



# How Sault College uses Goodkind to welcome and engage international students.



Sault College is a public institution in Sault Ste. Marie, Ontario.

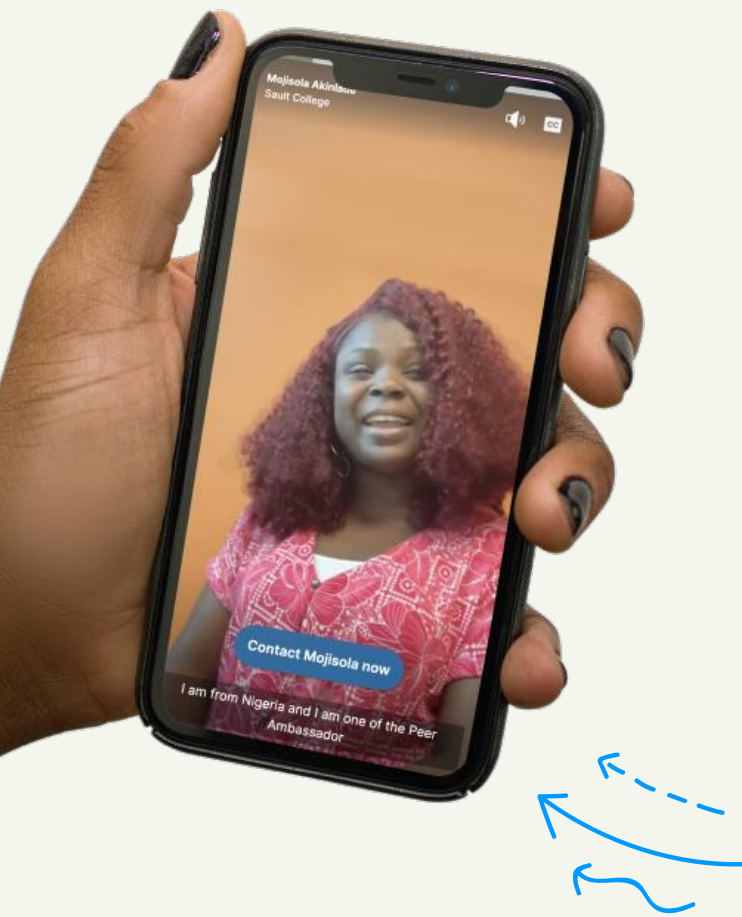
The Sault College international recruitment team wanted to enhance the experience of incoming international students, foster connections with current students, and create a sense of belonging before students arrive.

### The problem

Before Goodkind, international recruitment was a more **passive experience**, and the Sault College team wanted to ensure that their students felt fully supported in their journey to Sault Ste. Marie, Canada. With this in mind, the team had to create an experience that was more invitational.

### Our solution

- 👤 Video messaging as a way to build relationships remotely.
- 📊 Leverage engagement data to make their funnel more efficient.
- 🎓 Personalized video messages to help boost student morale and confidence.



### THE RESULT

#### The Sault College team exceeded target by 38%

As a result of Goodkind video messaging, deeply interested prospective students often reach out to Sault College after receiving a video message:

- Sault College beat their international yield targets by 38%
- **73%** of students watched this video message
- **52%** of students clicked the call-to-action with intent to contact their Peer Ambassador



“With Goodkind, you can create a **tailored experience** for each student and make them feel comfortable by just showing your face.”



**Heather Lewis** Manager, International Recruitment and Services

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