

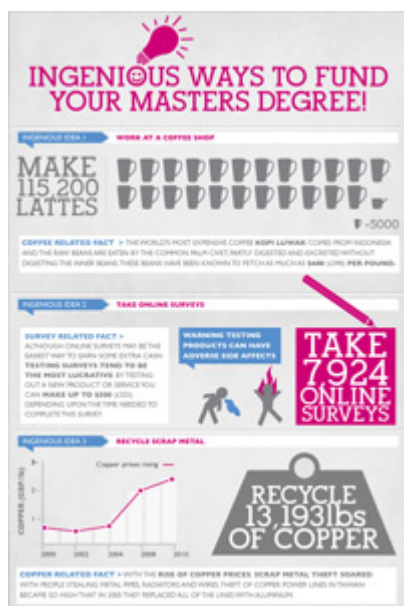
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Postgrad Solutions

Monthly News Update

Innovative marketing campaign brings in 8,700 visits in 3 days!

September 2010



This summer [Postgrad.com](#) released its first ever infographic to great success. Known in the SEO world as link bait, this infographic depicted ingenious ways for students to fund their postgraduate studies.

The purpose of using infographics as a tool is that they can communicate a point quickly, simply and effectively. Our infographic highlights the challenges that prospective postgraduate students face in raising the required funds for their postgraduate studies. But while addressing this serious issue the infographic also injects an element of humour.

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OUR SITES

- www.postgrad.com
- www.lmstudy.com
- www.studybusinessmasters.com

CONTACT US

Get in touch with us today by calling us on 0870 919 4365, or if you are calling from outside the UK please call +44 1932 561527. Alternatively you can [email us](#).

So, why did we do it? We did it because we are trying out the latest student trends to drive relevant traffic from social media and networking sites (such as Digg, Delicious, reddit) to make sure your adverts get even greater response.

And did it work? Oh yes! We had over 8,700 visits to this page in just three days – and of these over 8,300 were from brand new visitors to [Postgrad.com](#). It also achieved front page status on the popular Digg website, was publicised in the graduate magazine www.graduatemag.co.uk and created a huge buzz in several student facebook groups and chat rooms – in fact it reached over 200 contacts in the arena of blogs, industry magazines and journalism.

Watch this space - there will be a series of exciting new infographics coming from [Postgrad.com](#) over the next few months!

Postgrad Solutions bursaries attract 423 applicants!

The 18th August saw the closing date for applicants wishing to be awarded one of our ten £500 bursaries for students commencing their studies in Autumn 2010 - and they proved to be very popular amongst the postgraduate community.

We had 423 applications, and our panel is currently going through each application to decide who should be awarded the funding. Once we have selected our lucky ten students we will be informing the institutions directly that they have a winner on one of their programmes.

This is the first year that we've offered ten separate bursaries - in previous years we have had just six bursaries available. The ten bursaries on offer are: 2 x general postgraduate programmes, 2 x business programmes, 2 x IT/computing programmes, 2 x engineering programmes and 2 x LLM programmes.

We are now accepting applications for our ten £500 bursaries for 2011. The application deadline is 18th August 2011.

[Click here](#) for more information. And remember to link through to it from your institution's site so your potential new postgraduate students can have the chance to benefit from the Postgrad Solutions Ltd bursary scheme.



We want your postgraduate news!



We like to keep our three websites - www.postgrad.com, www.ilmstudy.com and www.studybusinessmasters.com as up-to-date and relevant to postgraduate students as possible. So we are constantly adding news stories and the latest postgraduate event information to all three sites. We are currently showing the information for over 30 postgraduate events throughout the UK and the rest of the world that are due to take place before the end of the year.

To make sure your institution remains at the forefront of any potential postgraduate student's mind, please send through any exciting news stories or relevant postgraduate events to news@postgradsolutions.com and we can make sure that we add them to our websites.

Don't forget the next UCAS upload takes place on Monday 18th October. Please make sure you send in any changes to your institution's data at least 10 days before this date. Thanks - the Postgrad team!

www.postgradsolutions.com

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