



Solutions - specially designed for international schools in Asia pacific

IES - Your partner in Internatioanl Education

About Us

International Education Solutions (IES) is a trusted provider of key services and solutions for international schools across the Asia Pacific region. The IES team is made up of international education experts and is part of Canadian International Education Organisation (CIEO) which has more than 20 years' experience operating international schools in China, Hong Kong and Thailand.

Why Choose Us

Through a series of one-on-one interviews, we hear firsthand from hundreds of international school leaders in Asia Pacific each year about the key challenges they are facing. With this knowledge of issues in mind, we're able to offer authentic clarity, wisdom, and solutions to schools in an international context.

Our Solutions

- International School Marketing Consultancy
- Strategic SEO, Paid Ads, and Digital Marketing Execution Services
- Digital Marketing for Chinese Student Recruitment
- School Operation Solutions
- School Sales Advise

Contact Us

enquiries@ies.network
www.ies.network

Scan to visit our website



Marketing Solutions for International schools

We provide school marketing solutions for both international and Chinese platforms.

Our expert team has years of experience in international school admissions and marketing.

International Marketing Solutions

→ SCHOOL MARKETING CONSULTANCY SERVICES

In-depth analysis of your school's social media posts and website messaging to provide you with strategies, ideas, and steps you can take to help increase your engagement, followers, and overall conversions.

→ DIGITAL MARKETING EXECUTION SERVICES

A complete website SEO audit that outlines areas that need improvement. From there, our SEO expert will handle all of your website updates and management to maintain your site and ensure you are 'found' when families search for schools in your area.

China Marketing Solutions

→ CHINA MARKETING SOLUTIONS

We deliver results-oriented Chinese marketing packages that powerfully highlight your school to increase parental engagement. Our Chinese marketing services are catered towards international schools like yours that are hoping to attract more registrations from international Chinese families.

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SOLUTIONS FOR INTERNATIONAL SCHOOLS

SCHOOL MARKETING CONSULTANCY SERVICES

At IES, we offer a number of marketing consultancy services tailored to your school's needs.

OUR SERVICES

From branding strategies to social media marketing and website SEO, we will work with you to boost your online presence and increase enrollments.



SCHOOL BRANDING

We'll present you with ideas and strategies to enhance and strengthen your school's brand awareness.



SCHOOL COMMUNICATIONS, CONTENT, AND MESSAGING REVIEW/AUDIT

You'll receive a report that outlines messaging improvements, ideas, suggestions, and strategies to enhance your messaging and communications. We'll also work with you to strengthen your website's copywriting and suggest best practices.



SOCIAL MEDIA & WEBSITE REVIEW & STRATEGIES

We'll analyze and review all of your social media streams and provide you with ideas to help you optimize your platforms and engage with your current and desired audience.

SOLUTIONS FOR INTERNATIONAL SCHOOLS

DIGITAL MARKETING EXECUTION SERVICES

We offer schools digital marketing execution and implementation services to increase leads and student enrollments.

OUR SERVICES

Tailored digital marketing execution services for schools to help your school bring in more inquiries and increase enrollments through SEO and paid ads execution services.



SEO & WEBSITE MANAGEMENT FOR INTERNATIONAL SCHOOLS

We'll take a thorough look at your website's SEO ranking and provide a report outlining areas that need improvement and help you execute an SEO strategy to boost your school's search engine ranking and conversion rate.



SOCIAL MEDIA AND GOOGLE ADS FOR SCHOOLS

With your advertising budget in mind, we'll work closely with your marketing team to plan and execute tailored ads that will bring the best success to your google or social media ad campaigns.



MARKETING TEAM SUPPORT

As an extension of your team, you'll receive continuous support and coaching throughout the year to ensure your digital marketing efforts are working. You'll also get live reporting and feedback to highlight what strategies are working and how others can / will be improved.

SOLUTIONS FOR INTERNATIONAL SCHOOLS

CHINA MARKETING SOLUTIONS

We deliver results-oriented Chinese marketing packages that powerfully highlight your school to increase Chinese parental awareness and engagement.

OUR SERVICES

We will work with your school admission team from Chinese social media registration to planing Chinese student recruitment strategies.



CHINESE SOCIAL MEDIA REGISTRATION AND CUSTOMER SUPPORT

We'll work closely with your school admissions team to set up Chinese social media official accounts and help respond to parents contacted via those social media channels.



CHINESE CONTENT MANAGEMENT

We'll help school manage and prepare content to post on Chinese media outlets and social media in Chinese language, as well as create marketing material for schools that fit well with each s platform and media requirements.



CHINESE STUDENT RECRUITMENT STRATEGIES

You'll receive a report with ideas and strategies to enhance your school awareness in China market, including trends and updates in international schools in Asia Pacific that are useful for your marketing strategies.