

## Attract, Engage and Convert

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With an average of **1.4 million** unique **15 – 22 year-old users** per year, yconic plays a critical role in the lives of Canadian youth. yconic's unique positioning allows you to attract and create awareness with students, engage real prospects and convert qualified candidates to potential new students to your school.

## RecruitRight Program Details

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### Attract

Create awareness and get included in more students' top 5 PSE list

- An email communication out to our most engaged student members (target up to 100k members by geography, age, and/or field of study).
- Enhanced message promotion through yconic student social media channels (Instagram, Facebook, Twitter)

### Engage

Your chance to tell students why your school is so much more than your academic record

- 1 week featured ad placement in the discussion forum in front of the yconic student discussion forum (up to 1.4M students annually).
- yconic will host one "Ask me anything" conversation on our student discussion forum hosted by a representative of your school. Interact directly with potential students and learn their most pressing questions.

### Reinforce

- Reinforce your message by re-targeting yconic site visitors on desktop and mobile while they are still in the decision making stage.

Extend Your Reach

- Get your targeted message in front of even more interested students through yconic's Audience Network.

### Insights

- Upon program completion you will receive insights gleaned from the AMA conversation to utilize in follow up messaging with students and performance metrics on the campaign itself.

Includes targeting, graphic design, full program execution and reporting.

## Cost

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Market competitive pricing

We recognize your needs can be unique and are happy to accommodate. Our team has been known to come up with some very creative solutions to meet our client's youth engagement needs. Contact us for more info.

