

University Marketing Guide for Korea

Introducing Korea's #1 Higher Education Marketing Partner



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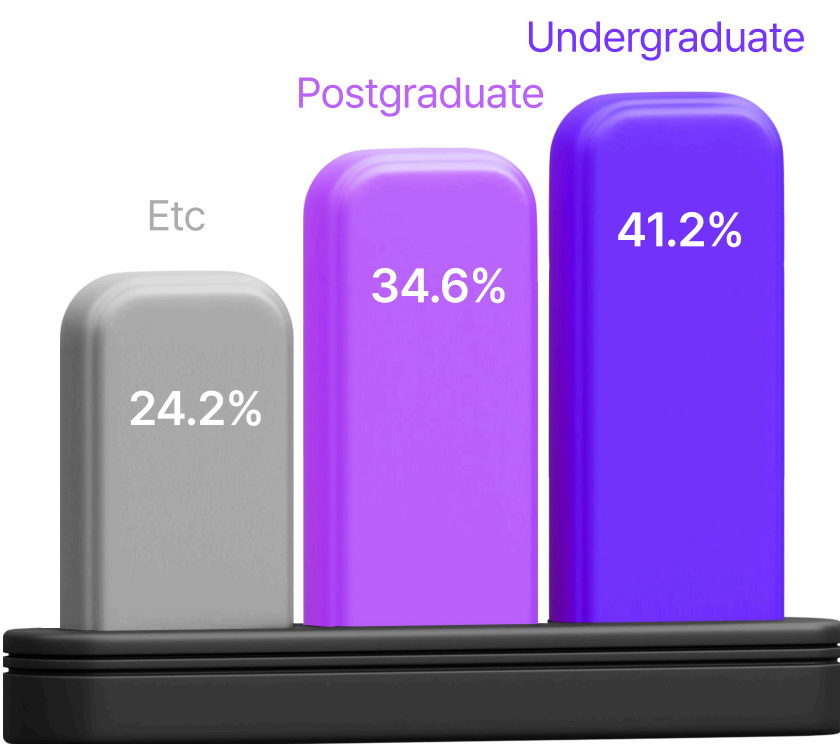
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Why Universities Should Target Korean Students

Recruiting Korean students is a high-return investment for universities.

Long-Term Enrollment Commitment



Strong Demand for UG and PG programs

Financially Prepared Students



Financially independent, with or without scholarships

High Retention & Graduation Rate



Strong Commitment to Academic Success

Databank is Revolutionizing English Test Prep with AI

We have pioneered the first AI-powered TOEFL, IELTS, and PTE test prep platform, now the largest by user base.

Recognized as a Global Leader in EdTech & AI



Top 250 EdTech
Companies in the World

Selected by TIME | 2024



Top 150 EdTech
Companies in East Asia

Selected by Holon IQ | 2021 - 2023



Top 25
AI Startups in Korea

Selected by AI Times | 2020

TestGlider is the Most Trusted Test Prep Platform in Korea

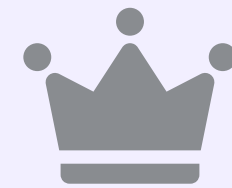


From Test Prep to Study Abroad: Students Trust TestGlider



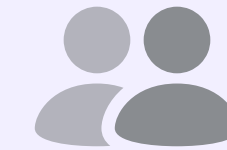
800,000+ Registered Students
actively preparing for study abroad,
with a strong focus on
South Korea

800,000+



10,000+ students complete 130,000+
TOEFL, IELTS, PTE tests monthly –
ensuring academically qualified
applicants

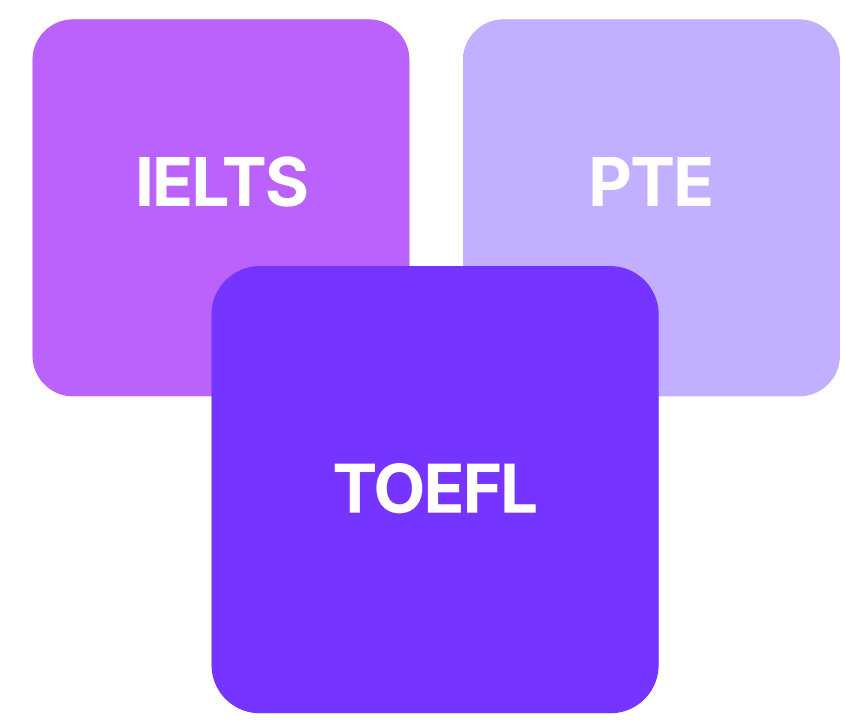
130,000+



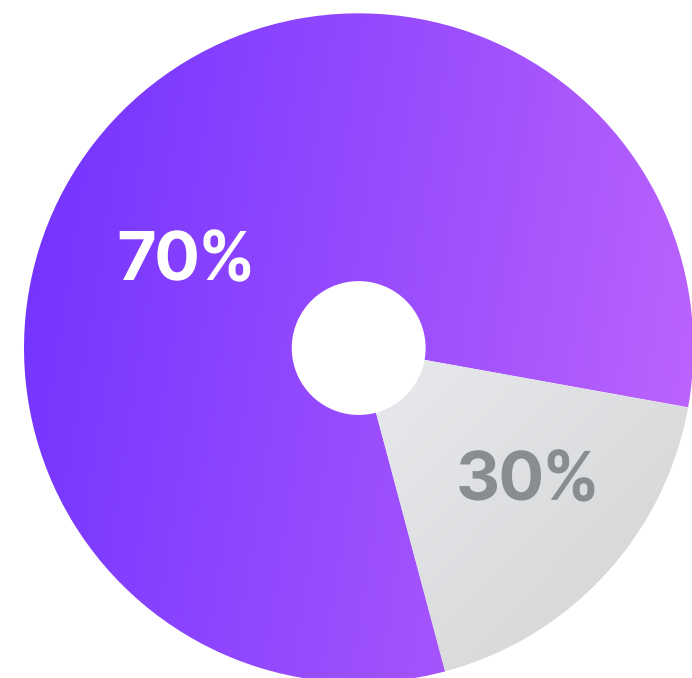
5,000+ students receive direct 1:1
study abroad consultations yearly –
connecting high-intent students with
universities

5,000+

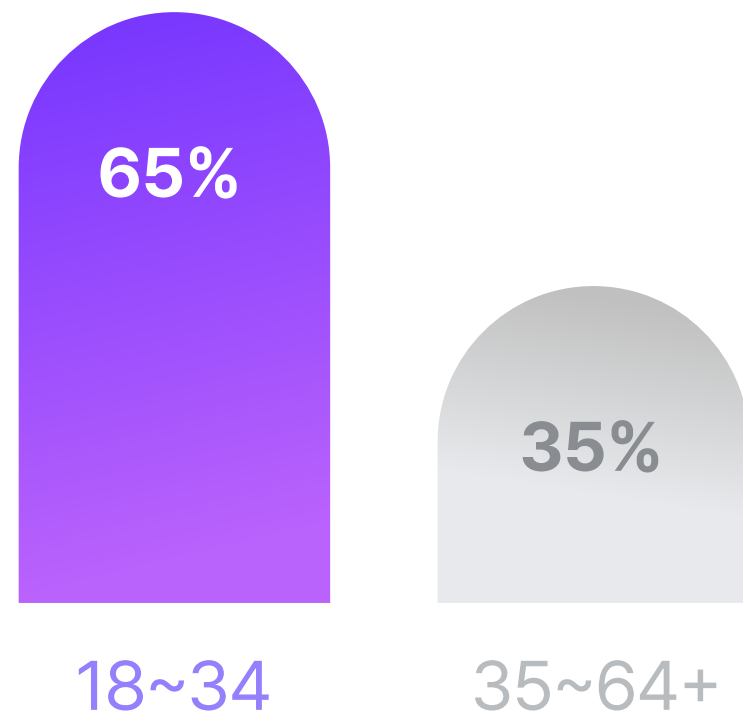
TestGlider students are high-intent Korean study abroad applicants



Pre-screened & test-verified applicants, admission-ready from the start



70% of our students who receive consultations plan to apply to universities within a year



65%+ of our students are aged 18-34 – the key study abroad demographic for universities

We understand the challenges universities face in Korea

If students go through an agency, direct follow-up is impossible.



Without staff in Korea, we struggle to gain real market insights and access local platforms.



We know localized content is essential, but we lack the resources to create and distribute it effectively.



There are too many fairs in Korea. How do we know which ones actually work?

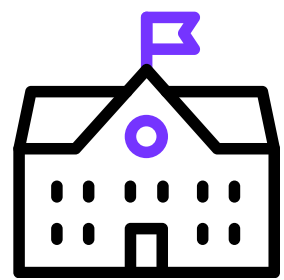


We deliver High-Impact Marketing, Better Results

Make Korea simple. Reach students with confidence.

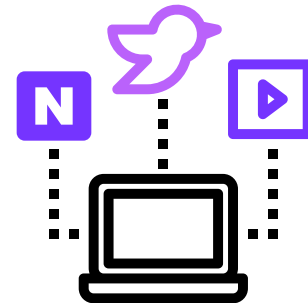
Key Benefits

Korean Higher Ed Market Experts



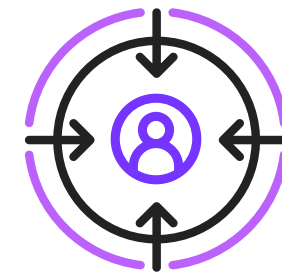
Leverage local expertise.
Our team understands the Korean higher education landscape and student trends

End-to-End Marketing Solutions




Save time and resources.
We create, design, and manage fully localized marketing campaigns for you.

Direct Marketing Platform



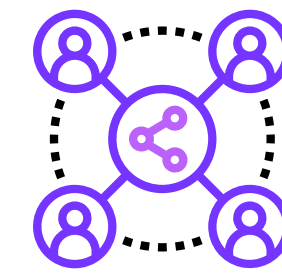
Target high-intent students.
We connect you with engaged Korean students actively planning to study abroad.

Data-Driven Marketing Strategies



Maximize ROI.
We provide data-backed strategies and detailed performance reports.

Brand Awareness

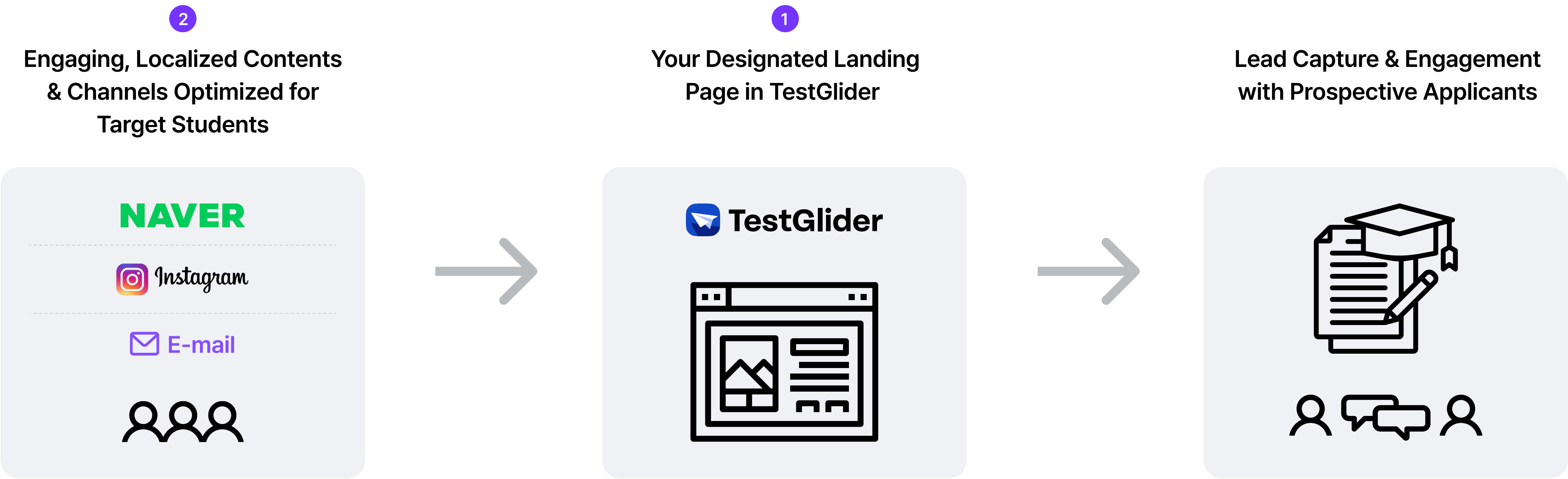


Expand your reach in Korea
Gain exposure to millions of TestGlider users searching for universities.

Connect with Future Korean Applicants

- Maximize Your Reach with TestGlider

Tap into the largest network of potential Korean applicants with expert-led digital campaigns.

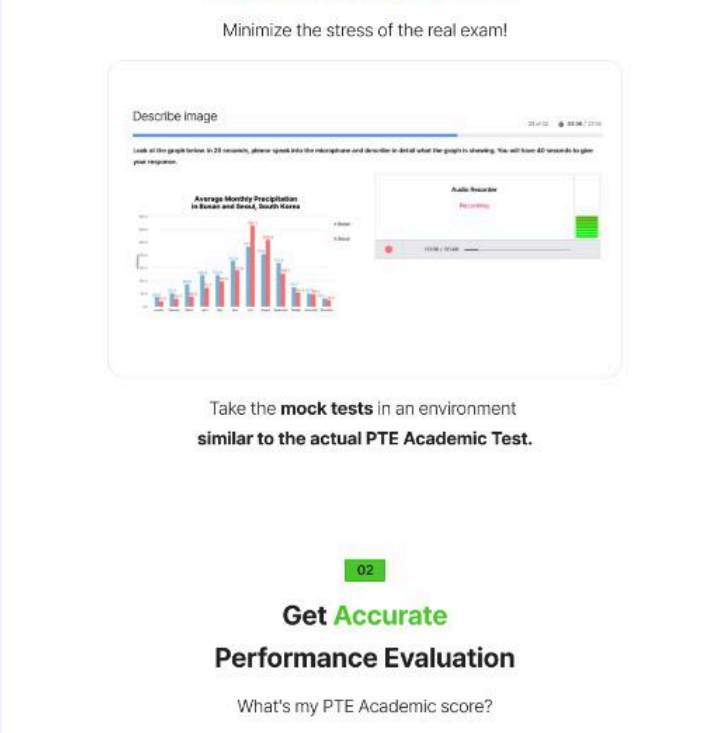
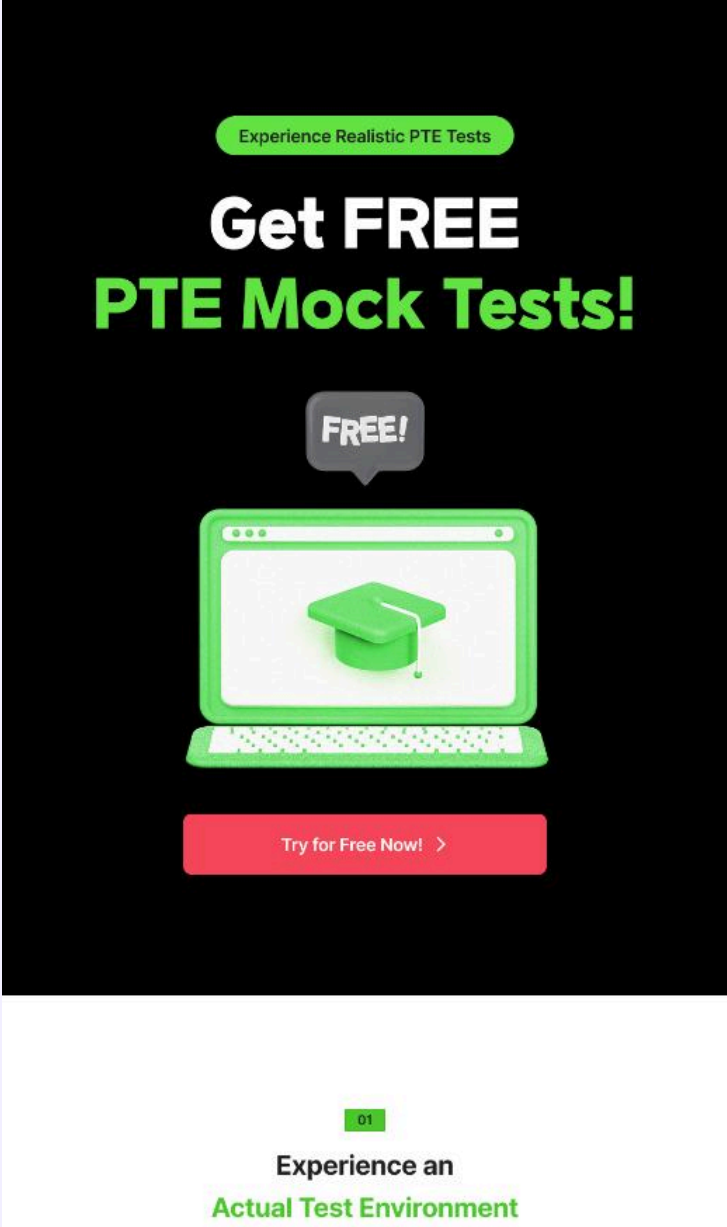
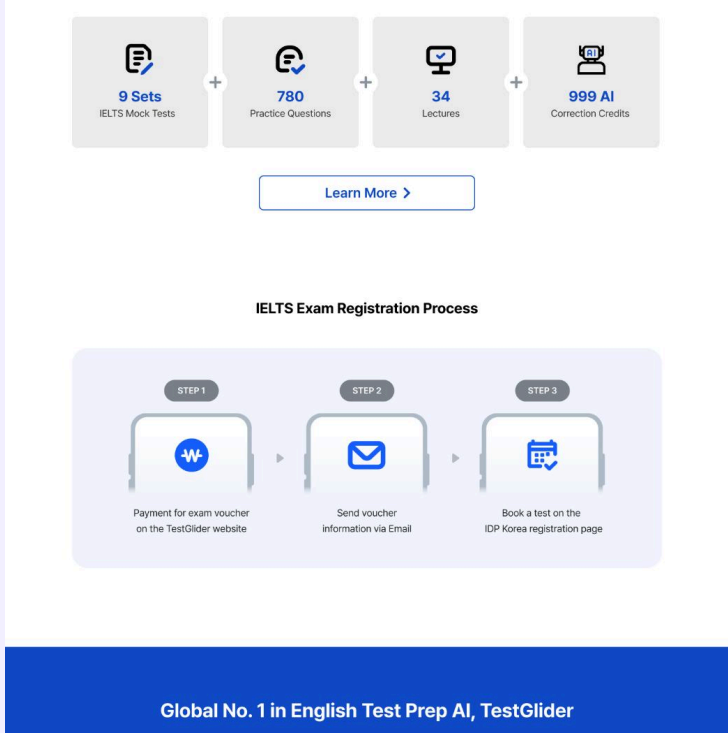
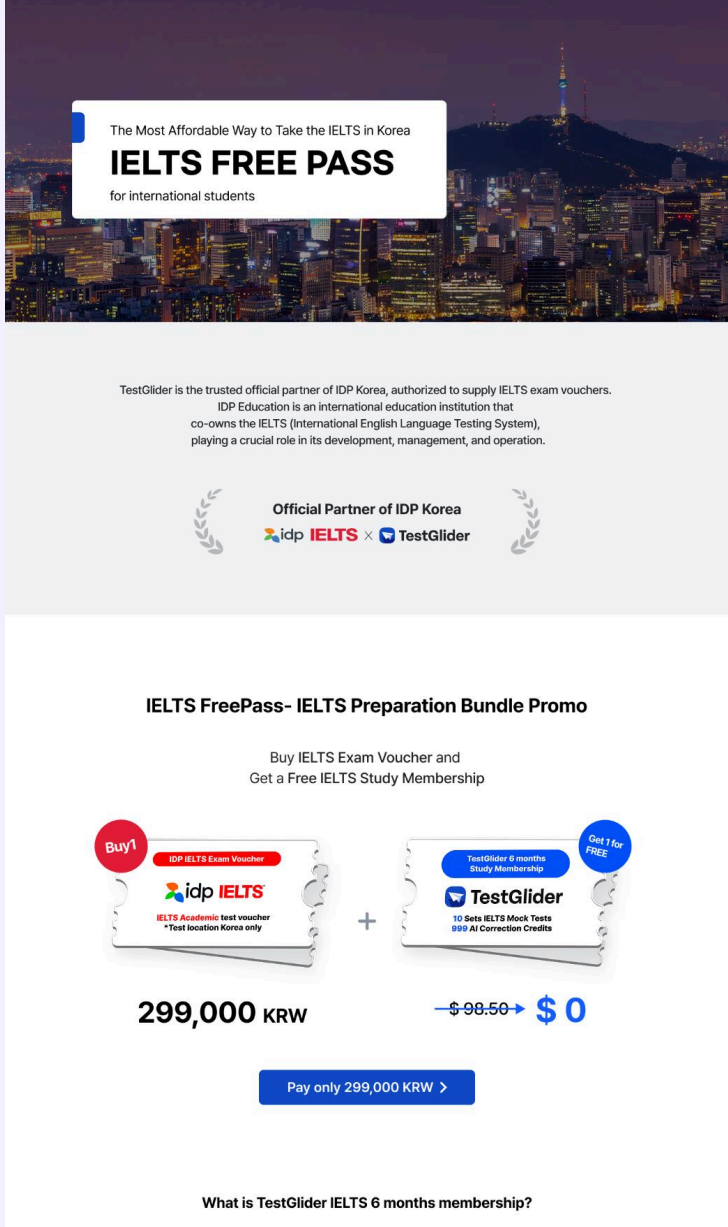
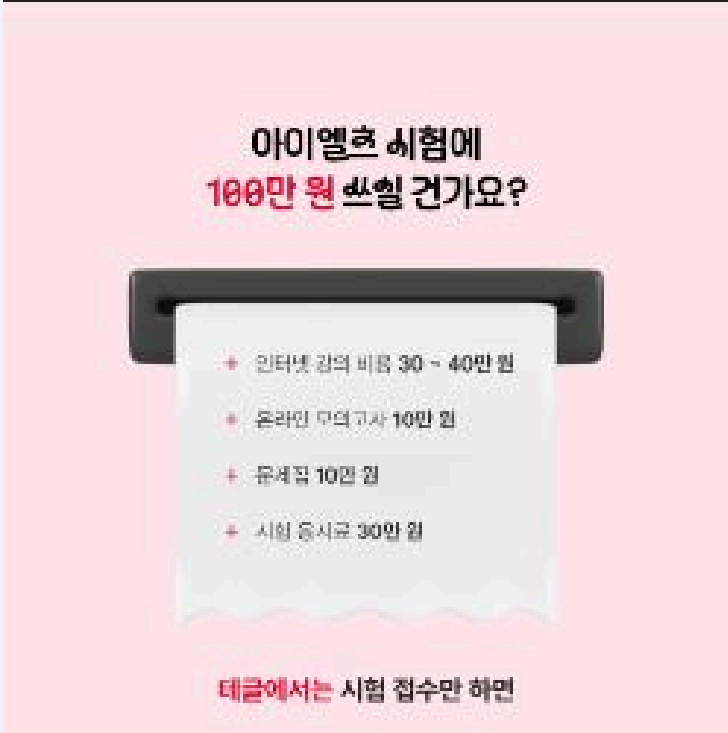


1 Custom Landing Page – Fully Localized for Korean Students

We take care of everything – from strategic planning to content generation.

What We Offer

- SEO-Optimized & Fully Localized Korean Page
- University-Controlled Messaging
- Custom Design & Content Strategy
- Integrated Lead Capture & Inquiry Forms
- Professional Design and Publishing (hosted on TestGlider's server)
- Seamless Integration with TestGlider’s Marketing Channels






2 Drive High-Intent Korean Students to Your Landing Page

Maximize your reach with multi-channel targeted marketing.

What We Offer

- Planning and Creating Korean Social Media Content Optimized for Target Audience
- Content Distribution and Publishing on TestGlider's Social Media Channels (listed below)
- Monitoring Customer Reactions and Posting Comments on Content

| | | | |
|-------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|
|  TestGlider | NAVER |  <i>Instagram</i> |  E-mail |
| TestGlider Banner | Naver Blog | Instagram Posts | Email Campaigns |
| Capture the attention of high-intent students with premium website placements. | Boost visibility on Korea's #1 search engine with strategic, SEO-optimized articles in Korean. | Engage students with visually compelling content and real-time interactions. | Deliver personalized university promotions directly to students actively planning their applications. |

Pricing Plans

Customizable marketing packages designed for maximum impact.

| Entry Plan | Standard Plan | Premium Plan |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| \$1,500 USD / Month (Original \$1,900 USD) | \$1,900 US / Month (Original \$3,000 USD) | Pricing upon request |
| <ul style="list-style-type: none">• Content strategy consulting• Custom Korean Landing Page• TestGlider Website Banner (Linked to Your Page)• 1 Naver Blog Post + Content Creation• 1 Instagram post + content creation• 1 Promotional email campaign | <ul style="list-style-type: none">• Includes all Entry Plan features, plus:• 1 Webinar<ul style="list-style-type: none">• Content strategy consulting for the webinar• Full promotional material coverage• Korean translator for Q&A (optional) | <ul style="list-style-type: none">• Includes all Standard Plan features, plus:• Korean-language promotional video• Strategic Localized Marketing Consulting for Long-Term Growth |

Discounts: Available for contracts over 3 months.

Scheduling: Schedules set by mutual agreement.

Content Availability: Content remains public during the contract; renewal required for continued visibility.

Want to learn more? Let's talk
We'd love to answer your questions and
explore how we can help.

 **Book a quick call: Schedule a Meeting**

 **Email us: partnerships@data-bank.ai**

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DATABANK | TestGlider