

Integration: Leveraging A.I in marketing to improve international student recruitment outcomes

by Lucio Ribeiro

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Academic Background

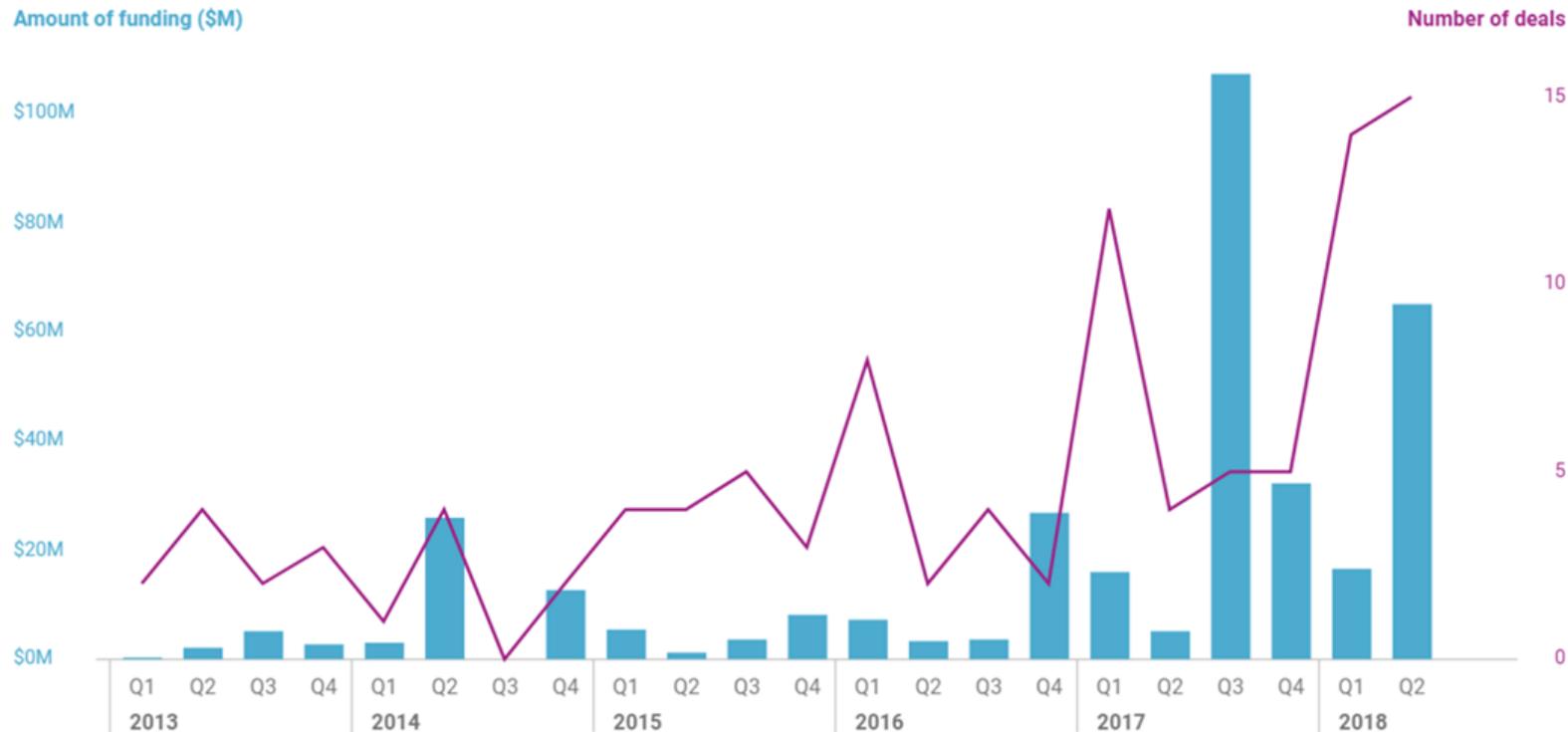
1. Law Degree
2. MBA
3. Certification in Psychology (Univ. Toronto)
4. Certification in Marketing (MIT)
5. Certification in Game Theory (Stanford)





SE Asia is a major driver of AI deals in education

Global quarterly financing, Q'13 – Q2'18



5 Key areas - Artificial intelligence in Marketing Education

The value of the international student market has increased 22 per cent since 2016 and is now worth \$32.2 billion a year.

1. Voice-enabled readiness
2. Teaching Assistants (Closed Groups)
3. BOTS for acquisition 24 x 7
4. Audience segmentation
5. Enhanced UX (Pre-During-After)

BOTS

	State	Live Chat	Smart Bot
Institute 1	VIC	NO	NO
Institute 2	VIC	NO	NO
Institute 3	NSW	YES	NO
Institute 4	NSW	NO	NO
Institute 5	TAS	NO	NO

Start with an AI BOT

Chatbot solutions can:

1. reduce your customer service costs by as much as 29%. *
2. Increase acquisition / NQL up to 62% **

**<https://www.ibm.com/watson/how-to-build-a-chatbot/>



Thank you!

onlinecircle
DIGITAL

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IBM Solutions

IBM Watson Enlight for Educators

IBM Watson Enlight, built for teachers, by teachers, is a planning tool that supports teachers with curated, personalized learning content and activities to align with each student's needs. Teachers have access to key insights into students' academic strengths and weaknesses as they create individualized learning experiences.

[Learn more](#)



IBM Watson Education is bringing education into the cognitive era.

We are transforming the learning experience through personalization. Cognitive solutions that understand, reason and learn help educators gain insights into the learning styles, preferences, and aptitude of every student. The results are holistic learning paths, for every learner, through their lifelong learning journey.



IBM Watson Element for Educators

IBM Watson Element, an IBM MobileFirst education app for iOS, provides teachers with a single 360-degree view of students by consolidating various academic, social, and behavioral data sources. These insights generate suggestions on how best to help each student so they receive targeted support in the classroom more quickly.

[Learn more](#)

