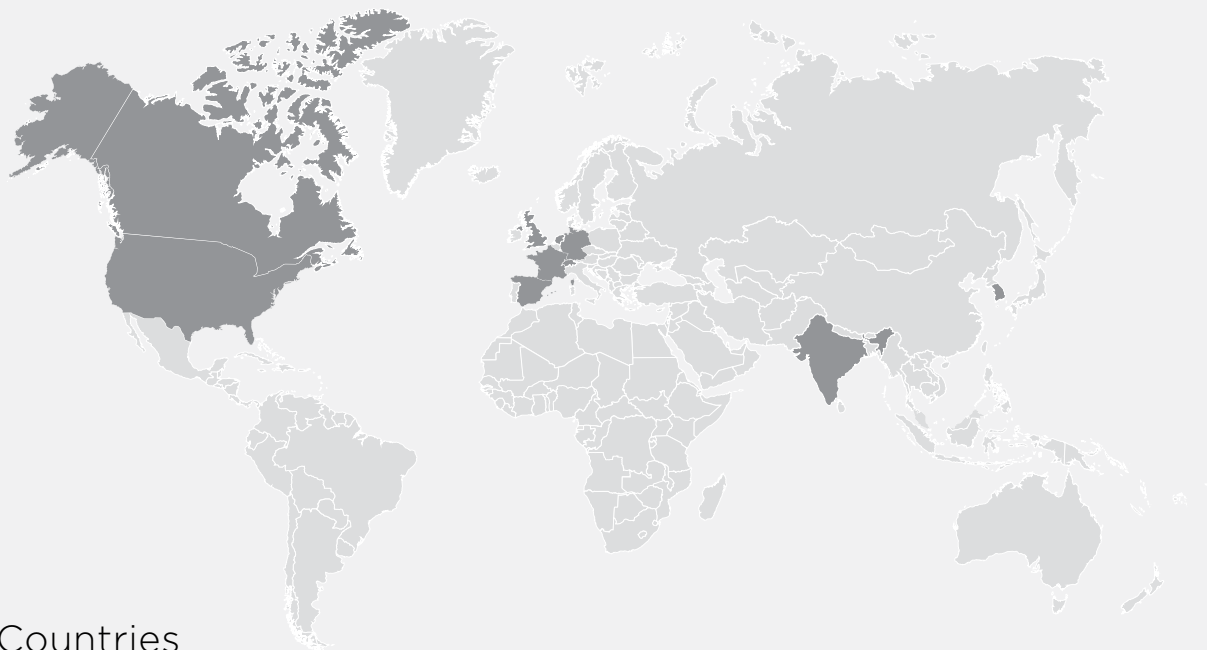
1 Million+  
Video views per year



200 K+  
Social media  
followers



4 MINUTES  
Average stick ratio  
per user



## Top Countries



United States



Germany



United Kingdom



France



Canada



The Netherlands



Spain



India

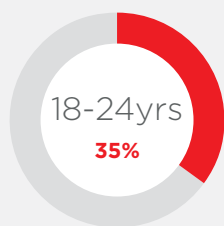


South Korea

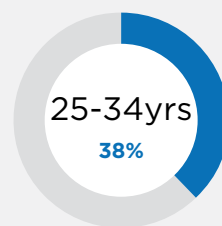


Switzerland

## Average Age



**MASTERTUBE™**



**MBATUBE™**



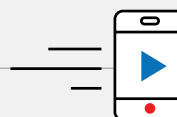
79%

of prospective students would  
rather watch a video to learn  
about a program, than read text  
on a webpage.\*



300%

increase in click through rate if  
your email contains a video\*



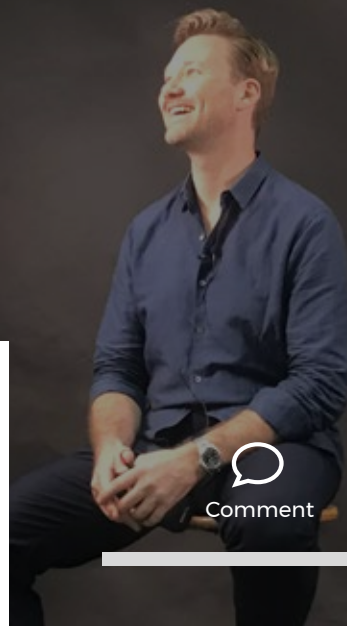
1200%

social video gets shared 1200%  
more than text and images  
combined

\* Forrester Research

# Video production

## Lights, camera, action!



Comment

Share

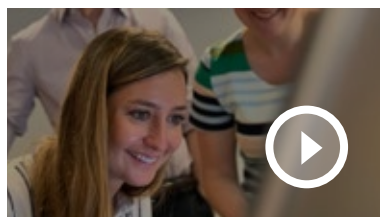
Like



### MT branded videos

€ 1.500\*

- **MT Visits:**  
up to 5 speakers /  
1 location / compilation video
- **A Day in the Life:**  
1 student / multiple locations /  
POV format
- 3-5 minutes
- 1-day filming



### School branded videos

average €3.000\*

- Free format
- Multiple locations
- Meeting your desired needs and vision
- Staying true to your school's DNA and brand guidelines

#### Please note!

- All videos include up to 3 edit rounds as post-production/editing process
- No video will be published before final approval.
- All videos produced by MT will be featured in our MT monthly videoletter and promoted on MT social media channels

\*Prices include travelling costs, preparation, production and postproduction. For schools outside the EU there is a €1.000 travel stipend

**“MASTERTUBE proved to be innovative and offers a great video-based platform for students to truly evaluate various educational programmes and the schools which offer them. Videos contribute significantly to the ‘first impression’ of a school and MASTERTUBE is a well-thought-out tool to increase the number of viewers.”**



Arnoud Monster,  
Executive Director  
Recruitment & Admissions  
**RSM Erasmus University**

# Promote your Programs

## Discounted promotion packages



### \*Premium Profile - € 1800

- **12-month package**
- Access to all leads (brochure downloads & video call requests)
- Reply to comments directly from within your dashboard
- Real-time analytics on each video
- Featured school logo on MT homepage (unique url)
- Social media promotion



### Package A

€ 5,000

- + **Premium Profile\***
- + Video Promotion  
(homepage takeover for  
2 months)

### Package B

€ 10,000

- + **Premium Profile\***
- + Video Promotion  
(homepage takeover for  
3 months)
- + **6x Social Media posts**
- + **2x targeted mailing  
campaign**

### Package C

€ 15,000

- + **Premium Profile\***
- + Video Promotion  
(homepage takeover for  
2 months)
- + **12x Social Media posts**
- + **3x targeted mailing  
campaign**
- + **1x MBATUBE or  
MASTERTUBE video  
(full production)**



### Targeted Mailing Campaigns

- **1x mailing campaign (per 1000 targeted leads)**  
€ 2,250
- **2x mailing campaign (per 1000 targeted leads)**  
€ 2,050 per mailing
- **3 mailing campaign (per 1000 targeted leads)**  
€ 1800 per mailing

\*additional discount for larger campaigns



### Also ask us about

- **Homepage Video take-over**  
€ 1500 per month
- **Monthly e-Videoletter entries**  
€ 1500 per entry
- **Sponsored banners per impression**  
€ 1000 for 100K impressions
- **Social media video advertising**  
Content and campaign RFQ
- **Video advertising**  
Request a quotation RFQ

# 20

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**Marta Rodriguez**

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Spain

**See you soon on:**

**MBATUBE™**  
**MASTERTUBE™**



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