

INFLUENCER MARKETING FOR INTERNATIONAL STUDENT RECRUITMENT

Reach prospective students through trusted local voices

Begin Group helps connect institutions with prospective students through strategic influencer partnerships and creator-led campaigns.

Influencer marketing complements digital advertising by presenting institutions through authentic content, personal experiences and recommendations from creators audiences already trust. It helps institutions increase visibility, strengthen credibility and support student recruitment in priority international markets.

WHAT WE OFFER

Relevant Influencer Selection

We identify education, lifestyle and student-focused creators based on target market, audience demographics, engagement quality, content relevance and campaign goals.

Localised Campaigns

Each campaign is adapted to local student interests, digital trends, cultural context and the role parents may play in education decisions.

Content Strategy and Coordination

We manage the campaign from concept to publication, including creator briefs, storytelling, key messages, calls to action, tracking links and publication schedules.

Recruitment Support

Campaigns can help generate student enquiries and registrations, promote programmes and admissions opportunities, support education fairs and webinars, and build awareness in new markets.



CAMPAIGN FORMATS

Instagram Stories and Reels • TikTok videos • Creator integrations • Student storytelling • Ambassador campaigns
Educational content • Event promotion • Long-term creator partnerships

WHY BEGIN GROUP

Unlike a general influencer agency, Begin Group combines creator marketing with over 25 years of experience in international student recruitment.

We understand how students and parents research international education, how decision-making differs between markets and how influencer content can support wider recruitment objectives.

This allows us to develop influencer campaigns focused not only on reach, but also on meaningful recruitment outcomes.

Our expertise includes:

- International education marketing
- Student and parent audience engagement
- Digital and performance campaigns
- Meta advertising and lead generation
- Education fairs and recruitment events
- Multi-market campaign coordination

INFLUENCER MARKETING PACKAGES

We offer flexible influencer marketing packages designed to support different recruitment goals, campaign timelines and target markets. From short-term promotional campaigns to long-term strategic partnerships, each package can be adapted to your institution's priorities.

LAUNCH PACKAGE

Duration: 2–4 weeks

Price: From €2,500

A focused campaign for institutions entering a new market, promoting an upcoming event or testing influencer marketing as a recruitment channel.

Includes:

- 3–5 relevant influencers
- Campaign concept and key messages
- Instagram and/or TikTok content
- Creator briefing and publication coordination
- Stories and short-form content
- Basic campaign reporting

GROWTH PACKAGE

Duration: 1–3 months

Price: From €5,000

A broader campaign designed to build sustained interest, support student recruitment and encourage enquiries or registrations.

Includes:

- 5–10 relevant influencers
- Campaign strategy and content scenarios
- Instagram, Reels and TikTok campaigns
- Calls to action and tracking links
- Lead generation support
- Campaign coordination, reporting and optimisation

STRATEGIC PARTNERSHIP

Duration: 3–12 months

Price: Tailored to the project

A long-term partnership for institutions seeking to establish a consistent presence and build relationships with prospective students across one or several markets.

May include:

- Long-term influencer strategy
- Ambassador programmes
- Ongoing creator partnerships
- Student storytelling
- Seasonal recruitment campaigns
- Regular content planning
- Multi-market coordination
- Ongoing reporting and optimisation

Featured Project



Begin Group is currently managing a long-term influencer marketing campaign for Education Malaysia Global Services, an organisation under Malaysia's Ministry of Higher Education.

The campaign promotes higher education opportunities in Malaysia among prospective students in Kazakhstan, Kyrgyzstan and Uzbekistan through collaborations with local influencers.

- 6+ months of collaboration
- 3 Central Asian markets
- 15+ influencers
- 30+ publications

"The Begin Group team has been very supportive throughout the campaign, and communication has always been clear and easy. They have helped us manage the campaign smoothly and have been responsive whenever needed."

Education Malaysia Global Services

START YOUR CAMPAIGN

Whether you are launching a programme, entering a new market, promoting an event or strengthening a wider recruitment campaign, Begin Group can develop an influencer marketing solution tailored to your objectives, audience and target region.

Contact us at info@begingroup.com to discuss your campaign.

Begin Group

Breite Str. 9, 14199 Berlin, Germany
+49 (30) 3080-7313

www.begingroup.com
info@begingroup.com