

Media Solutions

**Marketing & Recruitment
Solutions**



About GMAC Media Solutions

Reach the largest global pool of qualified candidates through our comprehensive range of services tailored to fit your needs and deliver results for your marketing goals.





Why you should work with us

GMAC Media Solutions is the largest and fastest-growing hub of digital solutions, engaging prospective students throughout the entire application journey, from consideration to submission.



Regional support

Our market development teams collaborate with business schools worldwide daily. They address specific regional challenges while providing globalised industry context.



Bespoke Approach

Integrating a diverse set of services with a tailored approach enables us to create solutions for any marketing challenge. By collaborating with your team, we factor in goals, budget, and brand to build a customized, results-driven proposal.



Proven results

Our proactive campaign reporting shows your results, evaluates performance, and identifies opportunities for your evolving goals. In our ever-changing industry, we're proud to say that over 85% of our clients renew campaigns year-on-year.



Expert media reporting

Our team of marketing experts create detailed performance reports on request at no additional cost. From recurring status trackers, to full report decks for internal presentations; our reporting is designed to be constructive and identify opportunities for campaign optimization.



We continually innovate services to fuel your marketing. Regular meetings with Meta, LinkedIn, and Google enable us to test their latest launches. Let's discuss collaboration to invigorate your marketing initiatives.



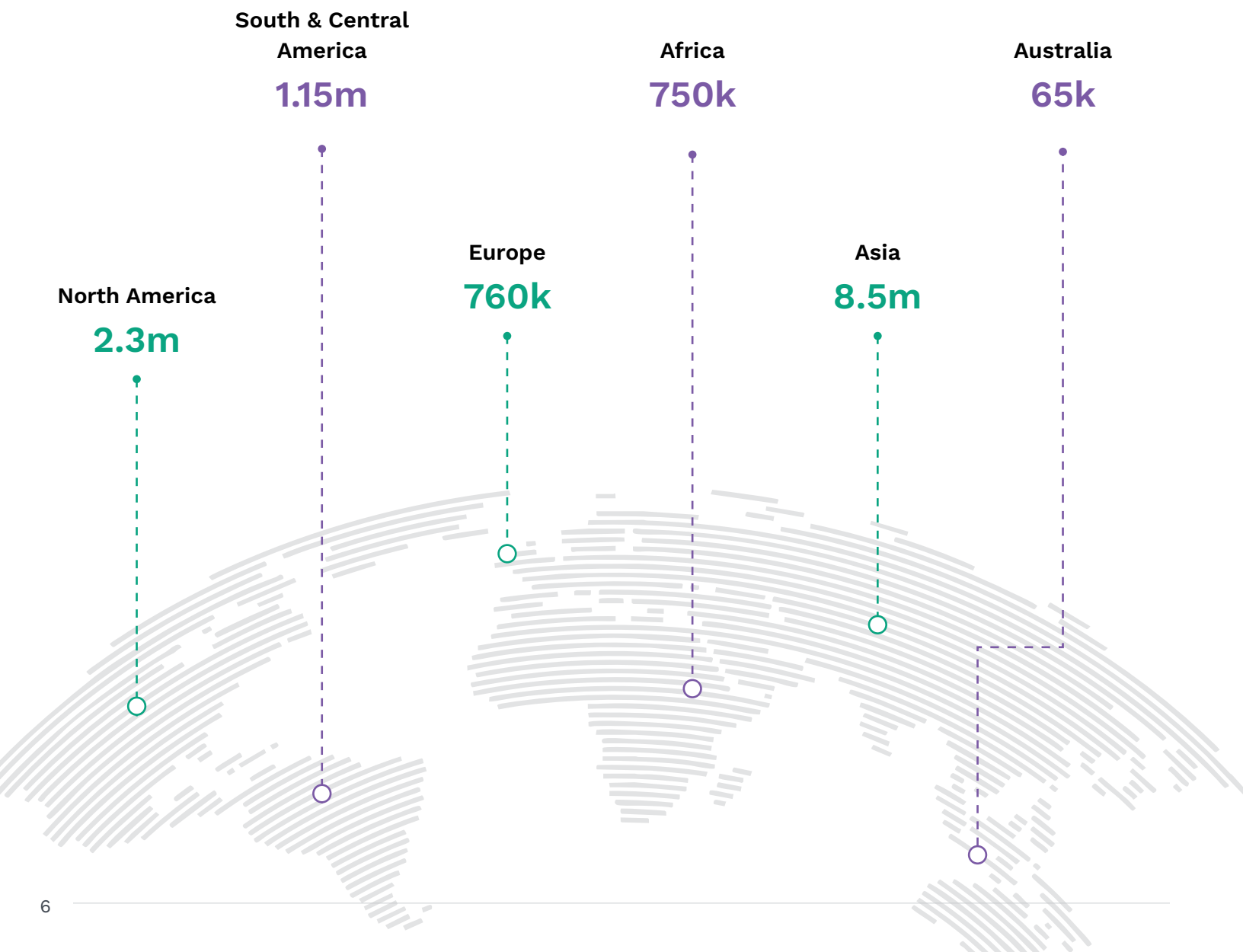


Global reach

Reach the largest audience of high-quality prospective graduate management students across the media industry.

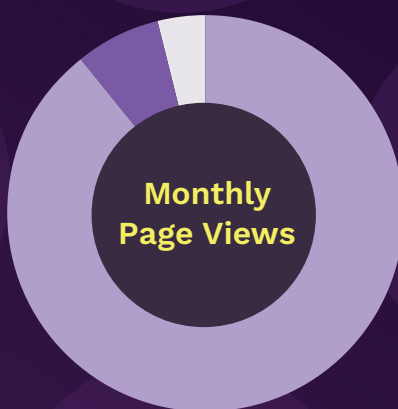
The GMAC Media estate (mba.com and gmac.com) boasts the highest global reach of any site targeting prospective candidates of Graduate Management Education.

Global visitors per year



13.5 million

unique users annually across the GMAC Media estate



- GMAC Media
- Poets&Quants
- QS TopMBA

Source: Similarweb (Feb 2024)

1,000,000

unique monthly visitors

5 million

monthly page views

68%

18-35 year-olds



59%

Female



41%

Male

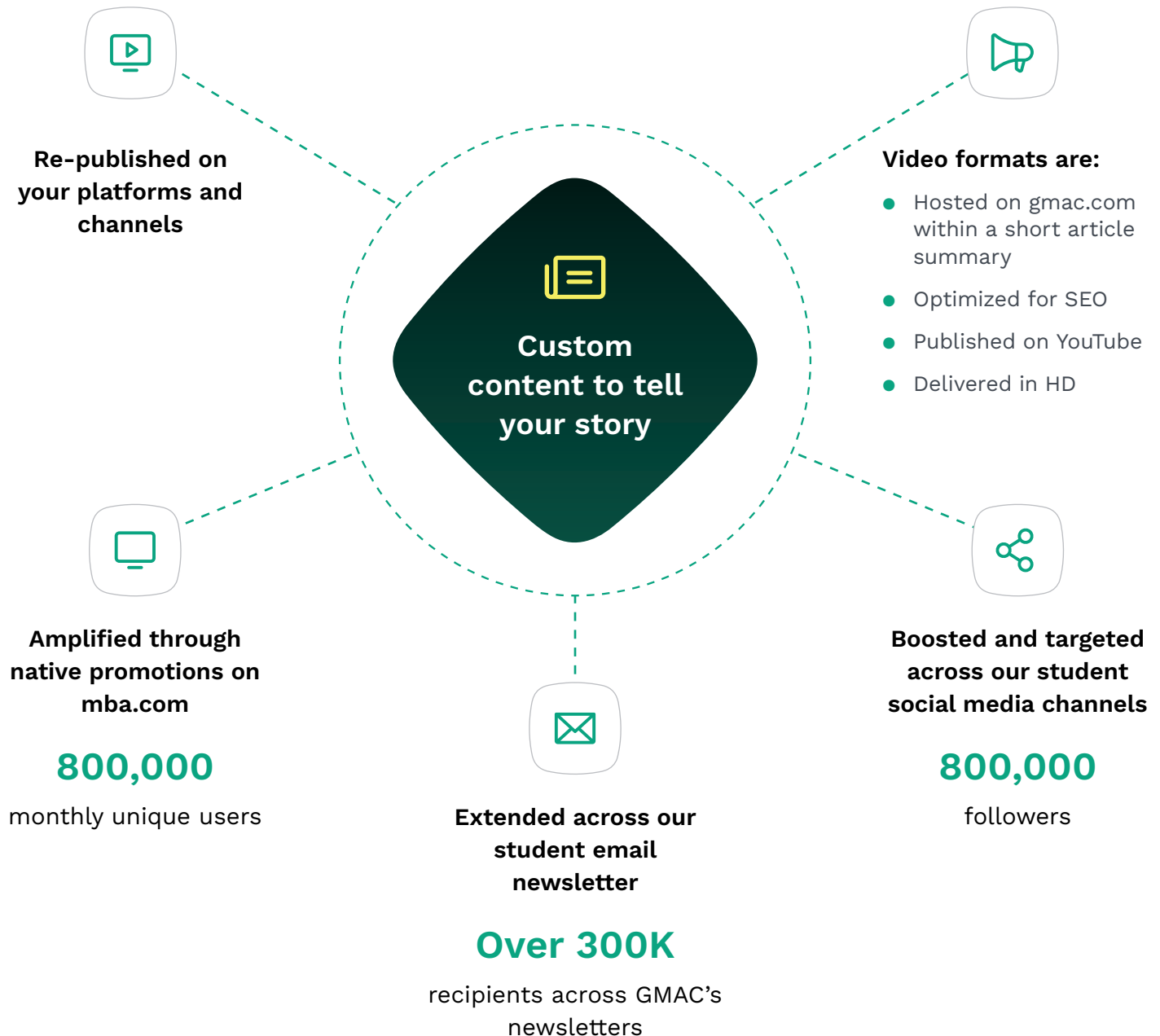




Content marketing

The art of storytelling combined with a powerful distribution strategy can drive awareness, perception, consideration, and action.

Our editorial team pitch stories according to your goals and target groups; leveraging video and written formats with SEO expertise for optimal performance.

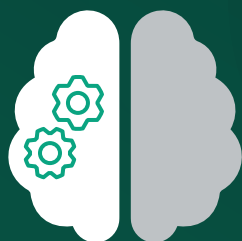


Our global network of journalists and producers puts a crew on the ground— wherever your story is.



Content marketing drives results

Independent research has repeatedly shown clear **uplift** across all objectives for our sponsored editorial (versus control):



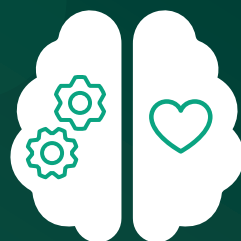
Brand Awareness

↑ 103%



Brand Perception

↑ 31%



Brand Consideration

↑ 125%



Action

↑ 61%



Digital display advertising

Promote your institution, application deadlines, events, or other specific campaigns via **6 million advertising impressions every month** across the GMAC Media estate.



Geo-Targeted

Our global audience is 30% higher than our competitors, allowing you to connect with international candidates on a bigger scale. We geotarget from continent to city level, allowing you to reach candidates in global business hubs.



Homepage takeovers

100% Share of Voice on the mba.com homepage: take over desktop, mobile and tablet in your key target countries.



Target placements to content verticals

Place your ads on pages with the right content for your campaign.



Premium Placements

Ask us about how to tailor your campaign to run in our highest traffic and performing ad positions.



Delivered in multiple formats

High-impact formats drive traffic directly to your chosen landing page.



Optimized for all screens

Improve your performance and amplify your reach with ad inventory in formats that suit any device.



Trusted brand environment

Our brands are among the most trusted graduate business resources among prospective candidates.



Our Premium Placement Display ads are benchmarked well above industry average at

0.1-0.14 CTR





Take over the mba.com homepage: secure 100% Share of Voice in your key target countries.



Reach prospective candidates in a 100% brand-safe environment with no wasted inventory!

Social media

Magnify your candidate engagement through social posts, boosts, and paid campaigns on gmac.com and on GMAC social media platforms.

Features:

- ◆ 5 key social campaign strategy types are available to be selected, scaled and specified to your marketing need
- ◆ Leverage our trusted brands and respected industry names such as GMAC Tours and NMAT
- ◆ Custom targeting: incorporating location, age, behavior, interests and GradSelect lookalike data
- ◆ A/B testing and optimization throughout each social campaign



Regular meetings with Meta, LinkedIn, and Google enable us to test their latest launches and enhance your campaigns.

800k+ followers across



Facebook



LinkedIn



YouTube



TikTok



WeChat



Snapchat



Instagram



Webinars

Speak directly to qualified candidates through online events created in collaboration with our specialist journalists.

Together, we'll plan, host, and moderate a live session to inform prospects about your institution and answer live questions for an authentic experience that generates meaningful connections.

- ◆ **Exclusively marketed to the GMAC candidate database**
- ◆ **Lead Generation with registration and attendance data**
- ◆ **Event & archival hosting on gmac.com**
- ◆ **Audience segmentation options to match your audience criteria**



Webinars sell out well in advance. Booking nine months ahead is recommended!

Agency-level support across the event lifecycle:



Effective webinar formats include:



Admissions Q&A:

A one-on-one interview with your admissions director, followed by a live Q&A with our audience, covering every aspect of the admissions process.



“Careers In” Series:

Make a lasting impression by having your careers director and 2 successful alumni discuss career opportunities for business school



In the Classroom:

Mini-lecture or case study exercise giving prospective students a taste of what it’s really like in an MBA classroom.



Study In:

Discuss career opportunities for business school graduates in a chosen location.



Workshops:

Advise candidates on CV writing, interview, and essay tips for business school and job applications.



Up to 150

Leads generated per webinar, on average through 2023.







Creative solutions

Our team love nothing better than innovating new and exciting ways to deliver against your marketing objectives.

Features:

- ◆ Microsite design and build for a region-specific initiatives
- ◆ Live social events via concurrent streams across multiple social media platforms
- ◆ Collaborative campaign planning: our team works with yours to design the optimal execution to support your additional marketing activities
- ◆ Working with our GMAC Tours team, or using GradSelect? Lets see how we can get them working to support each other for optimal performance!



We can work as your de facto social agency to create, optimize, and report on social campaigns.

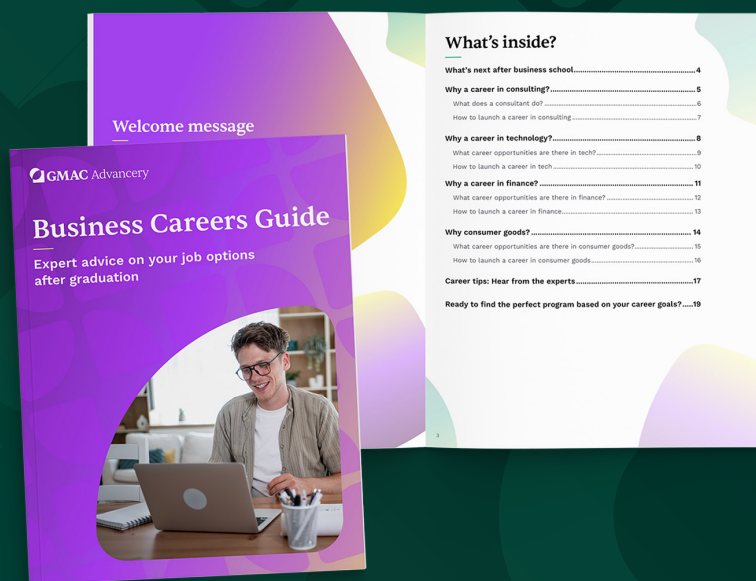
Exclusive candidate guides and resources

Showcase your institution's expertise by sponsoring one of our exclusive candidate Guides. These premium resources are go-tos for candidates navigating their Business School journey.

Features:

- ◆ Each guide's marketing campaign includes key brand association opportunities across gmac.com, mba.com, and official GMAC social media handles
- ◆ Lead magnet: each guide is a valuable resource for candidates, encouraging our audience to share their data with the sponsor.
- ◆ Included on Facebook paid campaign to a GradSelect-lookalike audience (includes optimization, a/b testing)





Each guide sponsorship guarantees 1,200 leads and a reach of 1.6 million across a comprehensive marketing strategy including:

Email marketing, Display advertising, Social lead generation, and more.



Contact us

Reach out to us at gmacmedia@gmac.com to receive a customized proposal.

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