



VS



StudentBridge vs. YouTube

Why Content on Dedicated Microsites Get More Views

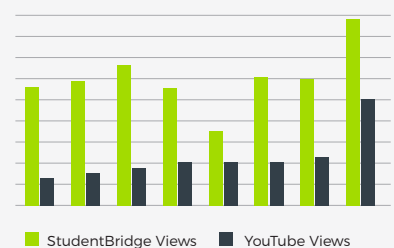
Challenge

When a student views your college or university's video on YouTube, they are interacting with a lot more than just your brand. On YouTube, you are competing against negative, unrelated, or possibly distracting content, videos your rivals upload, as well as a number of potentially distasteful users in the comment sections. The platform's design is completely out of your control and your calls to action get lost. Additionally, there is no guarantee that the viewer will guide themselves to your next piece of content. **So how can you ensure that your viewer continues engaging with your brand in positive and impactful ways after the first video?**

Solution

This is where the power of a dedicated, branded microsite is best demonstrated. StudentBridge's **video viewbooks** are perfect examples that prove that even the best content must be properly showcased and delivered to make the most impact. This platform is an extremely focused and curated marketing and admissions tool that not only promotes your institution, but also cuts out the distracting and possibly negative noise that may hinder a potential student from applying to your institution and making that final decision to enroll. Additionally, the time spent continuing to engage with content after the first video increases with StudentBridge's platform.

StudentBridge vs. YouTube Views



346%
INCREASE
in views on average